

OUR ANNUAL DIVALI NAGAR CELEBRATIONS

2011



**at the
Coral Springs Sportsplex**
2575 Sportsplex Drive
Coral Springs, FL 33067

**Friday & Saturday
October 21st & 22nd
Sunday October 23rd**

\$2.00 ADMISSION | FREE PARKING

954-846-9895

For More Info: www.divalinagar.us -- Email: info@divalinagar.us

History

Divali Nagar Inc was formed in September of 2008 here in Ft Lauderdale Florida.

The first celebration took place at the prestigious Broward Cricket Park in Lauderhill, Florida for Divali 2008. There were dances, songs, music, food and other entertainment for all. This was the foundation for the now vibrant and functional Divali Nagar committee here in the USA.

Significance of Divali

The word Divali; Diwali or Deepaawali means a garland or row of lights. The festival of Deepaawali is the celebration of light over darkness, knowledge over ignorance, truth over untruth and justice over injustice

Deepaawali: the annual festival of lights is observed on the darkest night of the year. This falls on the Kartick Amaawasya or new moon in the month of Kartik (October or November).

The festival dates back from the beginning of creation when the Ocean of Milk was being churned by the Gods and Demons. One of the fourteen items that emerged was the goddess Lakshmi seated on a beautiful red lotus. Hence the festival found as its central and focal theme “ the worship of the Goddess Lakshmi “, as the giver of wealth, success, growth and development.

Hindus begin their fasting from the date of Ganesh Utsow (i.e. the 4th Lunar Day in the month of Bhadrapad) throughout the Pitri Paksh period), then into the Nau Raatri period and into the month of Kartik. There is also physical as well as spiritual cleansing taking place. This is done at a personal level in homes and surroundings or it may extend into the communities, temples and other specially designated places where the celebration takes place. It involves the changing of the old and becoming new.

Divali Pooja for Lakshmi Pooja or Deepawali Pooja is an integral part of this celebration. Here the household Pooja Room, Shrine or special spot is made pure by cleaning and decorating before the actual commencement of the At the conclusion of Pooja, honor must be paid to both mother and father together with all the elders in the home.

Getting Involved

The Divali Nagar Inc. has one of the largest multi-ethnic, 3-day outdoor celebrations in this part of the world which has now quadrupled in attendance over the past 2 years. With this being said, there is a large amount of volunteer opportunities that are available to people and organizations in the community who are interested in lending a helping hand with putting together, as well as during the 3-day celebration. Here are a few things that can be gained by volunteering your time to the Divali Nagar Inc.

- Connecting with the community.
- Share your skills and gain new ones.
- Develop self-esteem and self-confidence.
- Meet new people.
- Enhance your resume and make important networking contacts.
- Promoting culture.
- Feel needed and valued.
- Experience something new.
- Serve your community and country.

Marketing

The Divali Nagar Inc has its own extensive advertising program, creating awareness of our grand celebration and its advertisers. You can look for ads in our email newsletters, website, flyers located in many businesses within our community. Also Divali Nagar Inc will be advertised using other mediums such as radio and direct mailings.

Our Magazine Book

Our magazine booklet which will be a mixture of glossy color and black & white pages will include a special message from our president, along with articles and a full array of our sponsors.

It's a perfect medium for businesses to advertise in order to gain a larger audience to their particular product or service. In addition, the magazine booklet will be distributed at our grand divali nagar celebrations to each and every patron.

Advertise In Our Magazine

See table below for breakdown of costs involved in placing an advertisement in our magazine, website and emails.

Magazine Ads

- \$250** Full Page Color
- \$100** Full Page B&W
- \$300** Inside Back Cover
- \$50** Business Card Color

- \$175** Half Page Color
- \$50** Half Page B&W
- \$200** Inside Back Cover Half Page
- \$25** Business Card B&W

Print Ready Material Available

Print Ready Material Not Available

Website & Email Ads

- \$200/yr** 106x106 Home Page & Inner Page Banner (Limit 4 ads at a time)
- \$50/mo** 827x215 Rotating Banner on Home Page
- \$25/mo** 620x90 Banner on Email Blasts
- \$25/mo** 160x600 Vertical Banner on Email Blasts

Are you interested in a professionally designed advertisement for the magazine, website or emails?

You may contact our design professional to handle the artwork for your business.

BSP Designs, LLC @ 954-591-8296 – <http://www.bspdesigns.net> – bryan@bspdesigns.net

*Design costs are extra and not part of the Divali Nagar Inc.

PRINT AND FILL OUT THE FORM BELOW FOR ADVERTISEMENT IN OUR MAGAZINE AND/OR WEBSITE



First Name: _____ Last Name: _____

Business Name: _____

Street Address: _____

Address: _____ City: _____ State: _____

Zip Code: _____ Phone #: () - _____ - _____ Cell #: () - _____ - _____

Email Address: _____ Date: (MM/DD/YYYY) _____

Website Address: _____

Select Type of Ad-Check Appropriate Box(s):

<input type="checkbox"/> \$250 Full Page Color
<input type="checkbox"/> \$100 Full Page B&W
<input type="checkbox"/> \$300 Inside Back Cover
<input type="checkbox"/> \$50 Business Card Color

<input type="checkbox"/> \$175 Half Page Color
<input type="checkbox"/> \$50 Half Page B&W
<input type="checkbox"/> \$200 Inside Back Cover Half Page
<input type="checkbox"/> \$25 Business Card B&W

Print Ready Material Available

Print Ready Material Not Available

Select Type of Website Ad. Check Appropriate Box(s):

<input type="checkbox"/> \$200/yr	106x106 Home Page & Inner Page Banner (Limit 4 ads at a time)
<input type="checkbox"/> \$50/mo	827x215 Rotating Banner on Home Page
<input type="checkbox"/> \$25/mo	620x90 Banner on Email Blasts
<input type="checkbox"/> \$25/mo	160x600 Vertical Banner on Email Blasts



Please provide any additional information concerning the ad in the space below:

Divali Nagar Representative

Business Owner

Are you interested in a professionally designed advertisement for the magazine, website or emails?

You may contact our design professional to handle the artwork for your business.

BSP Designs, LLC @ 954-591-8296 – <http://www.bspdesigns.net> – bryan@bspdesigns.net

*Design costs are extra and not part of the Divali Nagar Inc.

Reasons to Attend

1. Reach thousands of potential customers
2. It's the largest event of its kind
3. Meet over 100 business professionals
4. Greater brand recognition
5. Increase brand loyalty

Annual Events

Every year Divali Nagar Inc puts together various events in order to raise funds and awareness for our grand divali nagar celebrations. Every event that we organized in the past has been a success. We have comprised a list below of our annual fundraising events.

1. Talent Competition
2. Dance Competition
3. Miss Divali Queen Competition
4. Musical Performances
5. Grand Divali Nagar Celebration

Benefits of Sponsorship

The average daily attendance at the celebration during the hours of 7:00pm-9:30pm weekdays has been approximately 5,000. On the weekends, from 4:00pm-10:00pm we have seen as many as 10,000 patrons present at the venue. We anticipate doubling our attendance this year. The benefit here is the exposure to you, our sponsors, and to make aware to the public your services, products and presence.

Sponsors will also benefit from our mass marketing and advertising campaign which will start in August 2011 that will include the logos and tag lines that are approved. Being a part of the Nagar will ensure that your business is always represented on our media, printed and distributed to thousands of individuals, other businesses and households physically and electronically. Your ads and links to your websites will also be displayed on our main website which was receiving an average of 1000 hits per day during the 60 days preceding the event. This data was obtained from our web hosting service provider.

Based on your selected level of sponsorship, you will receive preferred seating at all our functions, special parking privileges, the authorization to display your banners around the venue for at least 7 days prior to the event as well as all 3 nights of the event and your own booth from which you can market, demonstrate, educate, sell and promote your business or products.

You will also have an opportunity to make a small presentation of your products or business service to the massive crowds on selected days based on availability.

You will have the option of distributing promotional items within the crowd in addition to the committee handing out gift bags to all attendees containing your samples or marketing materials.

Our Levels of Sponsorship

Diamond Sponsor (All 3 Days)	\$5,000
Gold Sponsor (All 3 Days)	\$3,000
Silver Sponsor (All 3 Days)	\$1,500
Bronze Sponsor (All 3 Days)	\$1,000
Basic Sponsor (All 3 Days)	\$500

You can order your sponsorship package level online @ <http://www.divalinagar.us/sidebar-pges/sponsors/>

Payments can be made online via Paypal or Credit Card.

Payment by checks are also accepted in person or by mail.

Sponsorship Levels

Diamond Sponsor – \$5,000

Will receive recognition as a premium level sponsor and appear on all printed materials to be distributed.

2 Vendor display booth (10 x 10 ft) with two tables and two chairs each

Display 1 minute video ad on big screens each night

Opportunity to display corporate banner on Main Stage

Opportunity to distribute corporate literature, product samples, promotional items, and/or sell company products or services at booth

Sponsor recognition during the event and in all promotional material produced by the Divali Nagar Inc.

Opportunity to address the audience from the stage

Advertisement in the event program

Special V.I.P. status: Opening Ceremony and Parking

Invitation to be publicly honored at the celebrations And presentation of a plaque

Opportunity to do an interview on the community TV channels covering the event.

Corporate name printed on the event T-shirts

Photographs of the event

2 Preferred Parking Spaces

Full Page color ad in the Nagar Magazine

Gold Sponsor – \$3,000

2 Vendor display booth (10 x 10 ft) with two tables and two chairs each

Opportunity to display your corporate/organization banner on festival site.

Opportunity to distribute corporate literature, product samples, promotional items, and/or sell company products or services at booth

Sponsor recognition during the event and in all promotional material produced by the Divali Nagar inc.

Advertisement in the event program

Special V.I.P. status: Opening Ceremony and Parking

Invitation to be publicly honored at the celebrations , and presentation of a plaque

T-shirts with event logo

Photographs of the event

2 Preferred Parking Spaces

½ Page Color Ad in the Nagar Magazine



Silver Sponsor – \$1,500

2 Vendor display booth (10 x 10 ft) with two tables and two chairs each
Opportunity to distribute corporate literature, product samples, promotional items, and/or sell company products or services at booth
Opportunity to display your corporate/organization banner on festival site.
Sponsor recognition during the event and in all promotional material produced by the Divali Nagar Inc.
Advertisement in the event program
Presentation of a plaque
T-shirts with event logo
Photographs of the event
2 Preferred Parking Spaces
½ Page Color Ad in the Nagar Magazine

Bronze Sponsor – \$1,000

Vendor display booth (10 x 10 ft) with two tables and two chairs
Opportunity to distribute corporate literature, product samples, promotional items, and/or sell company products or services at booth
Opportunity to display your corporate/organization banner on festival site.
Sponsor acknowledgements during the event and in all promotional material produced by the Divali Nagar Inc.
Advertisement in the event program
Presentation of a plaque
Full Page B&W ad in the Nagar Magazine

Basic Sponsor – \$500

Vendor display booth (10 x 10 ft) with two tables and two chairs
Opportunity to distribute corporate literature, product samples, promotional items, and/or sell company products or services at booth
Sponsor acknowledgements during the event and in all promotional material produced by the Divali Nagar Inc.
Presentation of a plaque
½ Page B&W ad in the Nagar Magazine

Our Current & Past Sponsors

We would like to take this opportunity to thank all sponsors for past sponsorships in one of the largest multi-ethnic, 3-day outdoor celebrations in this part of the world which has now quadrupled in attendance over the past 2 years. If you are a prospective or new sponsor, we would like to welcome you and invite you to be part of Divali Nagar 2011.

Divali Nagar Inc. is a Not For Profit 501(C)(3) registered organization here in the state of Florida.

Our past sponsors include such corporations as Western Union, Laparkan, Caribbean Airlines, Desh Videsh, Power Financial, Champion Audi, TIBA International, Gee Gee Produce, Nothing Butt Cigarettes, PAS Cargo and many more.

While we have recently launched our sponsorship campaign a few weeks ago, many of our past sponsors have already pledged and in some cases registered for this year's celebrations which will be held in Coral Springs Florida, from Friday October 21st thru Sunday October 23rd, 2011.