

IAOK India Food & Arts Festival 2022



India Food and Arts Festival

2023 Sponsorship



India Association of Oklahoma

www.iaok.org

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IFAF 2023 Sponsorship

India Association of Oklahoma
P.O Box 6828
Moore, OK - 73153

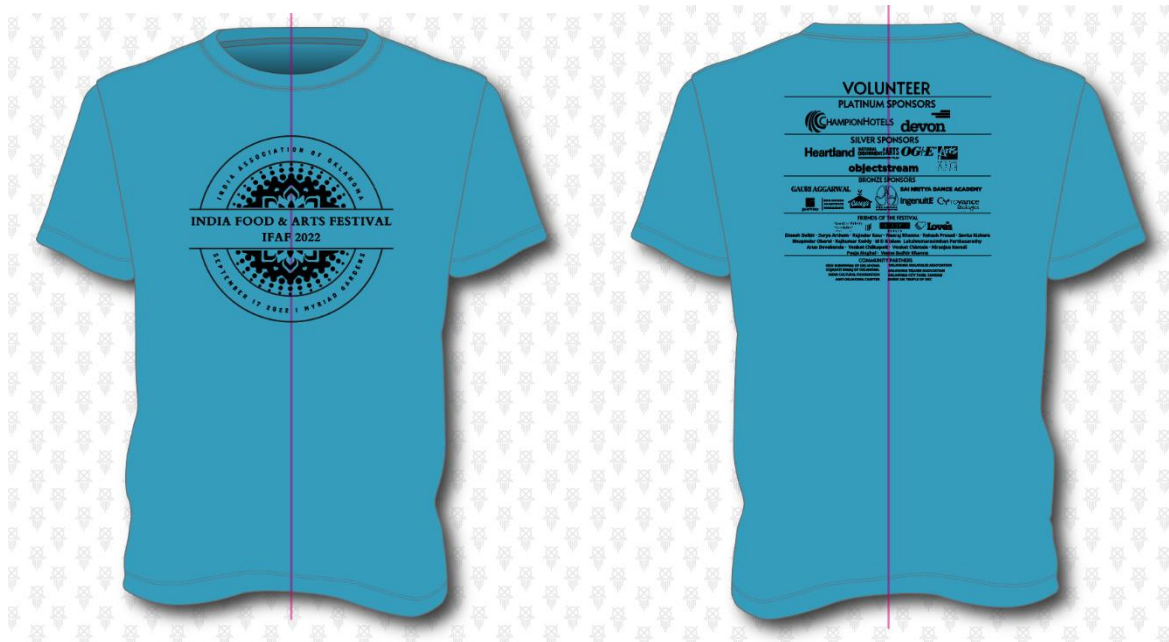
KEY EVENT HIGHLIGHTS FOR 2022:

- Over 13000 Attendees
- 30 vendors
 - Food Stalls
 - Arts and Crafts Stalls
- Cultural Workshops (Yoga, Dance, Singing, Face Painting, Heena, etc)
- India Cooking Class Workshop
- Over 30 Event Sponsors (Corporates and Individuals)
- Media participations

Please take a moment to visit our youtube channel showing highlights of this event:

<https://www.youtube.com/watch?v=-cJs7t6Kwg&t=4s>

Event Sponsors:





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About Us:

India Association of Oklahoma (IAOK) is a nonprofit, non-political, and nonsectarian 501(c)(3) organization formed in 1976 with the primary goal to promote and celebrate the cultural heritage of India.

Over the years, we have successfully implemented many outreach events to showcase Indian culture, heritage, arts, tourism and above all upholding and demonstrating the great Indian tradition of Hospitality considering all humanity as part of our own family.

India Food & Arts festival (IFAF) is now our biggest outreach event now. The idea behind IFAF is to share the great heritage and diversity of India with our fellow Oklahomans.

The Inaugural India Food and Arts Festival (IFAF) in 2019 was very successful bringing in a crowd of approximately 8,000 plus at Central Park, Moore. We skipped 2020 due to the pandemic. In 2021 and 2022, we hosted the event at Myriad Gardens, OKC. The 2021 event attracted around 10,000 plus and the 2022 event at the same venue brought in approximately 15,000 people from all walks of life making it one of the most diverse and well received tourist events of the year. Since the event has been growing leaps and bounds, we will be hosting IFAF 2023 at the Scissortail Park in the heart of downtown Oklahoma City. We have chosen Scissortail park as the venue to accommodate the growing crowd and scale up the event even further than last year. The event is scheduled to happen on Sunday, September 10th.

IFAF is a celebration of Indian culture, heritage, arts and cuisines. It provides an immersive experience for the visitors with several hands-on workshops, cooking, dance and art lessons.

We can proudly state that we have met our vision of sharing Indian culture and heritage and diversity to our fellow Oklahoman's. We have scaled up year after year with resounding success thanks to the volunteers, sponsors, and the people of Oklahoma and IFAF has become an annual event in the tourism map of Oklahoma.

IFAF is an outstanding sponsorship opportunity for sponsors to support this highly popular annual event celebrating diversity, culture, arts, food and heritage. This provides high visibility and months of promotional exposure, before, during, and after the event for the sponsors in addition to supporting this great festival which has become an annual event in the tourism map of Oklahoma.



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Following are our sponsorship packages:

Sponsorship Opportunities:

Maharaja (Grand) Sponsor: \$10,000 and Above.

The Maharaja (Grand) Sponsor contribution ensures the festival goes forward with its mission to “enrich the quality of life in our community by cultivating an art and cultural environment that offers hands-on venues to educate and stimulate the appreciation and advancement of both.”

Platinum Sponsor: \$5,000

Next to the Grand Sponsor, the Platinum Sponsor offers the most visibility and sponsor logo presence. The Platinum Sponsor supports fine-arts/fine-crafts artist demonstration venues “where the artistic process comes alive” before the eyes of visitors of all ages! Demonstration artists are vital to the mission of the festival to “enrich the quality of life in our community by cultivating an arts and cultural environment that offers venues to educate and stimulate the appreciation and advancement of both.”

Gold Sponsor: \$3,000

The Gold Sponsor is prominently featured in a prime location in the heart of the festival. The Culinary Arts Court delivers a creative food experience to enhance visitors’ overall festival experience. It also offers a place to sit, relax and enjoy. Your sponsorship promotes creative food preparation along with educational food. Carefully selected food court vendors present a top-notch, typical outdoor fair in keeping with the educational quality of the festival.

Silver Sponsor: \$2,000

The Silver Sponsor primarily underwrites venues of acoustic performing artists. These venues are placed throughout the art festival in high visual areas. Music provides artistic and aesthetic value to the visitors’ overall art festival experience and is an integral part of the event.

Bronze Sponsor: \$1,000

Become our Bronze Sponsor and provide sponsorship for Livestream and media and have your business, family or organization support the arts!



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Sponsor / Benefits	Maharaja	Platinum	Gold	Silver	Bronze
	(\$10,000 and Above)	(\$5,000)	(\$3,000)	(\$2,000)	(\$1,000)
Opportunity to speak on the stage about the company	✓				
Promotional booth and tent	✓				
Company banner on stage kiosk	✓				
Recognition on all media incl TV & radio as presenting sponsor	✓	✓			
Presenting recognition to artists	✓	✓			
Logo on all visual art workshop tents	✓	✓			
Framed and signed festival certificate	✓	✓	✓		
Logo on sponsor recognition banner within festival footprint	✓	✓	✓	✓	
Logo on website and promotional posters, postcards and brochures	✓	✓	✓	✓	
Logo on festival souvenir cup / t-shirt	✓	✓	✓	✓	✓
Logo on Social media	✓	✓	✓	✓	✓
Year long inclusion on IAOK website	✓	✓	✓	✓	✓

Funds payment:

Check payable to:

India Association of Oklahoma

Mail check to: India Association of Oklahoma

P.O Box 6828, Moore, OK - 73153

Zelle Transfer: infoiaok@gmail.com

Website: <https://www.iaok.org/donation>

