



ILLUMINATE

2012 Sponsorship Package



About Vancouver Celebrates Diwali

Celebrated across the world, Diwali is the biggest, brightest and most popular even in the Indian calendar. The word *diwali* means “row of lighted lamps”, with light symbolizing the triumph of good over evil, prosperity over poverty and knowledge over ignorance. It’s a time for lighting *diyas*, laying out colorful *rangolis*, setting off fireworks, exchanging gifts of sweets and celebrating with dance, music and storytelling.



Senior Ladies Garba dancers at VCD-2011

Vancouver Celebrates Diwali’s mission is “to celebrate the universal light that exists in everyone”.

As we look to emphasize the true meaning of Diwali in this year’s festival, we’ve chosen **ILLUMINATION** as our guiding vision and slogan for VCD-2012.

A Festival that’s growing, and growing...

The VCD Festival originated in 2004 and has since evolved to becoming one of the largest Diwali-themed events in the Lower Mainland. What started as a one-day, volunteer-driven event has evolved to the point where we are a professionally-staffed festival that has become a destination event on the City’s cultural calendar. Throughout our history we have striven to balance several core competencies: showcasing the best and brightest South Asian talent, exhibiting artistic innovation through a myriad of forms, and engaging our wide community in as active and inclusive a role as possible.

More and more each year, Vancouver Celebrates Diwali is “the face of Diwali” in this great city.

Our first festival in 2004 drew 800 people. Over the past three years, Vancouver Celebrates Diwali has attracted more than 16,000 people to our events!



Mayor Gregor Robertson speaks at VCD 2011



Hip hop group Banyen Roots at VCD 2011



This Year's Program: November 5 – 11, 2012

With each year we look to satisfy our growing audience by bringing back popular events as well as incorporating new and fresh ideas into our program. With an increasingly sophisticated audience and the growing pervasiveness of Indian culture in Vancouver, our festival needs to lead the way in excellence and innovation. With ILLUMINATION as the guiding theme for VCD 2012, we will be challenging this year's artists to interpret the traditional Diwali themes of light over dark into their work, just as we will challenge our community to explore new forms of cultural fusion in performance. Please take a look at the list of events below, with new partners, new venues, and new ways to bring the Diwali spirit all across Vancouver.

Launch Party / Tweet Up

The festival opens on November 5 with a reception and event launch at CBC Studio 700 in Downtown Vancouver. With limited tickets available to the public, this event welcomes and thanks our artists, VIPs, sponsors and media. The program will feature command performances as well as an announcement of the festival's events. And this year VCD hosts our first Tweet Up, where our Twitter followers will Tweet about our festival. An event audience of 100 is expected.

Diwali Workshops

Long seen as the backbone of our festival, the *Diwali Workshops* are extremely popular with community centres and neighborhood houses across Vancouver. Taking place from November 5 – 10, we produce between 7 – 10 workshops with support from Vancouver Board of Parks & Recreation. These workshops feature professional artists and facilitators leading workshops in *rangoli* design, *diya* lamp painting, *bhangra* and Bollywood dancing, and *mehndi* hand painting. An event audience of approximately 1,250 people is expected.

Chai House on Main Street

Taking place on November 9 at Heritage Hall on Main Street in partnership with New Works, the 2012 edition of the Chai House brings an element of contemporary-arts edge and glamour to VCD. Since much of our festival caters to family audiences and classical performances, the *Chai House on Main Street* evening cabaret is a licensed event for an adult crowd that pushes the envelope in terms of boldness and artistic innovation. An event audience of 150 people is expected.

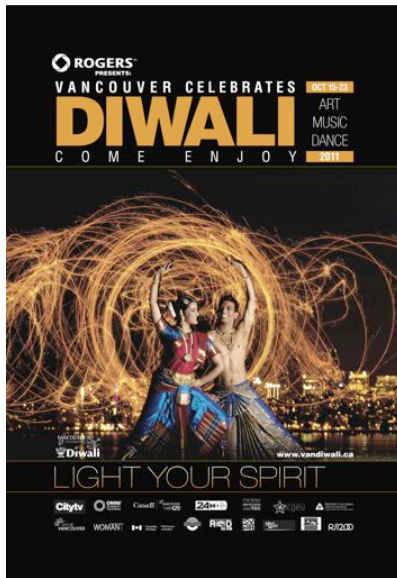
Diwali Downtown

Diwali Downtown is a massive day-long event that draws thousands of people from all demographics for a South Asian cultural extravaganza. Taking place on November 11 at the Roundhouse Community Centre, *Diwali Downtown* brings together the best of contemporary and classical Indian culture for the entire family. This year's event will include fifteen different music and dance performances, an Indian bazaar featuring South Asian crafts and food, a room-sized rangoli, a "trade show" display of South Asian fashions from top Vancouver designers, a video display of community responses to the question "What is Diwali?", a Kids Zone with Diwali crafts and storytelling, and a Diwali Info Room with a cultural exhibit and live-feed Twitter Zone. An event audience of 3,500 – 4,000 people is expected.



ILLUMINATING across Vancouver

This year Vancouver Celebrates Diwali will attract an estimated 6,000 people, with 13 events taking place over 7 days at venues across the City. Through professional and grass-roots promotion and publicity on multiple platforms, our festival reaches out to every corner of the Lower Mainland.



VCD 2011 Poster

Our message generates over 4 million impressions across the Lower Mainland

In 2012 VCD takes its message to more people and communities than ever before

Publicity & Promotion

- VCD engages the professional services of publicists and marketing firms with proven records in arts promotion
- VCD's growing social media presence doubles each year, dramatically augmenting our grass-roots online presence
- Each year we receive dozens of media requests with several reporters onsite, producing multiple features and articles in Vancouver's largest media outlets

Media

- Each year VCD retains media sponsorships with organizations such as Global, CityTV / OMNI, CTV, The Georgia Straight, Vancouver 24 Hours, CKNW, RED FM, RJ 1200
- These media sponsorships produce hundreds of advertisements in print, radio and TV
- Our press release is distributed to over 150 local media outlets

Marketing Distribution

- Each year VCD distributes 500 posters, 2,500 – 5,000 postcards and 10 – 15 transit shelter posters
- VCD routinely promotes its materials through our partners and artists distribution networks





Shining Opportunities

As an organization that tries to balance our responsibilities to our community as well as our sponsors, VCD limits the number of corporate and media sponsorships which support our events. This approach allows us to maintain our appeal as a community event, and build trusting relationships with sponsors while providing them with maximum exposure for their investment.

Vancouver Celebrates Diwali is proud to offer exclusive sponsorship opportunities, as well as multi-year agreements. As we start to plan for our 10th Anniversary Festival in 2013, now is the time to take advantage of that wonderful exposure.

Our corporate sponsorship structure provides options ranging from Festival Presenting Sponsor, to more focused contributions that suit your organization's resources or mandate. Our commitment in producing each year's festival is to put the focus on showcasing local artists, while also providing our partners with the recognition and representation they deserve.

Note that we are always flexible in negotiating sponsorships, and that valuable in-kind contributions are often counted as "cash" in any agreement.

For 2012, our Sponsorship Categories include...

- Festival Presenting Sponsor
- Event Sponsors (multiple options)
- Partner Sponsors
- Friends of Diwali





Festival Presenting Sponsor - \$15,000 (exclusive)

Promotional Benefits

- Festival billed as “SPONSOR NAME presents the Vancouver Celebrates Diwali Festival”
- Media release announcing “SPONSOR NAME presents the Vancouver Celebrates Diwali Festival”
- Exclusivity of industry category
- Right of first refusal for future VCD Festivals (depending on contribution)
- **Large primary logo** on all promotional materials, including posters, postcards and programs
- **Large primary logo** and sponsor link on VCD website vandiwali.ca
- Special mention on e-newsletter, Facebook and Twitter blasts
- Full-page **outside back cover ad** in 3,000 event programs
- **Logo** and spoken mention on TV spots aired on South Asian media (depending on media sponsors)
- **Primary mention** on all radio spots
- **Large primary logo** on all print media spots
- Room to negotiate other innovative measures not described here

Event Benefits

- Exclusive invitation to VIP *Launch Party*
- Custom-made festival banners created with **SPONSOR logo**, to be displayed at all events, as well as dominant signage and multiple banner placements at **all Festival events**
- Exclusive space for sponsor activation station at *Diwali Downtown* and *Chai House on Main Street*
- Lead-off acknowledgement at *Launch Party*, *Diwali Downtown* and *Chai House on Main Street*
- Speaking opportunities at *Launch Party*, *Diwali Downtown* and *Main Street Chai House*
- Exclusive VIP table at *Chai House on Main Street* (8 complimentary tickets)



Malavika Santhosh - VCD 2011



Shiamak's Bollywood – VCD 2011



S. Matharu and M. Assani - VCD 2011



Diwali Downtown Event Sponsor - \$10,000 (exclusive)

Promotional Benefits

- Event billed as “*Diwali Downtown*, sponsored by SPONSOR NAME”
- Media release announcing “*Diwali Downtown*, sponsored by SPONSOR NAME”
- Exclusivity of industry category
- Right of first refusal for future VCD Festivals (depending on contribution)
- Logo on all promotional materials, including posters, postcards and event programs
- Logo and sponsor link on VCD website vandiwali.ca
- Mention on e-newsletter, Facebook and Twitter blasts
- Full-page / full-color ad in 3,000 event programs
- Spoken Mention on all *Diwali Downtown* radio spots
- Logo on all print media ads
- Room to negotiate other innovative measures not described here

Event Benefits

- Exclusive invitation to *VIP Launch Party*
- Prominent signage and banner placement at *Diwali Downtown*
- Space for sponsor activation station and/or product display at *Diwali Downtown*
- Logo included on signage at *Diwali Downtown* and *Chai House on Main Street*
- Speaking opportunity at *Diwali Downtown*
- Acknowledgement at *Launch Party*, *Diwali Downtown* and *Chai House on Main Street*
- VIP table at *Chai House on Main Street* (4 complimentary tickets)

Chai House on Main Street Event Sponsor - \$2,500 (exclusive)

Promotional Benefits

- Event billed as “*Chai House on Main Street*, sponsored by SPONSOR NAME”
- Media release announcing “*Chai House on Main Street*, sponsored by SPONSOR NAME”
- Right of first refusal for future VCD Festivals (depending on contribution)
- Logo on all promotional materials, including posters, postcards and event programs
- Logo and sponsor link on VCD website vandiwali.ca
- Mention on e-newsletter, Facebook and Twitter blasts
- Half-page ad in 3,000 event programs

Event Benefits

- Exclusive invitation to *VIP Launch Party*
- Prominent signage and banner placement at *Chai House on Main Street*
- Space for sponsor activation station and/or product display at *Chai House on Main Street*
- Logo included on signage at *Diwali Downtown* and *Chai House on Main Street*
- Speaking opportunity at *Chai House on Main Street*
- Acknowledgement at *Launch Party*, *Diwali Downtown* and *Chai House on Main Street*
- VIP table at *Chai House on Main Street* (4 complimentary tickets)



Diwali Workshops Sponsor - \$2,000 (exclusive)

Promotional Benefits

- Events billed as “*Diwali Workshops*, sponsored by SPONSOR NAME”
- Media release announcing “*Diwali Workshops*, sponsored by SPONSOR NAME”
- Right of first refusal for future VCD Festivals (depending on contribution)
- Logo on all promotional materials, including posters, postcards and event programs
- Logo and sponsor link on VCD website vandiwali.ca
- Mention on e-newsletter, Facebook and Twitter blasts
- Half-page ad in 3,000 event programs

Event Benefits

- Exclusive invitation to VIP *Launch Party*
- Prominent signage at all *Diwali Workshops*
- Logo included on signage at *Diwali Downtown* and *Chai House on Main Street*
- Speaking opportunity at one prominent workshop
- Acknowledgement at *Launch Party*, *Diwali Downtown* and *Chai House on Main Street*

Partner Sponsors - \$1,000 (three opportunities)

Benefits

- Logo and sponsor link on VCD website vandiwali.ca
- Quarter-page ad in 3,000 event programs
- Banner placement at *Diwali Downtown*
- Logo included on signage at *Diwali Downtown*
- Small sponsor activation station at *Diwali Downtown* (sponsor provides tent)

Friends of Diwali - \$250 - \$999 (multiple; including in-kind)

Benefits

- Name in 3,000 event programs
- Logo included on signage at *Diwali Downtown*
- Name on VCD website vandiwali.ca

To discuss sponsorship opportunities please contact:

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www.vandiwali.ca