

LAS VEGAS MELA

Indian Food & Cultural Festival 2017



www.LASVEGASMELA.com
501(c)(3) Nonprofit Organization # 88-0395798

Be a Partner

SUPPORT THE COMMUNITY

Las Vegas Mela (festival) sponsorship committee invites you to become a partner in celebrating the 14th annual festival (Vaisakhi Mela) on Saturday May 6th, 2017 at the Clark County Amphitheater in Las Vegas.

Vaisakhi is an annual festival (Mela) celebrated throughout India for hundreds of years highlighting cultural and historic events.

In Las Vegas, this annual event has come to be known as an Indian Food & Cultural Festival. The spirit of the festival has transcended beyond the Indian community to Vegas Valley residents at large. The festival attracts participants across a wide spectrum of audience members comprised of people aged 5 to 95, men, women, and children; singles, couples, and families.

The MELA (festival) is an outdoor event showcasing celebrity entertainment, food, merchandise, activities, and numerous community organizations. This year's celebration will consist of many exciting events culminating with regional performances by visiting artists from various States, India, and other countries.

Each year the MELA celebration is an amazing experience for the attendees as well as for those who assist in making it happen.

MEDIA OUTREACH

We have launched our marketing campaign starting with social media presence. Our advertising plans (to name a few) include banners, posters, community billboards/calendars, e-mail blasts, distributions of flyers (50,000 pieces) and partnering with local media (TV and radio stations) & community conscious organizations, such as yours.

PROMOTE YOUR BUSINESS

The festival celebration provides an opportunity for you to reinforce your brand in the growing South Asian community. Your participation builds brand awareness; your engagement builds civic allegiance to your business; and your support proves that your business cares about its community.

Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages. Receive guaranteed visibility in print advertising as well as a presence at the Festival site. Mela Sponsorships are priced to encourage participation by businesses of all sizes.

Las Vegas MELA looks forward to working with you as a sponsor of the 2017 Vaisakhi Celebration. We look forward to answering any of the questions you may have regarding potential sponsorship opportunities.

Thank you,

Jasdeep Madan

Sponsorship Coordinator

702-751-MELA (6352)

jasdeep.madan@lasvegasmela.com



Attendance Demographics:

Estimated Attendance 12,000 people (between 11a - 9:30p)

Target Audience: Local Indian/South Asian community

Gender: 51% Female, 49% Male

Marital Status: 65.2% Married, 34.8% Single/Other

Income Group: The mean income of Indian/South Asian American households is about \$120,000/year

Family: 92% of Indian/South Asian American families are two-parent households

Purchasing Power: 76% of Indian/South Asian Americans own their own home, 45% own 2 or more cars

Education: 65% of Indian/South Asian Americans have a bachelor's degree or higher

Profession: 67% of Indian/South Asian Americans are employed in managerial positions

Multilingual: More than 87% of Indian/South Asian Americans speak an additional language other than English

Business in Las Vegas: Indian/South Asian Americans own/manage significant number of small businesses in Las Vegas



Indian Food and Culture Festival Entices Locals

Written by: Katie Cannata

Festivities highlight Punjabi traditions and tastes at the Clark County Amphitheater

The Las Vegas Vaisakhi Mela captivated crowds of locals who were looking for a taste of Indian cuisine and culture at the Clark County Amphitheater on Saturday. The festival was full of flavors and festivities that invited diners to step out from the parking lot and into a small piece of Punjab.

The mela, or gathering, hosted a variety of Las Vegas' top Indian restaurants as vendors including Gandhi, Origin India and Mint. The scents of samosas, masalas and more wafted through the crowd as festival-goers meandered around with mountainous plates of Indian fare. After checking out the stretch of vendors, I decided it was about time to dig in.

My Favorite restaurant Gandhi was serving platefuls of fish pakora. Battered in egg and oil, the fish is cooked until its exterior is a crunchy brown. The bite-sized pieces were heavily seasoned with turmeric, ginger and red chili powder. The fish itself remained buttery and flaky beneath its outer crunch and was best eaten after being generously dipped in a mixture of mint-coriander and sweet tamarind chutney.

Not far from Gandhi's booth was India Palace's chaat papri — a dish of potatoes, peppers, onions, puffed rice and fried wafer crackers smothered in yogurt and mint sauces. So much flavor for such a small price felt like a steal at a meager \$4, but that couldn't stop me from enjoying each bite. While the sauces tend to make the chaat papri a bit sweet, the salty wafers make for a perfect, edible utensil that also balances the dish.

For other favorite dishes, India Palace was also serving plates of black lentils, aloo gobi, chicken masala and naan for \$8. More of a meal than just a small snack, the plate could have easily been split between two people. The aloo gobi, a personal favorite, came with large chunks of potatoes and cauliflower that was seasoned with yellow curry and garlic. Though the naan seemed a bit over-baked, it was delicious after being dipped in the masala that tasted faintly of cloves and cardamom.

Venturing further into the festival's fare, I came across Origin India's offerings — aloo tikki and chole bhature with halwa. Aloo tikki is much like a potato pancake, but mixed with bits of onion, cilantro and mint leaves. The small, but incredibly dense, potato cutlet was served alongside a generous portion of chole bhature — a spicy sauce of chickpeas. One can eat chole bhature with spoon, but scooping it with the bhatoora, or fried bread, made for an irresistible combination.

Never having tried halwa before, I was instantly hooked after a single bite. Each order came with a thick slice of the confection, which remains as a sugary staple across Asia, the Middle East and Africa. Made from a simple combination of nut butter, flour and sugar, the halwa crumbled when eaten and effectively absorbed what was left of the chole bhature's sauce. A plate full of these goodies was only \$6 and was more than enough to be shared.



The halwa, however, gave me a hankering for sweets, which was satisfied by homemade jalebi and laddu. Jalebi is often described as an Indian funnel cake, only far sweeter despite the lack of powdered sugar. Rather, jalebi is soaked in sugar syrup after the flour has been deep-fried. A sticky sweet treat to say the least, the jalebi came with a laddu as well. Laddu are small, doughnut-like balls of chickpea flour, coconut and spices that are cooked in ghee — a clarified butter made from the oils and fats that remain after boiling the butter for some time. With hints of cinnamon and ginger, the laddu was a bit savory, but satisfying.

A dish of spicy lentils, chicken masala, aloo gobi and fresh baked naan made for a filling meal from India Palace.

While the spread of fragrant Indian cuisine was enough to keep anyone satisfied, the festival also treated visitors to a number of noteworthy performances throughout the day, including a troupe of mesmerizing Giddha dancers.

Giddha is a popular, Punjabi folk dance that is commonly performed at social gatherings. The

dance's movements are fluid, requiring quite amount of grace from the beautifully adorned dancers. Beyond their elegant talents, the dancers' kept festival-goers transfixed with their costumes. Donning tunics and skirts, the dancers' vibrant colors were paired with glistening gold mathapatis — or head ornaments — that chimed as they made their way about the stage. Across the amphitheatre, children mimicked the Giddha dancers to the delight of those around them.

Other performers such as a fully Bhangra band, a genre popularized in Punjab, and South Asian fusion group of a cappella singers from Stanford entertained festival goers as well. The headliner of the event, Jassi Sidhu, was warmly welcomed as he treated an audience to hits off his most popular albums that include Reality Check and No Strings Attached.

All of the acts added to the lively ambiance of the gathering, which seems to attract larger audiences with each passing year. By the means of flavor and festivities, the Las Vegas Vaisakhi Mela offers locals a chance to discover, connect and fully enjoy Indian culture at its best.



EVENT SPONSOR \$20,000

Event Sponsor receives:

- Sponsor recognition at Las Vegas MELA Festival
- Event sponsor recognition added to Las Vegas MELA logo for the duration of the agreement.
- Logo placement on MELA ad campaigns, posters/banners, e-mail blasts, Las Vegas MELA web site.
- Logo placement on sponsor page in Las Vegas MELA Guide.
- Listing as Event Sponsor in press releases and logo placement on sponsor banner placed at entrance to the MELA site.
- Merchandise or equipment display platform area.
- 250 complimentary admission tickets.
- Priority placement of a maximum of 10 company banners inside the Festival venue.
- Hourly acknowledgement of your sponsorship by main stage hosts.
- Advertisement placement on LasVegasMELA.com, and monthly email newsletter. Three weekly tweets and five weekly Facebook posts. (3/1/2017 to 5/5/2017)

OPTIONAL UPGRADES:

Available at additional charges as listed below

\$5,000 - Main Stage naming rights.
(Banners provided by sponsor)



DIAMOND SPONSOR \$10,000

Diamond Sponsor Receives:

- Logo placement on applicable ad campaigns, posters/banners, e-mail blasts, Las Vegas MELA web site.
- Logo placement on sponsor page in Las Vegas MELA Guide.
- Listing as Diamond Sponsor in press releases and logo placement on sponsor banner placed at entrance to the MELA site.
- 100 complimentary admission tickets.
- Priority placement of a maximum of 5 company banners inside the Festival venue
- Hourly acknowledgement of your sponsorship by main stage hosts
- Advertisement placement on LasVegasMELA.com, and monthly email newsletter. Three weekly tweets and five weekly Facebook posts. (3/1/2017 to 5/5/2017)

OPTIONAL UPGRADES:

Available at additional charges as listed below

\$5,000 – Entrance Gate naming rights.
(Banners provided by sponsor)



GOLD SPONSOR \$5,000

Gold Sponsor Receives:

- Logo placement on applicable ad campaigns, posters/banners, e-mail blasts, Las Vegas MELA web site.
- Logo placement on sponsor page in Las Vegas MELA Guide.
- Listing as Gold Sponsor in press releases and logo placement on sponsor banner placed at entrance to the MELA site.
- 75 complimentary admission tickets.
- Priority placement of a maximum of 3 company banners inside the Festival venue
- Hourly acknowledgement of your sponsorship by main stage hosts
- Advertisement placement on LasVegasMELA.com, and monthly email newsletter. Three weekly tweets and five weekly Facebook posts. (3/1/2016 to 5/5/2017)

OPTIONAL UPGRADES:

Available at additional charges as listed below

\$2 ea - Additional Festival Entrance Tickets
(Must be purchased by April 25, 2017)

50% OFF - 1 Standard 10'x10' booth rental at the Las Vegas MELA venue



SILVER SPONSOR \$2,500

Silver Sponsor Receives:

- Logo placement on applicable ad campaigns, posters/banners, e-mail blasts, Las Vegas MELA web site.
- Logo placement on sponsor page in Las Vegas MELA Guide.
- Listing as Silver Sponsor in press releases and logo placement on sponsor banner placed at entrance to the MELA site.
- 50 complimentary admission tickets.
- Priority placement of a maximum of 2 company banners inside the Festival venue
- Advertisement placement on LasVegasMELA.com, and monthly email newsletter.

OPTIONAL UPGRADES:

Available at additional charges as listed below

\$2 ea - Additional Festival Entrance Tickets
(Must be purchased by April 25, 2017)

50% OFF - 1 Standard 10'x10' booth rental
at the Las Vegas MELA venue



BRONZE SPONSOR \$1,000

Bronze Sponsor Receives:

- Logo placement on applicable ad campaigns, posters/banners, e-mail blasts, Las Vegas MELA web site.
- Logo placement on sponsor page in Las Vegas MELA Guide.
- Listing as Bronze Sponsor in press releases
- 20 complimentary admission tickets.
- Priority placement of a maximum of 1 company banners inside the Festival venue

OPTIONAL UPGRADES:

Available at additional charges as listed below

\$2 ea - Additional Festival Entrance Tickets
(Must be purchased by April 25, 2017)

50% OFF - 1 Standard 10'x10' booth rental
at the Las Vegas MELA venue



IN-KIND SPONSORSHIPS:

The following list outlines the “in-kind” and category sponsorship needs of Las Vegas MELA. Monetary amounts listed indicate the need for a cash sponsorship of that item or category.

Gift Bag / Raffle / Auction Items

- Sponsors to provide items for Las Vegas MELA to use at its discretion in gift-bags, event prizes, raffle drawings, etc.

Kids Activity/Play Area

- Sponsor to provide owned or rented play/recreational equipment suitable for all ages as well as licensed personnel to operate equipment safely. Suggested equipment could include bounce houses, playscapes, human gyroscopes, carnival games, etc.
- Las Vegas MELA will supply sponsor with the appropriate amount of space to ensure safe operation.
- Sponsor will receive area branding as the Kids Activity/Play Area presenting sponsor.

Water Bottle Sponsor

- 10,000 16oz water bottles labeled with sponsor’s advertisement and Las Vegas MELA logo

Host Hotel - \$1,000

- Sponsor to provide a discounted room rate for festival attendees wishing to book hotel stays.
- Sponsor to offer shuttle service to/from hotel to the festival site for hotel guests (when applicable).
- Sponsor will gain recognition as the host hotel of Las Vegas MELA and be mentioned as such in all of marketing.
- Non-exclusive Sponsorship

Fireworks - \$5,000

- Sponsorship covers the cost of close-of-festival firework display on May 6, 2017 at 9:30p
- Sponsor gains presenting rights of firework display.



NON PROFIT EVENT



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SPONSORSHIP DEADLINES:

- Completed Sponsorship Agreement must be postmarked no later than **April 20, 2017**.
- Send Agreement and sponsorship to:
Sponsorship Coordinator
PO Box 571495
Las Vegas, NV 89157-1495
- Logos in PDF or EPS format should be sent to marketing@lasvegasmela.com no later than **March 15, 2017**.

SINCERE THANKS TO OUR FESTIVAL 2016 SPONSORS



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