

Paritosh and Srimati Chakrabarti  
**Indian Cultural Center (ICC)**

820 NJ 73, Marlton 08053  
(101 Srimati Dream Way, Marlton, NJ 08053)  
(Non-Profit Tax Exempt Organization, Tax ID # 22-3579469)  
[www.iccofsj.org](http://www.iccofsj.org) (855) ICCOFSJ

Dear Business owner,

Indian Culture Center is a 501(c) (3) tax exempt organization serving the South Jersey area. Our mission is to promote and preserve the rich Indian culture heritage and traditions through various events throughout the year. Our events are open to the entire community, irrespective of their race or religion.

Our annual signature event is Tiranga - Community Day to celebrate diversity of cultures is held in late summer or early fall at ICC. This year it will be on Sunday, September 18, 2022 from 11:00 AM to 5PM. The festival has been organized annually since ICC's ground breaking in 2009. In today's world, we need to bring people from all religions and races together. ICC is making an effort towards this by organizing this wonderful event. ICC has become a cultural melting pot for people from all walks of life and promotes diversity by offering programs catering to many communities. The meaning of the word Tiranga is tri-color, referencing the colors of the flags of both countries, India, and USA. A true symbol for diversity. Every year the number of participants has increased significantly. Many people from different communities in South Jersey enjoy the event.

This event will feature games, entertainment and educational activities for all ages. Among the scheduled activities are children's performances, music, face painting, t-shirt tie-dye, games, activities booth, raffle to name a few. Highlights of the Event are:

- Musical Performances
- Dance Performances
- Games for Kids
- Henna Artist
- Fashion Show
- Community Policing Unit from Evesham Township
- Police K-9 Dog
- Fire Truck from Evesham Township Fire Department
- Costumes and Jewelry vendors from different parts of India
- Food Vendors - Taste food from all corners of India
- Raffle prizes announced every hour (Prizes include Apple Sports watch, Gift Baskets with gift cards and other items)

It will be very difficult for us to organize these events now and in the future without financial support from the community. Therefore, we sincerely request your participation in our efforts to spread love and harmony through sponsoring our event. You will find detailed information in the attached sheet about various marketing opportunities available to you.

Thank you for your generous support,  
ICC Board of Trustees

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President  
Naresh Talati  
(856) 430-9820

Vice-President  
Amrita Desai  
(856) 220-8152

Secretary  
Mahavir Chudasama  
(609) 209-1629

Treasurer  
Sidhartha Ghosh  
(609) 969-2005



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**Tiranga Sponsoring Levels:**

**1. Grand Sponsor/ Event Sponsor: \$10,000.00 ( Only One Sponsor)**

- Our event will be named with your business/individual name
- If provided, your banner will be placed at the location of the event next to our banner. Many vehicles will view sign with your logo at the ICC entrance on Route 73
- Your logo will be prominently featured in all promotional materials including media placement, advertising, signs, and collateral materials
- Mentions during day of event programming
- Links, articles and coupons on ICC website [www.iccofsj.org](http://www.iccofsj.org)
- Your company name featured in ICC e-mails and Face book postings
- Booth/Tent and table for onsite promotion at the event
- Visibility to other vendors and merchants at the event
- Invited to randomly pick a grand raffle prize winner from the sold tickets

**2. PLATINUM SPONSOR: \$ 5,000.00**

- Secondary naming in all promotional materials including media placement, signs, and collateral materials
- Many vehicles will view event sign with your logo at the ICC entrance on Route 73 on the day of event
- Logo on all advertising
- Links, articles and coupons on ICC website [www.iccofsj.org](http://www.iccofsj.org)
- Your company name featured in ICC e-mails and Face book postings
- Booth/Tent and table for onsite promotion at the event

**3. GOLD SPONSOR: \$ 2,500.00**

- Conduct presentation or demo of your product or service for onsite promotion
- Table for marketing/displaying your products or services at a premier onsite location for promotion. (E.g. Car display at the entrance of ICC). ONLY ONE PREMIER LOCATION.
- Logo on all advertising.
- Display of your banner at the event.

**4. SILVER SPONSOR: \$ 1,000.00**

- Display of your banner at the event.
- Table for displaying your products or services at a prime onsite location for promotion. ONLY FOUR PRIME LOCATIONS AVAILABLE.

**5. BRONZE SPONSOR: \$ 500.00**

- Table for displaying your products or services at an onsite location for promotion.
- Logo on all advertising

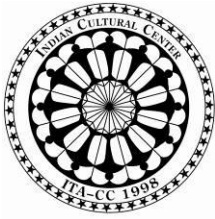
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**6. ICC COMMUNITY SPONSOR: \$ 250.00**

- Table for displaying your products or services at an onsite location for promotion.

**SPONSOR INFORMATION**

Please fill out the form below and send it along with soft copy of your company logo in jpeg format to us at [info@iccofsj.org](mailto:info@iccofsj.org) . Please make your check payable to ITACC and mail it to us at 820 RT. 73 S, Marlton, NJ 08053. We do not accept payment via credit cards.

We will appreciate if you can let us know your decision before August 9, 2019.

Organization Name:	
Street Address:	
Contact Person:	
Contact Phone (s):	
E-mail Address:	
Website URL:	
Payment Info.	

SPONSORSHIP LEVELS: Please check one.

Sponsorship Level	Amount	✓
<b>Grand/Event Sponsor:</b> (ICC will provide a table, two chairs and tent if located outside)	\$10,000.00	
<b>Platinum Sponsor:</b> (ICC will provide a table, two chairs and tent if located outside)	\$5,000.00	
<b>Gold Sponsor:</b> (ICC will provide a table and tent if located outside)	\$2,500.00	
<b>Silver Sponsor:</b> (ICC will provide table and two chairs)	\$1,000.00	
<b>Bronze Sponsor:</b> (ICC will provide table and two chairs)	\$500.00	

How will you use your table area for the event (e.g., basket giveaway, literature distribution, etc.?)

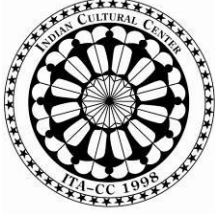
Please be as specific as possible \_\_\_\_\_

\_\_\_\_\_

Do you need an electrical outlet or connection? (Please Circle one) Yes No

Will you utilize a tent? (approx. 10'x10') (Please circle one) Yes No

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**Tiranga – Community Day – A celebration of Diversity**

To be held on **Sunday, September 18, 2022**

Place: ICC

Address: 820 NJ-73, Marlton, NJ 08053

**BOOTH/STALL RESERVATION FORM**

Fee: \$100.00 per stall. For further details Jay Parikh at (856) 952-3600

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone # Fax # E-mail:** \_\_\_\_\_

**Type of booth/products sold:** \_\_\_\_\_

1. ICC is not responsible for any personal or any other liability arising out of the direct or indirect participation of any kind in the event.
2. You certify that you are licensed to sell Food products and are approved “Food vendor” by the governing county/state authorities. If needed, you should provide copy of the license and insurance details to ICC.
4. ICC will get back to you with approved items from your list two weeks prior to the event. (For the benefit of the vendors, same item will not be allowed to sell by two vendors).
5. You are responsible to keep the area clean when you exit. You will be responsible and will be charged for any damage or area that requires cleaning.
6. ICC reserves the right to accept or reject any application.

Please apply as soon as you can, as there are limited stalls.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return this form with your check payable to ICC to the following address:

**ICC**

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