



July 27, 2012

Dear Friend,

Anuja SA and The City of San Antonio (COSA) with the support of the India Association of San Antonio (IASA) and other regional Indian associations will be presenting **Diwali San Antonio- Festival of Lights** in commemoration of San Antonio's Sister City Relationship with Chennai, India. *Diwali San Antonio recently won the Sister Cities International Award for Innovation in Arts and Culture.* The event will be held on **Saturday, November 3, 2012** and will include cultural programming, food and vendor booths, candle release ceremony, fireworks, etc. It will be held at the Hemisfair Park in downtown San Antonio. The evening will conclude with fireworks shot from the Tower of Americas.

Our Sister City relationship with Chennai has already proven to be very successful in various aspects. San Antonio has hosted a number of delegations from Chennai just during the past four years. A delegation representing the arts and culture of Chennai and a business delegation lead by the Guidelines Group of Companies visited San Antonio during the summer of 2008. A delegation of medical doctors from the Association of Physicians of India- Chennai Chapter visited San Antonio and signed an MOU with the Bexar County Medial Society in November 2008. A delegation from the state government of Tamil Nadu visited the San Antonio River Authority. A trade delegation to India is being planned for January 2012. The future is bright for the San Antonio-Chennai Sister City relationship.

We ask for your support of The City of San Antonio's global initiatives and our Sister City relationship with Chennai, India. We invite you to be a sponsor of the Diwali celebration and be a part of this year's celebration and help make Diwali an annual event in San Antonio. Diwali San Antonio has been steadily growing in numbers over the last three years. The 2009 inaugural celebration surpassed everyone's expectation with an attendance of over 5000 and more than 15,000 people attended last year.

As a sponsor, you will be included on all event promotional materials prior to and on the day of the event. A list of the sponsorship benefits is enclosed along with a response form. We look forward to hearing from you. It will be through your support that we will make Diwali an annual event in San Antonio.

Sincerely,

Kausi Subramaniam
President

Hema Viswanathan
Treasurer

Vijaya Botla
Secretary

PLATINUM SPONSOR

\$ 10,000

- Corporate name and logo in the most prominent location in all event-related publicity, including but not limited to:
 - Promotion on Diwali San Antonio's website
 - Promotion on printed flier to be distributed at event
 - Advertising through selected marketing channels
 - Recognition during the programming segment of the event
- Opportunity to provide on-site promotion at event through booth display
- Sponsor's name displayed at event in most prominent location
- 10 tickets to a VIP reception at the Tower of Americas

GOLD SPONSOR

\$ 5,000

- Corporate name and logo in a prominent location in all event-related publicity, including but not limited to:
 - Promotion on Diwali San Antonio's website
 - Promotion on printed flier to be distributed at event
 - Advertising through selected marketing channels
 - Recognition during the programming segment of the event
- Opportunity to provide on-site promotion at event through booth display
- Sponsor's name displayed at event
- 6 tickets to a VIP reception at the Tower of Americas

SILVER SPONSOR

\$ 2,500

- Corporate name and logo in a prominent location in all event-related publicity, including but not limited to:
 - Promotion on Diwali San Antonio's website
 - Advertising through selected marketing channels
 - Promotion on printed flier to be distributed at event
 - Recognition during the programming segment of the event
- Opportunity to provide on-site promotion at event through booth display
- Sponsor's name displayed at event
- 4 tickets to a VIP reception at the Tower of Americas

BRONZE SPONSOR

\$ 1,000

- Corporate name and logo in a prominent location in all event-related publicity, including but not limited to:
 - Promotion on Diwali San Antonio's website
 - Advertising through selected marketing channels
 - Promotion on printed flier to be distributed at event
 - Recognition during the programming segment of the event
- Sponsor's name displayed at event
- 2 tickets to a VIP reception at the Tower of Americas



SPONSORSHIP FORM

Please check the sponsorship level that you wish to purchase.

- Platinum Level (\$10,000) Gold Level (\$5,000)
 Silver Level (\$2,500) Bronze Level (\$1,000)

Sponsor's Name as it will appear in all printed material: _____

Contact: _____

Address: _____

E-mail: _____ Phone: _____

Payment:

Please contact Kausi Subramaniam for payment information at (210) 273-2200 or
jeevan97@yahoo.com

For Inquiry, please email: jeevan97@yahoo.com or call (210) 273-2200
THANK YOU FOR YOUR SUPPORT !