



June 1, 2017

To: Our Esteemed Sponsors, Advertisers & 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.

It promotes Indian American social and cultural events throughout the year & encourages the second 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, September 30th and Sunday, October 1st, 2017 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, 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 advertisement, 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).

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

Sincerely,

**Board of Trustees
Garden State Cultural Association**



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

2017 Form for Sponsorship

Please check as appropriate

A. LEVELS OF SPONSORSHIP

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 Fall Festival.

GOLD SPONSOR (\$1500.00)

- ▶ All of the above items for SILVER sponsor, plus
- ▶ A table for company information and hand outs.

PLATINUM SPONSOR (\$2000)

- ▶ All of the above items for GOLD sponsor, plus
- ▶ Company may display a vertical banner (not to exceed 36 in wide by 72 in high) outside the auditorium during Fall festival (2 nights)
- ▶ Two adult free admissions to the Fall festival

YEAR ROUND SPONSOR(\$4000.00) .

- ▶ All of the above items for PLATINUM sponsor, plus
- ▶ A full page B&W advertisement in GSCA's Fall Festival brochure (approx 600 copies distributed free of charge to all guests during Fall Festival)
- ▶ Name of the sponsor will be announced in two other events organized by GSCA



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

Space Type (brochure)	Price
Back Cover (color)	\$650
Inside Cover - front(color)	\$450
Inside Cover - back(color)	\$450
One page of center - fold Full Page (4)(black and white)	\$250
Full Page	\$175
Half Page	\$125

C. Advertisement in Face Book, Invitation Card or Wrist Band

Invitation Card	\$750 (Taken)
Wrist Band	\$750

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

D. Stalls at GSCA Fall Festival (Durga Puja)

Two standard size tables will be provided on September 30th & Octpber 1st, 2017.

Stall Type	Price
-------------------	--------------

For Saturday and Sunday

Clothing	\$400 (\$700 in corridor outside cafeteria)
Jewelry	\$400 (\$700 in corridor outside cafeteria)
Books/Magazines	\$400 (\$700 in corridor outside cafeteria)
DVD/CD	\$400 (\$700 in corridor outside cafeteria)
Others (pls. describe merchandise)	\$400 (\$700 in corridor outside cafeteria)
Food	\$700

Note: Allocated space (max 2 tables) will be strictly enforced. Vendors are hereby requested to not bring any tables or other accessories that will effectively occupy more space than what is allocated.

Only for Saturday – (not available in corridor outside cafeteria)

Any Stall (except Food) -- \$300



E. ADDITIONAL SPONSORSHIP OPTIONS

- Banner on cafeteria walls (max 36 in. wide by 18 in. high) - \$250.
- Digital Advertisement on TV Monitors on the hallway (duration should not be more than 30 Sec. Ads will continuously rotate from 11 am to 9 pm on September 30th and October 1st, 2017) - \$250
- Stand Alone Floor Banner 10 in x 24 in (or smaller size) on Hallway - \$150 Ea

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: ____/____/____

Note:

Payment MUST be received by August 31st, 2017.

GSCA

c/o Mr. Bidip Sinha

1906 Merrywood Drive

Edison, NJ 08817, 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 Fall Festival (Durga Puja) they must present a written cancellation notice 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 full refund to Sponsor/Advertiser/Vendor against its payments within 60 business days.

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