



Anuja SA  
PO Box 591801  
San Antonio, TX 78259

August 14, 2013

Dear Friend,

The City of San Antonio (COSA) and Anuja SA, the San Antonio-Chennai Sister City Organization, are hosting a celebration of **the Indian Festival of Lights, or Diwali San Antonio, in commemoration of San Antonio's Sister City Relationship with Chennai, India**. The event will be held on **Saturday, November 2, 2013** 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 from 5-10 PM. This year's festival will be extra special and unique. Diwali SA will be held in cooperation with the Instituto Cultural de Mexico's Day of the Dead Celebration. The cultures of the two countries will be beautifully melded together to provide a unique and exciting experience for all guests.

Our Sister City relationship with Chennai has already proven to be very successful in various respects. San Antonio has hosted a number of delegations from Chennai just during the past five years. This year has been the most active yet with the Mayor of Chennai and the Commissioner of Chennai Corporation's visit to San Antonio this summer to attend the Sister Cities International Conference. In addition, a 30 member business and trade delegation from San Antonio led by Mayor Castro visited India in January 2013. 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. Diwali San Antonio has been steadily growing in numbers over the last several years. The 2009 inaugural celebration surpassed everyone's expectation with an attendance of over 5000. 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. Come be a part of the Fifth Annual Diwali SA!

Sincerely,  
Kausi Subramaniam

### **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 SA's website
  - Promotion on Diwali SA and Anuja SA social media outlets
  - Advertising through selected marketing channels
- Sponsor's electronic logo displayed at event
- 10 tickets to a VIP reception (more details to follow)

### **GOLD SPONSOR**

**\$ 5,000**

- Corporate name and logo in all event-related publicity, including but not limited to:
  - Promotion on Diwali SA's website
  - Promotion on Diwali SA and Anuja SA social media outlets
  - Advertising through selected marketing channels
- Sponsor's electronic logo displayed at event
- 6 tickets to a VIP reception (more details to follow)

### **SILVER SPONSOR**

**\$ 2,500**

- Corporate name and logo in all event-related publicity, including but not limited to:
  - Promotion on Diwali SA's website
  - Promotion on Diwali SA and Anuja SA social media outlets
  - Advertising through selected marketing channels
- Sponsor's electronic logo displayed at event
- 4 tickets to a VIP reception (more details to follow)

### **Bronze SPONSOR**

**\$ 1,000**

- Corporate name and logo in all event-related publicity, including but not limited to:
  - Promotion on Diwali SA's website
  - Promotion on Diwali SA and Anuja SA social media outlets
  - Advertising through selected marketing channels
- Sponsor's electronic logo displayed at event
- 2 tickets to a VIP reception (more details to follow)



## Sponsorship Request

Program Information:

Program/Event: DIWALI SA- COSA and Anuja SA's Annual Diwali Celebration in Commemoration of San Antonio's Sister City Relationship with Chennai, India

Event Date: Saturday, November 2, 2013

Sponsorship payment deadline: October 15, 2013

Attendance: Estimate of 15,000 people in attendance.

What cities/counties will be served? San Antonio and surrounding areas, reaching out to cities across Texas and the rest of the United States with promotional material.

Nature and purpose of the event:

This event will commemorate the City of San Antonio's Sister City relationship with Chennai, India. It will educate the community on the traditions of Diwali, the Indian festival of lights. The event will include cultural programs, food booths, candle release ceremony, fireworks, etc.



## 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 make checks payable to Anuja SA and mail the payment with this form to:

Anuja SA  
PO Box 591801  
San Antonio, TX 78259

Please email us a high resolution company logo to [jeevan97@yahoo.com](mailto:jeevan97@yahoo.com)

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