



SPONSORSHIP OPPORTUNITIES

24th Annual Diwali Gala



NOVEMBER 13, 2021
AGARWALS BASED IN CANADA (ABC)
Galaxy Grand Convention Centre, Brampton

Agarwals Based in Canada (ABC) Overview

Agarwals Based in Canada (ABC) is a registered *Not-For-Profit* entity founded in 1997 with the goals of promoting social, cultural, spiritual and economic growth of Agarwals in Canada, so as to build a prosperous and successful community. Members of the organization are known for reaching high levels of achievement in academic, artistic, business and government enterprises.

ABC continues to extend its values in Canada by:

- Giving back to community: Heart and Stroke foundation, Terry Fox Run and Food Bank
- Promoting Art and cultural heritage by organizing social events
- Providing networking and relationship building opportunities to newcomers to Canada
- Growing culturally and economically
- Organizing community events for youth and seniors

ABC has a strong base of more than 500 members across Canada and continues to grow every year. There are over 1200 Agarwal families living in and around Greater Toronto Area that attend various events organized by ABC during the year. Our typical events are:

- Members' Appreciation Day
- Holi Celebrations
- Eco-Cleaning of Temple
- India day festival and grand parade
- Summer Picnic
- Youth and senior Activities
- Terry Fox Run
- Annual Gala

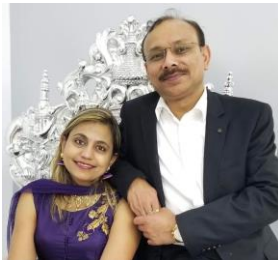
The enclosed document offers description of various sponsorship packages and the benefits your organization can draw by becoming an Annual Gala sponsor. Please contact any one of the undersigned if you have any questions or require additional details about ABC or the event.

Thanking you in advance.

Sincerely,



Sanjay Agarwal
President, ABC
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sanjayincanada@gmail.com



Nidhi & Amba Singhal
Chair, Annual Diwali Gala
647-835-7661 (C)
ambasinghal@gmail.com



Amit Goyal
Chair, Sponsorships
647-267-5179 (C)
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******Please note that ABC will require all attendees to be fully vaccinated and will be following Peel Health Covid-19 guidelines throughout the Annual Diwali Gala event on November 13, 2021******

About the ABC Annual Diwali Gala

ABC's Gala traditionally takes place shortly after Diwali every year. Diwali is one of the most significant Indian festivals and is widely celebrated all over the world. The Annual Gala is organized at a grand scale that gets wide participation from various members of the community, drawing people from various cross sections of the society. The gala enhances deep awareness of the social and diverse culture that India has to offer.

The objective of the event is to showcase the rich cultural tradition that India offers along with the harmonious blend of art, culture, literature and philosophy that are so beautifully interwoven in the Indian way of life. The gala is a well awaited annual event hosted by our organization with full involvement and participation from member families, friends, supporters and leaders from local, provincial and federal level. Normally 400 to 500 members of all ages participate in the celebration and the celebration generally includes:

- Professional entertainment programs
- Cultural and interactive programs by all age group
- Festive buffet dinner
- DJ and emcee
- Recognizing outstanding and community leader

This year, ABC will be celebrating 24 years of success and will be holding its Annual Gala:

Event at a Glance

When: Saturday, November 13, 2021
Time: 6:00 p.m. onwards
Where: Galaxy Grand Convention Centre 200 Advance Blvd. Brampton, ON

Sponsorship Benefits

By becoming a sponsor of this event your company will receive the following benefits:

- Extensive media coverage including
- Presence on the ABC web page
- On-site display of your company name or logo
- Excellent opportunity to interact with potential clients
- Promote your business through our widely distributed Annual E-Magazine
- Widespread publication throughout community media
- Display of your company logo at ABC events for one year
- Display of your company logo with ABC communication for lead sponsors
- All sponsor's logo will be printed on a banner and will be displayed for one year for ABC events

Sponsorship Packages

Sponsorship opportunities are available across a wide range of partnership possibilities. Please identify the package you are interested in and contact us to discuss how you can support ABC.

	Sponsorship Levels #	Diamond	Gold	Silver
	Cost	\$4,000	\$2,500	\$1,500
1	Presenting Sponsor	Yes	-	-
2	Complimentary Wine Bottle(s)	2	1	1
3	Complimentary tickets/seats	10	8	6
4	Plaque of appreciation with stage time during the event	Yes	Yes	-
5	Sponsor's logo in ABC communications throughout the year	Yes	Yes	Yes
6	Sponsor's logo in the ABC slideshow during the event	Yes	Yes	Yes
7	Sponsor's logo on ABC Website throughout the year	Yes	Yes	Yes
8	Sponsor's logo on ABC Social-Media throughout the year	Yes	Yes	Yes
9	Multiple announcements of Sponsors during the event	Yes	Yes	Yes
10	Display of banners ('Pull-up' only)	2	1	1
11	Exhibitor's Tables at the event*	2	1	-
12	Play sponsor's video at the event/Placard	60 seconds	-	-

Other Sponsorship Opportunities

Item	Sponsorship Description	Cost
1	Sponsors logo with Prasad (Sweets) on all guests' tables with 2 seats for the event (<i>Slideshow and multiple announcements during the event</i>)	\$750
2	Sponsors logo with Center Pieces on all guests' tables with 2 seats for the event (<i>Slideshow and multiple announcements during the event</i>)	\$750
3	Sponsor's logo on ABC Website & Communication emails for one year with 2 seats for the event	\$500
4	Exhibitor's Table* and display of products and brochures with 2 seats	\$500

Additional seats for the event can be bought by the sponsors @ \$80 per person, subject to availability.

**Each rectangular table is approx. 2-1/2 ft. x 5 ft. Flyers/brochures to be displayed only on exhibitors table, not on all guests' tables.*

For payments, please mail the check payable to **Agarwals Based in Canada**, to Sushil Agrawal, Treasurer at 1511 Hollywell Avenue, Mississauga ON L5N 4P6.

Phone: 416-803-3609 Email: sushilagr@hotmail.com