



June 21, 2018

To: Our Esteemed Sponsors, Advertisers and Vendor Patrons

Garden State Cultural Association (GSCA), founded in 1992, is an Indian American organization based in New Jersey, USA. It received Federal tax-exempt status as a non-profit 501(3c) organization in 1993. GSCA has been receiving a Union County (New Jersey) grant since 1998 in recognition of its support to community activities.

It promotes Indian American social and cultural events throughout the year & encourages the next generation to learn the rich and ancient cultural heritage of India through youth/children activities. GSCA also prides itself in engaging in philanthropic and humanitarian relief efforts with monetary donations.

GSCA is proudly announcing its largest and most popular event of the year, Durga Puja (Fall Festival) on Saturday, October 20th and Sunday, October 21st, 2018 at Plainfield High School in Plainfield, New Jersey. This two-day long celebration, one of the most successful cultural events in North America, is traditionally attended by well over 2500 patrons from NJ and neighboring states.

On this occasion, we extend our invitation to you and offer you the opportunity to participate in this celebration by sponsoring the program or by advertising your company through various channels such as brochures, invitation cards, in-house TV Ads, stalls and wrist bands specially prepared for this occasion. These brochures are distributed free of charge to our guests, vendors and performers who attend the celebration. We offer several tiers of sponsorship: General, Silver, and Gold as well as various levels of advertisements; the details of which can be found in the attachments to this letter.

Furthermore, you may wish to partner with GSCA as a year round sponsor (\$4000.00 and up) whereby your support will be acknowledged at multiple GSCA events during the year and additionally, advertised in GSCA's e-newsletters (2 editions per year).

For more information about our organization, you can also visit our website, www.gscs.us. Should you need additional information for the sponsorships/stalls or advertisement opportunities, please contact frc@gscs.us

Sincerely,

**Board of Trustees
Garden State Cultural Association**



GARDEN STATE CULTURAL ASSOCIATION
P.O. Box: 308, Scotch Plains, NJ – 07076
Website: www.gsca.us
Email: contact@gsca.us

2018 Sponsorship Form

Please check as appropriate

A. LEVELS OF SPONSORSHIPS

SILVER SPONSOR (\$1000.00)

- ▶ Company's logo/web link will be added to www.gsca.us home page for a period of one year from receiving payment. This may be renewed every year.
- ▶ Name of the sponsor will be announced during the cultural program (Saturday and Sunday) during Durga Puja (Fall Festival).

GOLD SPONSOR (\$1500.00)

- ▶ All of the above items for SILVER Sponsor, plus
- ▶ A table for company information and handouts.

PLATINUM SPONSOR (\$2000)

- ▶ All of the above items for GOLD Sponsor, plus
- ▶ Company may display a vertical Banner (not to exceed 36 inch wide by 72 inch high) outside the auditorium during Durga Puja (Fall Festival) on both Saturday and Sunday.
- ▶ 2 free admissions tickets for adults to the Durga Puja (Fall Festival).

YEAR ROUND SPONSOR (\$4000.00)

- ▶ All of the above items for PLATINUM Sponsor, plus
- ▶ A full page black & white advertisement in GSCA's Durga Puja (Fall Festival) brochure. Approximately 600 copies are distributed free of charge to all guests during Durga Puja (Fall Festival).
- ▶ Name of the sponsor will be announced in two other events organized by GSCA during the period of next year.



B. HYBRID SPONSORSHIPS FOR PREMIUM AND NON-PREMIUM VENDORS

TYPE – 1 (\$1200.00)

- ▶ Digital Advertisement on TV Monitors inside the gymnasium (duration should not be more than 30 seconds Ads will continuously rotate from 11 am to 9 pm on both Saturday and Sunday.

OR

Company’s logo/web link will be added to www.gsca.us home page for a period of one year from receiving payment. This may be renewed every year.

- ▶ Stall inside the gymnasium.

TYPE – 2 (\$700.00)

- ▶ Digital Advertisement on TV Monitors inside the gymnasium (duration should not be more than 30 seconds. Ads will continuously rotate from 11 am to 9 pm on both Saturday and Sunday.

OR

A half page black & white advertisement in GSCA’s Durga Puja (Fall Festival) brochure

- ▶ Stall inside the gymnasium.

C. Special Sponsorship: For Saturday and Sunday evenings’ programs performed by Anchor Artists from Kolkata and Mumbai, please contact:

Tapas Sanyal (732-688-4597)

Or

Amlan Goswami (201-936-8228)

D. Advertisement in Brochure during Durga Puja (Fall Festival)

Space Type (Brochure)	Color / Black & White	Price
First Inside Cover – Front	(Color)	\$450
Second Cover – Front	(Color)	\$450
Second Inside Cover – Front	(Color)	\$450
Second Inside Cover – Back	(Color)	\$450
Second Back Cover	(Color)	\$450
First Inside Cover – Back	(Color)	\$450
First Back Cover	(Color)	(Already Taken) \$650
One Page Of Centerfold Full Page	(Black & White)	\$250
Full Page	(Black & White)	\$175
Half Page	(Black & White)	\$125



E. Advertisement in Facebook, Invitation Card or Wrist Band

Type	Price
Invitation Card	\$750
Wrist Band	\$750

The camera-ready hardcopy advertisement material (black & white preferred for black & white categories) or electronic copy of advertising material _____ is enclosed _____ or will be provided by _____.

F. Stalls at GSCA Durga Puja (Fall Festival)

GSCA is extremely pleased to inform you that for the first time in the history of GSCA, it will host a grand "SHARAD MELA" or "FALL FAIR" in the massive space of the Plainfield High School's gymnasium. This facility will allow many Vendors and Sponsors to showcase and sell their products at the uniform price and to have equal exposures to the visiting patrons yielding much greater beneficial business opportunities.

For this, GSCA will create and maintain the necessary mela or fair-like ambience to attract the patrons. Apart from all the required steps taken, a nostalgic atmosphere will be created in this venue by playing traditional and new-age music, video contents etc. that would churn all hearts especially of Bengalees with much-familiar supercharged emotions.

The placement of tables that earlier used to be laid down in premium and non-premium locations of the corridor, will now be done inside the gymnasium alone.

Note: Allocated space (maximum 2 tables) will be strictly enforced. These two (02) standard sized tables will be provided on October 20th and October 21st, 2018 to the Vendors. Vendors are hereby requested NOT to bring any tables or other accessories of their own that will effectively occupy more space than what is allocated.

For Saturday and Sunday

Stall Type	Price For Both Saturday and Sunday Stall	Price For Either Saturday Or Sunday
Clothing	\$500	\$300
Jewelry	\$500	\$300
Books / Magazines	\$500	\$300
DVD / CD	\$500	\$300
Others (Please describe your merchandise)	\$500	\$300



G. ADDITIONAL SPONSORSHIP OPTIONS

- Small-sized Banner on cafeteria walls (max 36 inch wide by 18 inch high) – \$250.
- Big-sized Banner on cafeteria walls (max 48 inch wide by 12 inch high) – \$500.
- Standalone Floor Banner 10 inches x 24 inches (or smaller size) inside the gymnasium – \$150 each.
- Digital Advertisement on TV Monitors inside the gymnasium (duration should not be more than 30 Sec. Ads will continuously rotate from 11:00 am to 9:00 pm on both Saturday and Sunday) – \$250.

Sponsor / Advertiser / Vendor Acknowledgement:

Name of the Organization: _____
Organization Address: _____
Contact Person: _____
Telephone: Email: _____
Fundraiser's Name (GSCA): _____
Authorized signature of Sponsor/ Advertiser/Vendor: _____
Print Name: _____
Date: ____/____/_____
Authorized signature of GSCA representative: _____
Print Name: _____
Date: ____/____/____ (MM/DD/YYYY)
Note: _____

Payment MUST be received by August 31st, 2018.

**GSCA
C/O, Mr. Subhamoy Sen
209 Compton Avenue
Edison, NJ 08820, USA**



TERMS AND CONDITIONS

This contract is effective at the time of signing by both the Vendor or Sponsor and GSCA. GSCA reserves the right to determine eligibility of the Vendor or Sponsor and thereby can deny the sponsorship or the vendor participation request at GSCA's sole discretion. Sponsor/Advertiser/Vendor hereby indemnifies, defends and holds Organizer and Facility owner harmless from and against any and all demands, suits, liabilities, claims fees, costs, losses and expenses. GSCA does not guarantee any return on the investment made by the sponsor / vendor in the form of sponsorship or any other fees paid to GSCA.

If Sponsor/Advertiser/Vendor wishes to cancel this agreement with GSCA for Durga Puja (Fall Festival), he/she must present a written Cancellation Request and a copy of the paid receipt to GSCA at least 30 business days before the stated date of Event. In such cancellation, GSCA will provide refund to Sponsor/Advertiser/Vendor against its payments within 60 business days based on the following:

- Before 4 weeks – Full Refund
- Before 2 weeks – 50% Refund
- Within last 2 weeks – No Refund

If GSCA cancels Durga Puja (Fall Festival) due to any circumstances, it will provide full refund to Sponsor/Advertiser/Vendor against its payments within 60 business days.