Walter Murray Collegiate - August 19, 20 & 21, 2010

Become visible!

Thousands will...

...see!!

Advertise at the India Pavilion

Ceiling Banners
Posters
Event sponsorship
... several options

Historically…

India-Canada Cultural Association (ICCA) has hosted the India Pavilion at Folkfest in Saskatoon for the past 30 years. India Pavilion has been one of the most visited and appreciated pavilions during Folkfest. Almost 12,000 people visit the pavilions during these three days.

We are…

a non-profit organisation which is 100% volunteer operated to serve the community. Financially, ICCA operates only with the support of the members of the association, local businesses and occasional city grants.

India Pavilion is run entirely with the funds raised during the three days of Folkfest, from sale of food, vendor rental income and sponsorships. Entry into the pavilion is by a common passport (common to all pavilions) sold by the Saskatoon Folkfest organisation and each pavilion receives only a very small portion of the revenue from the passport sold at the respective pavilions.

This year…

like every other year, ICCA plans to put up a spectacular show. The theme for this year is **'Incredible India'**.

India Pavilion will provide Saskatoonians an opportunity to see India as their next tourist destination. Our displays will showcase everything that one needs to know to plan their vacation to India.

It will be an opportunity to see India in the full spectrum of dazzling colours that whirl before ones eyes in superbly choreographed dances. These dances, though ancient are created anew in each transforming performance by our classically-trained volunteer dancers and singers. Our Fashion Bazaar will have something for everyone and one can take home some of this exuberance to brighten up their part of the world without strain on the budget! And a visit to our many quality guest vendors will be an experience that one cannot afford to miss.

Mouth-watering authentic Indian cuisine will be prepared fresh every day for dining enjoyment.

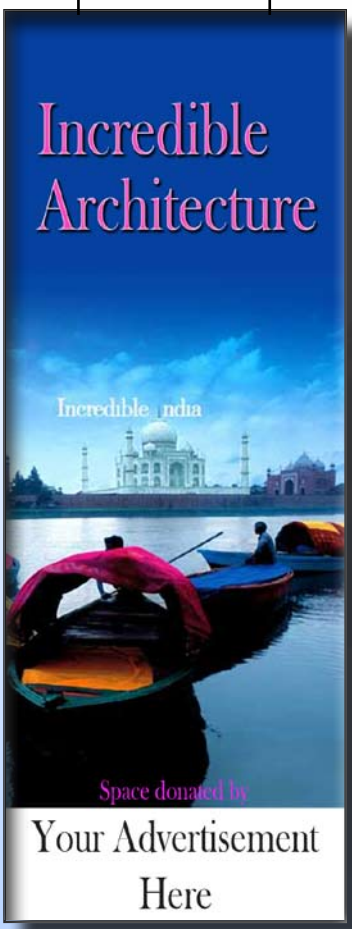
And for all its linguistic diversity, India Pavilion volunteers will speak to visitors with the language of hospitality.

Opportunity to support…

This year, the organising committee has decided to invite business houses to support the India Pavilion by advertising and sponsoring events at the Pavilion.

While we solicit your generosity, we would like to point out that advertising at the India Pavilion has great potential as it will be seen by a multitude of visitors, over the three days.

All the sponsors and advertisers will be listed on our website as well as in the pavilion brochure that will be available to every visitor during the Folkfest days.



Ceiling banners 3'x8'

	1-4	5+	10+
Exhibition area (tourism & travel-related):			
Full colour, double sided banner			
Advertisement space 3'x1' (bottom, one side)	$200	180	160
Food and Bazzar area:			
Black & White, double sided banner			
Advertisement space 3'x1' (bottom, one side)	$100	90	80

Wall posters/banner stands 20"x24" (maximum size)

Space rental only (poster/banner & stand should be supplied)			
Potential advertising areas:			
Foyer/entrance	$100	75	60
Exhibition area (only tourism and travel-related)	$100	75	60
Food court	$75	60	50
Auditorium	$75	60	50

Sponsorship

15 minutes entertainment segments (two, 30-second advertisements in the course of 15 minutes)	$50	40	30

Daily movie **$300**

(60 seconds verbal presentation or slide at the beginning of the movie, slide presentation during intermission (no longer than 3 minutes), display of poster on the day of the movie, at the entrance to the auditorium from the opening to closing hours of the day of screening sponsored movie)

Terms:

All payments should be made in advance

ICCA reserves the rights to refuse any advertisement based on content or for other reasons

All materials, if supplied by the advertisers, will be at their own risk but every effort will be made towards protecting and assuring their safety. Material to be displayed should be brought to the venue no later than 18th, August, 12noon and it should not be removed until 11pm on the 21st, August. However, the material supplied should be claimed before 1pm on the 23rd from the venue.

Logos and any images to appear in the advertisement should be supplied in high resolution, digitally.

Positions for placement of advertisement can be selected but cannot be guaranteed

James Premkumar
Chair, India Pavilion Organising Committee,
India-Canada Cultural Association
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www.iccasaskatoon.ca/indiapavilion