



*Light Your Spirit*

**2011 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.



Artist Whitney Krueger builds the massive rangoli at VCD 2010

*The spirit of joy and welcome of this festival is reflected in our slogan, which is to “Light Your Sprit”, as well as in our mandate, which is “to celebrate the universal light that exists in everyone”.*

The Vancouver Celebrates Diwali Festival is directed by the non-profit Diwali Celebration Society. Our goals include:

- *Celebrating the diversity of art forms from South Asia by showcasing local artist*
- *Encouraging participation & breaking cultural barriers, allowing all communities to experience the Diwali spirit & learn the traditions of their friends & neighbors*
- *Exploring how traditional South Asian arts evolve into fusion forms*

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

Started in 2004 by a group of dedicated volunteers, VCD has grown to become a strong and vibrant cultural organization. The Festival now receives consistent funding support from the City of Vancouver, Canadian Heritage, the BC Arts Council, the Vancouver Board of Parks & Recreation, and the Roundhouse Community Centre. In 2010 Vancouver Celebrates Diwali presented its most successful and ambitious festival to date, surpassing even our most optimistic expectations. A year’s worth of hard work, and the dedicated support of a number of community partners has set this beloved festival on a path of stability and community benefit for several years to come. The organization now has the potential to become a prominent feature on Vancouver’s cultural scene, as we seek to become the “face of Diwali” in this great city.

***Our first event in 2004 drew 800. Our 7<sup>th</sup> Anniversary Festival in 2010 gathered almost 7,500 people to our events!***



Artists performed to packed houses at VCD 2010



Mayor Robertson and VCD leaders at VCD 2010

In every aspect, VCD is a growth operation, promising sponsors and community partners with broad recognition, supported by a resourceful and dynamic infrastructure. Some highlights of our recent success include:

- 40% larger audience from 2009 to 2010
- 58% more artists from 2009 to 2010
- 22% more earned revenues from 2009 to 2010
- hiring a professional publicist in 2010 to drastically expand our marketing reach
- developing new partnerships to get our brand seen by new audiences and markets

## **This Year's Program – October 16 – 23, 2011**

Last year's Festival saw more people, more artists and more events than we've ever programmed. Following on that success, we've come up with an ambitious plan for 2011 that sees us returning with some of our favorite events, as well as introduce some new and exciting elements. 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.

### ***Dance All Sorts: Diwali Style***

Through our emerging partnership with New Works, a local dance presenting organization, VCD is proud to present a South Asian component to New Works' annual program of eclectic professional dance. Taking place on October 16 at the Roundhouse Community Centre, this performance is the unofficial kick-off event of the 2011 Festival. And through the support of New Works, we're excited to announce that this event will feature a prominent non-local dance artist from Western Canada. Expected audience: 150.

### ***Diwali Workshops***

Regarded as the backbone of the Festival, these community workshops enable us to bring the culture and traditions of Diwali far and wide. Taking place from October 17 – 22 at community centres and neighborhood houses across Vancouver, professional artists and facilitators lead workshops in *rangoli* design, *diya* lamp painting, *bhangra* and Bollywood dancing, and *mehndi*



hand painting. Over the course of the week VCD will host approximately 10 of these workshops to over 1,250 people.

### ***Celebration at City Hall: To be confirmed***

As a long-time festival partner, the City of Vancouver has officially kicked off our Festival for the past several years at City Hall, right in Council Chambers. With Mayor Gregor Robertson in attendance, along with other civic, corporate and political honored guests, this event is a great media and networking opportunity, and a chance to get some face-to-face time with the Mayor. The ceremonial program includes the lighting a Diwali *diya* lamp by Mayor Robertson, reading of the proclamation, performances, and a catered reception. This year's City Hall event is tentatively set for October 17.

### ***Chai House on Main Street***

Also the result of our partnership with New Works, this event marks both an exciting expansion for Vancouver Celebrates Diwali, as well as the long-awaited return of one of our favorite events: the Chai House. Taking place on the evening of October 18 at the landmark Heritage Hall on hip Main Street, this cabaret-style evening gala will include an eclectic and daring mix of cutting-edge and risky South Asian talent, with plenty of food and drink for all. The programming for *Main Street Chai House* will lean towards the contemporary and fusion-based, with a top-name headlining group to bring the house down. Expected audience: 125 – 150.

### ***Diwali Bright Lights Vancouver***

This is another new initiative for VCD, and coincides with an important milestone: the City of Vancouver's 125<sup>th</sup> Anniversary Celebrations. This series will also take place at Heritage Hall on the afternoon of October 18 featuring a showcase of emerging South Asian dancers, musicians and spoken word artists, as we take a celebratory look at the cultural impact of the Indian community in Vancouver over the past 125 years. Expected audience: 250 – 350.

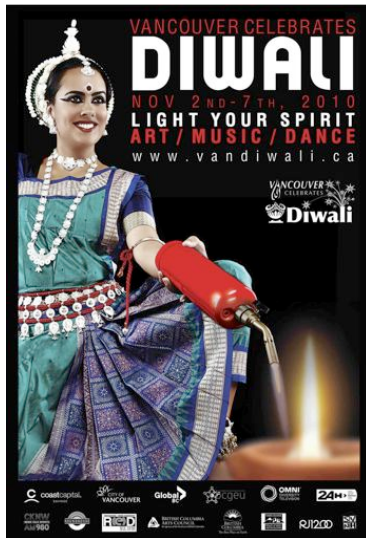
### ***Diwali Downtown***

The Festival concludes with our hugely popular main event, taking place throughout the Roundhouse Community Centre on October 23. This massive day long cultural extravaganza showcases a dizzying array of programming in ever nook and cranny of this Yaletown institution. This year's *Diwali Downtown* will include dozens of dancers and musicians performing on multiple stages, a South Asian film festival, bold displays of visual arts, *diya* painting and *mehndi* hand tattooing stations, a massive room-sized *rangoli* built by our audience, interactive dance workshops, an Indian crafts bazaar, and of course tons and tons of Indian cuisine. Expected audience 3,500 – 6,000.



## Shining our Light across Vancouver

This year Vancouver Celebrates Diwali will attract an estimated 8,500 people to our largest Festival ever, with over 15 events taking place over 8 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.



Vancouver Celebrates Diwali 2010 Poster

**Our message generates over 4 million impressions across the Lower Mainland**

**In 2011 VCD takes its message to more people and communities than ever before**

### Publicity & Promotion

- Titania Productions and publicist Rebecca Coleman are back in 2011 after getting us our most widespread coverage in 2010
- Stronger online impact than ever with a growing social media presence
- Dozens of media requests during our events, with several reporters and television cameras onsite

### Media

- Sponsorships with likely partners Global, OMNI, CKNW, RED FM, RJ1200, and 24 Hrs
- Hundreds of advertisements in print, radio and TV
- Press releases sent out to over 150 media outlets
- Broadcast-quality television commercials

### Marketing Materials

- 10 – 15 bus shelter posters throughout Vancouver
- 2,500 postcards and 500 posters
- 10 community centres promoting the festival
- cross-promotional marketing with other festivals





## Glowing Opportunities

As a community focused organization, we try to limit the number of corporate sponsorships that support our events. This approach allows us to maintain our appeal as a community event, build lasting relationships with suitable partners, while providing maximum return on investment for our sponsors.

### ***Vancouver Celebrates Diwali strikes a balance between corporate sponsorship and our commitment to community***

Our corporate support structure provides options ranging from Title Sponsorship of the entire festival, to more focused levels that suit your organization's resources or mandate. Our commitment in producing each year's Diwali festival is to put the focus on showcasing local artists, while also providing our partners with the recognition and representation they deserve.

**Please note that we are always flexible in negotiating sponsorships, and that valuable in-kind contributions are counted as part of any sponsorship.**

### ***For 2010, our Sponsorship Categories include...***

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





## **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”
- Right of claim as “Presenting Sponsor” of 2011 VCD Festival
- Exclusivity of industry category and first right of refusal for future VCD Festivals
- **Large primary** logo on all promotional materials, including posters, postcards and event programs
- **Large primary** logo and sponsor link on VCD website [vandiwali.ca](http://vandiwali.ca)
- Name on e-newsletter, Facebook and Twitter
- Full-page **outside back cover ad** in 3,000 event programs
- **Logo** and spoken mention on 30-second TV spots aired on South Asian media
- Primary mention on all radio spots
- **Large primary** logo on all print media spots

### **Event Benefits**

- Dominant signage and multiple banner placement at **all Festival events**
- Exclusive space for sponsor activation station and Youth Team presence at *Diwali Downtown*
- Lead-off acknowledgement during speeches at *Diwali Downtown* and *Main Street Chai House*
- Speaking opportunity at *Diwali Downtown* and *Main Street Chai House*
- Exclusive VIP table at *Diwali Downtown* and *Main Street Chai House*
- 15 complimentary VIP tickets to *Diwali Downtown* and *Main Street Chai House*
- Special invitation to *Celebration at City Hall*



*Shan E Punjab - VCD 2010*



*Dhol Meets Taiko – VCD 2010*



*Sudnya Naik - VCD 2010*



## **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”
- Right of claim as “*Diwali Downtown* Event Sponsor”
- Exclusivity of industry category
- Logo on all promotional materials, including posters, postcards and event programs (pending deadlines)
- Logo and sponsor link on VCD website [vandiwali.ca](http://vandiwali.ca)
- Name on e-newsletter
- Full-page / full-color inside back cover ad in 2,500 - 3,000 event programs
- Spoken Mention on all *Diwali Downtown* radio spots
- Logo on all print media spots (pending deadlines)

### **Event Benefits**

- Prominent signage and banner placement at *Diwali Downtown*
- Space for sponsor activation station and/or product display at *Diwali Downtown* (pending facility approval)
- Acknowledgement during speeches at *Diwali Downtown* and *Main Street Chai House*
- Speaking opportunity at *Diwali Downtown*
- Exclusive VIP table at *Chai House on Main Street*
- 4 complimentary tickets to *Chai House on Main Street*
- Special access to events at *Diwali Downtown*
- Special invitation to *Celebration at City Hall* (pending event confirmation)

## **Chai House on Main Street Event Sponsor - \$2,500 (shared)**

### **Promotional Benefits**

- Industry exclusivity
- 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 claim as Event Sponsor”
- Logo on all promotional materials, including posters, postcards and event programs
- Logo and sponsor link on VCD website [vandiwali.ca](http://vandiwali.ca)
- Name on e-newsletter
- Half-page ad in 3,000 event programs

### **Event Benefits**

- Prominent signage and banner placement at *Chai House on Main Street*
- Logo included on signage at *Diwali Downtown*
- Acknowledgement during speeches at *Diwali Downtown* and *Chai House on Main Street*
- Speaking opportunity at *Chai House on Main Street*
- Exclusive VIP table at *Chai House on Main Street*
- Complimentary VIP tickets to *Chai House on Main Street*
- Special invitation to *Celebration at City Hall*



## **Diwali Bright Lights Vancouver Event Sponsor - \$2,500 (shared)** **Promotional Benefits**

- Industry exclusivity
- Event billed as “*Diwali Bright Lights Vancouver*, sponsored by SPONSOR NAME”
- Media release announcing “*Diwali Bright Lights Vancouver*, sponsored by SPONSOR NAME”
- Right of claim as “*Diwali Bright Lights Vancouver* Event Sponsor”
- Logo on all promotional materials, including posters, postcards and event programs
- Logo and sponsor link on VCD website [vandiwali.ca](http://vandiwali.ca)
- Name on e-newsletter
- Half-page ad in 3,000 event programs

### **Event Benefits**

- Prominent banner placement at *Diwali Bright Lights Vancouver*
- Logo included on signage at *Diwali Downtown* and *Diwali Bright Lights Vancouver*
- Acknowledgement during speeches at *Diwali Downtown*
- Speaking opportunity at *Diwali Bright Lights Vancouver*
- Special invitation to *Celebration at City Hall*



*Dakshina Dance*  
*Moving Landscape 2009*



*UBC Girlz*  
*Diwali Downtown 2008*



*R&B Singer Chin Injeti*  
*Chai House 2008*

## **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 claim as “*Diwali Workshops* Sponsor”
- Logo on all promotional materials, including posters, postcards and event programs
- Logo and sponsor link on VCD website [vandiwali.ca](http://vandiwali.ca)
- Name on e-newsletter
- Half-page ad in 3,000 event programs

### **Event Benefits**

- Prominent banner placement at all Arts & Culture Workshops
- Logo included on signage at *Diwali Downtown*



- Acknowledgement during speeches at *Diwali Downtown*
- Speaking opportunity at one prominent workshop
- Special invitation to *Celebration at City Hall*

### **Partner Sponsors - \$1,500 (three opportunities)**

#### **Benefits**

- Logo and sponsor link on VCD website [vandiwali.ca](http://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)
- Tax receipt for individual donors (not businesses; conditions apply)

### **Friends of Diwali - \$250 - \$999 (multiple opportunities)**

#### **Benefits**

- Name in 3,000 event programs
- Name on VCD website [vandiwali.ca](http://vandiwali.ca)
- Tax receipt for individual donors (not businesses; conditions apply)

**To discuss sponsorship opportunities or for general inquiries please contact:**

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**[www.vandiwali.ca](http://www.vandiwali.ca)**