



EXTRAVAGANZA 2024

SAT, AUGUST 17 & SUN, AUGUST 18

39439, Paseo Padre Pkwy, Fremont

10:00 am to 7:00 pm

- ✓ FOG Dance Competition
- ✓ FOG food fest
- ✓ Fog Singing competition

- ✓ FOG Wellness & Health fair
- ✓ India Day Parade
- ✓ India Day Mela/Fair

510-491-4867 / 510-938-8667

WWW.FOGSV.ORG

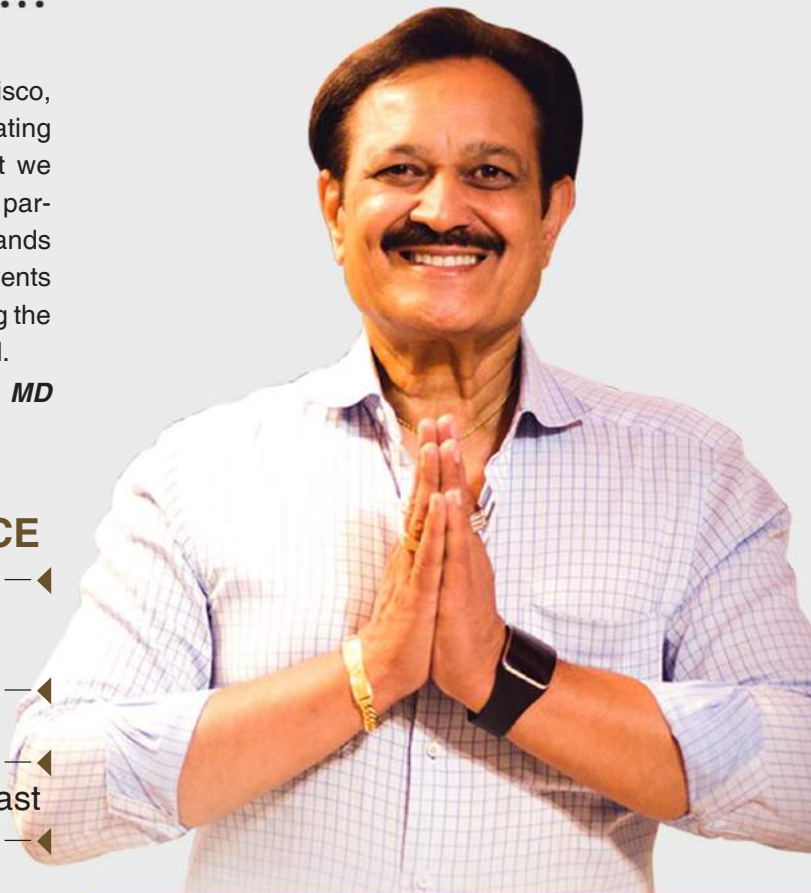


CONVENOR/ FOUNDER'S MESSAGE

TOGETHER, We Can Make It Happen!!!

This year Festival of Globe- Silicon Valley, San Francisco, formerly known as Festival of India, will be celebrating its 32nd Anniversary. Through culture, dance, and art we plan to be the largest festival that aims to engage global participation. Festival of Globe will provide participants, brands and audiences interacting with each other. Several events that take place during this festival have been recognizing the need for communities to work together for a larger good.

ROMESH K. JAPRA, MD



PREVIOUS FESTIVAL AT A GLANCE

- ▶ OVER 130 PLUS BOOTHS featuring their products and services
- ▶ Attended by over 50,000
- ▶ Biggest India Day parade of the West Coast



FESTIVAL OF GLOBE- SILICON VALLEY, SAN FRANCISCO (FOGSV)

Fremont is a city located in Alameda County California. With a 2020 population of 247,708, it is the 16th largest city in California and the 92nd largest city in the United States. With over 50% of residents being of Asian origin, celebrating their culture and art is imperative. Fremont is currently growing at a rate of 1.35% annually and its population has increased by 15.70% since the most recent census, which recorded a population of 214,089 in 2010.

Fremont was the site of the Apple factory that made the first Mac computer. This led to the development of other tech companies, including Asyst Technologies, Nextlink California, and Cirrus Logic, to name a few. There were about 750 tech companies located in Fremont by the time the 2000s rolled around. Since the 1980s, Fremont has also played an essential role in the automotive industry, as it was the location of the General Motors auto assembly plant. The plant later

became a joint venture between GM and Toyota, although operations closed in 2010. However, Tesla has since acquired part of the plant.

Festival of India & Parade is an annual celebration of Indian heritage and culture for the entire Bay Area featuring a variety of fun activities for revelers of all ages. Attendees can enjoy an Indian cultural and musical extravaganza as well as a health fair, grand parade, a film festival, an arts & crafts bazaar, a bevy of yummy food options and much more. This event has grown from humble beginnings in 1983 to over 100,000 attendees in 2019, it is one of the most anticipated events in the Bay area. This is the biggest India day festival of the West coast.

FIA invites all the businesses in Fremont to be part of this grand event and make this event a huge success. If you are interested in sponsoring or being a part of the event, please email vidyas@fiaonline.org.



FESTIVAL OF GLOBE- SILICON VALLEY, SAN FRANCISCO (FOGSV)



FESTIVAL OF GLOBE is San Francisco Bay Area's premiere multi-ethnic cross cultural extravaganza. The week long festival packages performing arts from around the globe into a lively and intense celebration of the richness and diversity of cultures.

Using Art & Culture as a common theme, FOG aims to serve as a unique catalyst for cultural osmosis and bring positive change within the communities. Each year the festival raises funds in support of various social issues faced by the diverse communities.

Specific causes that are actively supported include youth development, elderly and senior care, ending hunger and homelessness and empowerment of women.

The mission of FESTIVAL OF GLOBE - Silicon Valley has been to help communities better integrate with each other and unify for the greater purpose of the common good. Through a dazzling array of events around culture, dance and art, we plan to bring artists, audiences, social activists and investors on the same page to celebrate our present and commit to improving our future.

Let your brand be a part of this special experience. It prides itself on its ability to create customized sponsorship packages to accommodate the needs of its sponsors. Bring your marketing agenda and let us take care of the rest. Let us help your company and/or brand reach your desired audience, OUR audience.





FESTIVAL OF GLOBE- SILICON VALLEY, SAN FRANCISCO (FOGSV)

OUR MAIN EVENTS TO GIVE EVERYONE AN EXPERIENCE OF A LIFETIME...

FOG DANCE COMPETITION

The Festival of Globe (FOG) Dance Competition is a grand celebration of the beautiful dance forms of the Indian subcontinent and other parts of the world. By the means of this platform, we hope to:

- Provide thorough enjoyment to participants and audiences alike
- Help youth imbibe their rich cultural heritage
- Empower youth by encouraging their talent
- Showcase the arts of different ethnicities to mainstream America, thus contributing the best parts of Indian and other cultures to mainstream American culture

FOG WELLNESS AND HEALTH FAIR

Free FOG WellnessPost Fair run by over 100 Health Professionals not only screens for heart diseases, cancer, osteoporosis, eye problems, dental disorders and other diseases but also promotes slogan of sharing and caring.

Many practicing doctors donate their time because this helps many seniors and many other community members who may not have regular insurance or are not able to make payments.

FOG FOOD FEST

FOG Food Festival is Bay Area's best known brand in Food shows and is focused towards facilitating growth & modernization of the industry by providing a platform for global vendors and sourcing professionals.

INDIA DAY MELA/ FAIR

This event is FREE. Two day fair with over 250 booths and exhibits on products, services, Arts, Crafts, Literature, Fashion and Designs will be held in Fremont on August 17th and 18th, 2024 from 10 am to 7 pm. This is an excellent opportunity for you to advertise your business, since the event is promoted all over Bay area and attended by over 25,000 people all over the Bay.

INDIADAY PARADE

Showcasing an exhibition of culture, creativity, reflections and traditions are the hallmarks of grand parade. Grand marshals riding more than 100 open cars along with over 50 colorful floats. The grand parade witnessed by over 50,000 people will be held in the City of Fremont on August 18th, 2024. Grand parade celebrates largest democracy of the World - India's Independence Day in United States of America, the oldest democracy of the world.

LET YOUR BRAND GROW WITH FOG

32nd
ANNUAL FESTIVAL



SPONSORSHIP OPPORTUNITIES

PRESENTING
SPONSOR: **\$100,000**

Presents Festival of Globe - Silicon Valley 2024

- 20ft x 20ft Booth or Area (4 booths at the Festival of India)
- Your company name and logo appear as "Presented by" on all printed and digital marketing materials, including newspaper, radio and television ads.
- Presentation of official greeting at the Grand Opening
- Company Banners (Up to 6) displayed at locations around venue of movie fest, India day mela and appreciation dinner
- Float participation in the India Parade on Sunday, August 18, 2024 and Representatives join dignitaries and celebrities in the India Parade.
- Event Branding -your company name & logo on all digital marketing materials, advertising and company name mentioned at all organization events in the month leading up to it, social media exposure with links to all your pages and website
- Periodic Sponsor announcements from Festival Stage
- Exclusive display and presentation of the product/ service in the India Day Parade and Mela.
- Sponsor's corporate name with "Presented by" appears with event name on all promotional materials
- Recognition as Presenting Sponsor on all printed posters and tickets
- Exclusive Press Conference and Party for and in honor of Presenting Sponsor
- Multiple shoutouts on Social Media 4 times/week for 2 months including facebook, twitter, instagram
- Double page advertisement in the FOG Festival Guide
- Two full page (8.5"x11") color ad in official event program
- 50 VIP passes and reserved seating at India Day Parade and Mela and Appreciation Dinner.
- Recognition as Presenting sponsor on the FOGSV website: www.fogsv.org
- Recognition as Presenting Sponsor in all electronic promotions of the event by Fogsv and its event organisers, including supporting newsletters, email blasts, and all online advertising for the event.
- Company/firm senior executive TV Interview during the live streaming of India Day Parade
- Color Advertisement in the event brochure (back cover)

LET YOUR BRAND GROW WITH FOG

32nd
ANNUAL FESTIVAL



SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR: \$50,000

• 20ft x 10ft Booth or Area (3 booths at the Festival of India)

Your company name and logo appear as "Powered by" on all printed and digital marketing materials, including newspaper, radio and television ads.

- Social Media marketing-exposure for up to 6 weeks before the event
- Event Branding -your company name & logo on all digital marketing materials, advertising and company name mentioned at all organization events in the month leading up to it, social media exposure with links to all your pages and website
- Company banners (3) displayed at locations throughout venue
- Periodic Sponsor announcements from Festival Stage
- Sponsor will lead the Dignitaries and Celebrities in FOG Grand Parade.
- Company/firm senior executive TV Interview during the live streaming of India Day Parade
- One full page (8.5"x11") color ad in official event program. - - Color Advertisement in the event brochure (Inside back cover)
- 30 VIP passes and reserved seating at

India Day Parade and Mela and Appreciation Dinner.

- Prominent Logo Display on FOGSV Website's Homepage, with a link to the sponsor's website.

GOLD SPONSOR: \$25,000

• Two 10ft x 10ft booth or area

- Company banner (2) posted in the Festival of India
- Company logo listed as Gold sponsor in all media and marketing materials
- Multiple shoutouts on Social Media once/week for 2 months including facebook, twitter, instagram
- One full page (8.5"x11") color ad in official event program
- 15 VIP passes and reserved seating at India Day Parade and Mela and Appreciation Dinner.

SILVER SPONSOR: \$10,000

• One 10ft x 10ft enclosed booth

- Company banner posted in the Audience Pavilion
- Company logo listed in all media promotions
- One full page (8.5"x11") color ad in official festival program
- 10 VIP passes and reserved seating at India Day Parade and Mela and Appreciation Dinner.

BRONZE SPONSOR: \$5,000

• One 10ft x 10ft enclosed booth (includes one table and two chairs)

- Company logo listed in all media promotions
- 5 VIP passes and reserved seating at India Day Parade and Mela and Appreciation Dinner.

CORPORATE BOOTH: \$2500

- One 10 ft* 10 ft enclosed booth at the Festival of India
- Company logo listed in all marketing materials



FESTIVAL OF GLOBE- SILICON VALLEY, SAN FRANCISCO (FOGSV)

2024: Program Schedule

AUG 17-8

**INDIA DAY MELA/
FAIR**

10 am to 7 pm

39439, Paseo Padre
Pkwy, Fremont

AUG 17

**FOG DANCE
COMPETITION**

10 am to 6 pm

39439, Paseo Padre
Pkwy, Fremont

AUG 17

**FOG WELLNESS &
HEALTH FAIR – FREE**

10 am to 12 noon

39439, Paseo Padre
Pkwy, Fremont

AUG 18

**INDIA DAY
PARADE**

11 am to 1 pm

39439, Paseo Padre
Pkwy, Fremont

AUG 18

**INDIA DAY
SHOWCASE**

1 pm to 7 pm

39439, Paseo Padre
Pkwy, Fremont



PAST PROUD SPONSORS

EXCLUSIVE LUXURY VEHICLE PARTNER

BMW of Fremont

EXCLUSIVE HOSPITALITY PARTNER

Signia
by Hilton
SAN JOSE

SILVER SPONSORS

POPPY BANK



ASTROLOGY PARTNER



MEDIA SPONSORS



Past Grand Marshals



Asha Parekh



Mayor Willie Brown



Dev Anand



Vinod Khanna



Amitabh Bachchan



Dharmendra



Shatrughn Sinha



Moon Moon Sen



Laura Turner



Poonam Dhillon



Meenakshi Seshadri



Vyjayanthi Mala



Urmila Matondkar



Mahima Chaudhary



Tabu



Mauli Dave



Manoj Bajpayee



Ayushmann Khurrana



Randeep Hooda



Esha Deol



Aftab Shivdasani



Mallika Sherawat



Jimmy Shergill



Prosenjit Chatterjee



Divya Khosla Kumar



Gulshan Grover



Sonu Nigam



Amrita Rao



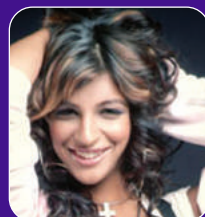
Sonu Sood



Sushmita Sen



Vivek Oberoi



Anushka Manchanda



Namrata Shirodkar



Tushar Kapoor



Kalpana Pandit



Lisa Ray



Raima Sen



Raveena Tandon



Riya Sen



Neha Dhupia



VASUDHAIVA KUTAMBKAM
(World is One Family)

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