



Huntsville India Association



# EVENT SPONSORSHIP BROCHURE

Huntsville India Association is a 45 year old non-profit, non-partisan, non-sectarian, & secular organization, which represents the Asian Indian community in North Alabama.

# DIWALI



Deepavali or Diwali is one of the biggest festivals in India. It's the festival of lights, that's marked by four days of celebration, which literally illuminates India with its brilliance, and dazzles all with its joy. Each of the four days in the festival of Diwali signify a different tradition; each is a celebration of life, its enjoyment and goodness.

## ABOUT THE EVENT

HIA, the largest Indian Association in all of North Alabama, is hosting it's annual Diwali function this fall. The event showcases rich Indian culture & diversity with a plethora of dance performances, musicians, Indian cuisine, and much more. We raise money to support scholarships, relief efforts and other activities in the local community. Our events are well attended and every year we strive to have a good representation of young and adult performers. With your support we feel confident to provide a unique and well attended event.





# Indian Community in Huntsville

1. One of the highest education levels of any demographic group. More than 70% of all Asian Indian Americans have a bachelor's or high degree (compared to 28% nationally and 44% average for all Asian American groups). Almost 40% of all Indians in the United States have a master's, doctorate or other professional degree, which is five times the national average. (2020 Census)
2. Highest Household Income of all ethnic groups. Median household income for all Asian Indian Americans is \$102,025 compared to the median income of \$75,149 for total US Population. (2020 Census)
3. High concentration in the Metro area. Asian Indian-American community numbers 4,546.
4. Leading subgroup in the Asian community in the Huntsville Metro area.
5. Over the last 12 months, HIA events have been attended by over 2,500 people. It has a good reach and presence in the local community with over 1,000 people on its email newsletter and a good presence on social media.



# Sponsorship Opportunities

## Presenting Sponsor - \$5,000

### Benefits

- Title Sponsorship
- Company name mentioned in all media advertising: online, print and on-stage
- Sponsor listing on all at-event signage and on the event program
- Sponsor table at the event and the opportunity to display any products, services or company marketing materials
- 8 Premium tickets to the event



## Supporting Sponsor - \$3,000

### Benefits

- Company name mentioned in all media advertising: online, print and on-stage
- Sponsor listing on all at-event signage and on the event program
- Sponsor table at the event and the opportunity to display any products, services or company marketing materials
- 4 Premium tickets to the event



## Gourmet Sponsor - \$1,500

### Benefits

- Company name mentioned online, on-stage
- Sponsor listing on the event program
- Sponsor banner at the event
- 2 Premium tickets to the event



## Well-Wisher - \$500

### Benefits

- Sponsor listing on the event program and two regular tickets to the event

# Sponsorship Form

Please fill out the following form to confirm your chosen sponsorship package. Completed forms can be returned to HIA P.O. Box 6861 Huntsville AL 35813 or emailed to [HuntsvilleIndia@gmail.com](mailto:HuntsvilleIndia@gmail.com). Please contact us with any questions at [HuntsvilleIndia@gmail.com](mailto:HuntsvilleIndia@gmail.com). We are a 501(c)(3) non-profit and these donations should be eligible for tax deductions.

Website: [www.hiaweb.org](http://www.hiaweb.org): X @hsvindia f: <https://www.facebook.com/HuntsvilleIndiaAssociation>

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Contact E-mail Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

## SPONSORSHIP PACKAGE:

- ☐ \$5,000 Presenting Sponsor
- ☐ \$3,000 Supporting Sponsor
- ☐ \$1,500 Gourmet Sponsor
- ☐ \$500 Well-wisher

## PAYMENT INFORMATION:

- ☐ I have enclosed a check made payable to the **Huntsville India Association**

Thank you for  
supporting HIA!

Once we receive your completed sponsorship form, HIA staff will contact you to discuss event arrangements, sponsorship benefits, and recognition.

Please send your high resolution color and black-and white logos (.EPS or vector preferred) to [huntsvilleindia@gmail.com](mailto:huntsvilleindia@gmail.com).

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date