



ANNUAL FOG EVENTS SPONSORSHIP PACKAGE

Market your product, services and business at the
@ 5 Hallmark events, SF Bay area

Let Your Brand Grow With Fog

The theme of this year's Festival is the root of Indian culture, thought, and philosophy - "Vasudev Kutumbakam" - the world is one family.

- ✓ **FOG Republic Day, Sunnyvale**
- ✓ **FOG Holi, Fremont**
- ✓ **32nd Festival of India - Mela & Parade (2 days), Fremont**
- ✓ **FOG Diwali**



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Why Sponsor FOG events?

Silicon Valley has been home to Indian Americans for decades retaining their unique cultural identity while assimilating the ethos of America. The next-generation Americans of Indian descent are the brand ambassadors of this unique cultural mix. The annual Festivals hosted by FOG aims to bring the different communities in the SF Bay area and surrounding Counties together to foster a greater understanding of Indian culture – its customs, traditions, attire, entertainment, and cuisine. Come and be a part of these historic events and enjoy the rich and vibrant Indian culture in all these 5 events.

Event sponsorship is a critical component of a company or organization's marketing plan. Sponsorship is a direct channel of communication, and it reaches people in an environment that matches their lifestyle. FOG offers a series of successful events and festivals that will provide you the opportunity to place your product, business or service in the hands of thousands of potential customers. FOG events are unique annual events which have been the mainstay of the Silicon Valley community for over 40 years. All FOG events are the largest of its kind and are a gathering of people from all parts of Silicon Valley. All proceeds will be invested back into the community to promote youth education, cultural empowerment through a variety of activities and events. At its core, FOG events are festivals of arts and dance in which nearly 4000 participants from age four years old to senior citizens come to showcase their talents.

As a sponsor, you will have the opportunity to expand your business, and magnify the importance of the services that your company provides, along with several other event-related benefits. As a sponsor, you will have an opportunity to highly publicize your company or organizations to nearly quarter million residents of the Bay area all year long. Our audience comprises over 300,000 people representing a variety of cultures, communities, professions and community leaders. We advertise to all communities through television and radio ads, social media platforms, banners, posters, fliers.

Our past sponsors have been satisfied with the response they have received through this forum and have been continuous supporters. You will find that the available sponsorship options have the potential to both increase the domain of your company and support such a wonderful cultural event that this community looks forward to.

Networking Opportunities !!!

Establish presence in the community!!!

- Exposure to 300,000+ people over 5 annual events
- Over 200 plus booths featuring their product and services
- Year long promotion in social media
- Biggest India day parade of the West Coast

*We are a 501c3 organization and
your contributions are 100 %
tax deductible*



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Annual Gold Sponsor \$10,000

- 2 booths (10 by 10) at all events - 5 events per year
- One banner (3 by 4) near the stage at all events
- Recognition on stage during prime time at all events
- 25 VIP passes for all events
- Inclusion of your logo and website on the marketing materials and FOG website as Annual Gold Sponsor
- Social media marketing
- 10 Invitees to the Sponsors' reception
- Promote product/service at Sponsor reception
- Facebook posts tagging your company before and after the event
- Company/firm senior executive TV Interview during the events
- Your company logo included at the bottom of all FOG email correspondence
- Radio interview slots before the event
- Banner ads on our website

Annual Silver Sponsor \$6,000

- 1 booth (10 by 10) at all events - 5 events per year
- Recognition on stage during prime time at all events
- 10 VIP passes for all events
- Inclusion of your logo and website on the marketing materials and FOG website as Annual Silver Sponsor
- Social media marketing
- 5 Invitees to the Sponsors' reception
- Promote product/service at Sponsor reception
- Facebook posts tagging your company before and after the event

