



Partnership Proposal



presents



Saturday August 21: 11 am to 9 pm
Jain Center: 435 N. Rt 59, Bartlet, IL 60103

www.DesiJunction.com



About Us

There are many good reasons to partner with Desi Junction

- For the Community By the Community
 - Desi Junction is for the South Asian community funded by local community members and businesses
 - 100% of your funds will go to the community service
- True flavor of all-round South-Asia.
 - Our shows are fun-filled and thought provoking live interaction. It is a blend of the various elements like music, news, issues, interviews, quiz & live talk.
- Have Strong Fan following
 - Loyal Listeners : Nearly a decade long band of loyal listeners backing.
 - Highest call Volume on WJJG Radio

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Heritage India Festival

- Heritage India Festival is the biggest South Asian Cultural & Heritage Festival in Chicago.
- Each year, thousands of South Asian families and individuals visit the festival to catch a glimpse of the true colors of India. The festival promises mouth watering food, vibrant apparel, elegant jewelry, live entertainment, Singing and Dance competitions.
- A Full day colorful extravaganza, which will include dance and singing performances, fashion shows food court with delicious food and cooking shows, and live entertainment.
- Year after year, for last 7 years our team has enticed large crowds, exceeding 3,000 visitors, to this prestigious event. Visitors to the festival can expect shopping in a Desi bazaar and shows with South Asian models displaying the hottest, cutting edge designs in Asian fashion.
- This year's Festival encompasses the following:
 - Dance & Singing competition
 - 60 plus vendor booths
 - Garments • Jewelry • CD/DVD and Movies
 - Handicrafts • House wares • Paintings Books
 - Food from different parts of India

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Festival History



CHALLENGE 2010

**The most anticipated event of the year
More than 200 participants**

The festival hosts one of The Best Singing and Dancing competition in USA. Here are highlights of last competition.



Bollywood



Classical



Tradational



Fashion



Sponsorship

Title Sponsor / Media Partner (Value \$ 5,500)

- The event will be named after Title Sponsor.
- Title Sponsor's logo on all the publicity material.
- Title Sponsor's Banner on the stage.
- Title Sponsor's representatives will be recognized on the stage.
- Opportunity to showcase Title Sponsor's promotional video in the event, on Big Screen.
- One Premium booth to display and distribute Title Sponsor's publicity material.
- Title Sponsor's logo printed on all the Official T-Shirts
- Title Sponsor Banner on the official Web site.
- 300 radio spots (30 sec) on Desi Junction Radio.
- One special segment on Desi Junction Radio to be named ' Title Sponsor HOUR' and quiz our listeners about ongoing promotions.

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Sponsorship

We have crafted a strategy to build upon the success of previous events to make the upcoming events even greater, more entertaining and vibrant spectacle. This year we have planned ONE full day of family fun, shopping, food and entertainment. 2010 festival features nonstop live stage performances, as well as the exciting singing and dancing competitions

SPONSORSHIP OPTIONS

	Grand Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Cost	\$4,000	\$3,500	\$2,500	\$1,500
Booth at Venue	Large Premium Booth	Premium Booth	Premium Booth	Standard Booth
Logo on Posters	Large	Medium	Small	Name in Flyers
Logo On Flyers	Large	Medium	Small	Name in Flyers
Banner	On Stage	On Stage	In Venue	In Venue
ADVT on Big Screen	8 times	6 times	4 times	2 times
Recognition on Stage	Yes	Yes	Yes	Yes
Promotion on Radio	6 Months 100 Radio Spots	4 Months 60 Radio Spots	2 Months 40 Radio Spots	1 Month 20 Radio Spots
Live Interview or Exclusive Product promotion on Radio	15 Minutes	10 Minutes	5 Minutes	NA
Web Banner	6 Months	4 Months	2 Months	1 Months
E-Mail Blasts	8	6	4	2

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Past Sponsors

One of the biggest factors contributing to the success of Desi Junction has been it's large and diverse group of partners. Some of these include:

- Sulekha.com
- Western Union
- Mira Nair Films
- USA Films
- Dish Network
- Travel King
- Prudential Properties
- ERAUSA Real Estate
- Sunfeast Biscuits
- Century 21
- Coldwell Banker
- Zee TV
(Largest South Asian Channel)
- MetLife Insurance
- Citibank
- Swad Foods
- American Airlines
- Air India
- Century 21
- Coldwell Banker
- Charter One Bank
- MoneyGram



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dish
NETWORK

*Full day of Family Fun
Live Entertainment
Desi Food n Shopping*

2010

HERITAGE

INDIA

Festival

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Zamane Ko Dikhana Hai

CHALLENGE 2010

Bollywood, Folk & Classical Singing/Dance Competition

**Bollywood, Classical & Folk
Singing/Dance Competition**

Supported by:
Bangla, Bihari, Gujrati,
Maharashtra, Telugu, Tamil,
Punjabi & Sindhi Associations



Admission: \$5/person, Free Parking, Kids under 10 FREE

Desi Junction



... your connectio back home !

AM 1530 RADIO
EVERY SUNDAY NOON to 4 PM

WWW.DESIUNCTION.COM 1-312-772-DESI

Salwan Group of Companies

STAR FOODS & GIFTS, INC. SALWAN TRADING, INC. INDIA KITCHEN, INC.

KHAZANA
JEWELLERY

dish
NETWORK

SUGA BUILDERS
& CONSTRUCTION

AIR INDIA