

**Marin Indian American Association**  
**www.mariniaa.org**

February 3, 2016

To Whom It May Concern:

On behalf of the Marin Indian American Association (MIAA), we would like to request your sponsorship for our annual cultural event - "**Marin Utsav 2016**", which will be held on **Saturday, April 30<sup>th</sup>, 2016 from 4:00 pm to 11:00 pm** in Marin County.

**Marin Indian American Association** (MIAA) is a non-profit organization formed to bring together the diverse groups of Indian American people in Marin. MIAA conducts community service days for members to contribute their services to Marin nonprofits. **MIAA's showcase cultural event**, Marin Utsav, has been held in Marin for well over 18 years and attracts many families of Indian and non-Indian origin. The program showcases the **Indian culture** with both cultural and educational segments, which include Indian music and dance. The event is highly popular and has been a sell-out event for the last several years, which is a testament to our **evolving and growing community**.

Last year alone, the attendance was well over **400** people. The geographic representation of the audience and the participants was across northern and southern Marin and other counties of the Bay Area.

Whether you are a new sponsor or have worked with us before, we are confident that you will be impressed by the strength of our local families and our presence in the area. This is a great opportunity for businesses to reach many members of our community at a reasonable cost while supporting a well-attended cultural event.

Your sponsorship will go a long way in helping us preserve the **cultural richness of this community**. We sincerely hope your organization will be part of this community effort. *Marin Indian American Association is a non-profit organization (tax ID 83-0387985) and your sponsorship is tax deductible.*

The details of the various sponsorship levels are outlined on the next page:

### Tier 1 Sponsor – \$1000 – \$2500

- Highlighted Mention in printed event material and on MIAA web site
- Link to sponsor' s web site from MIAA web site
- Allowance for Banner and Poster to be displayed in Hall or Atrium (As allowed by venue, please coordinate with your MIAA representative)
- Highlighted Announcement by MCs during the Cultural show
- Table space at the event for display of sponsor advertising material (30” x72” )
- 3 complimentary tickets with over \$75 in value to Marin Utsav including complimentary dinner



### Tier 2 Sponsor – \$500 – \$999

- Highlighted Mention in printed event material and on MIAA web site
- Link to sponsor' s web site from MIAA web site
- Allowance for Banner and Poster to be displayed in Hall or Atrium (As allowed by venue, please coordinate with your MIAA representative)
- Highlighted Announcement by MCs during the Cultural show
- Table space at the event for display of sponsor advertising material (30” x72” )
- 2 complimentary tickets with over \$50 in value to Marin Utsav including complimentary dinner



### Tier 3 Sponsor – \$250 – \$499

- Highlighted Mention in printed event material and on MIAA web site
- Link to sponsor' s web site from MIAA web site
- Highlighted mention by MCs during the Cultural show
- 1 complimentary ticket with over \$25 in value to Marin Utsav including complimentary dinner



### Community Partners – \$100 – \$249

- Highlighted Mention in printed event material and on MIAA web site
- Link to sponsor' s web site from MIAA web site



**The sponsorship checks can be made out to MIAA and sent to the following address: 33 Marblehead Lane, Novato CA 94949. Upon receipt, a confirmation email will be sent to you via your contact at MIAA.**

If you have any questions, please do not hesitate to contact Reva Rao at 415-763-9700 / [revarao@gmail.com](mailto:revarao@gmail.com) or Sweeti Shah at 415.238.1855/ [sweetishah@hotmail.com](mailto:sweetishah@hotmail.com) We look forward to your sponsorship and your support for our community event.

Sincerely,

Reva Rao and Sweeti Shah  
Sponsorship Leads