



SOUTH ASIAN Culture DAY

September 17 2016
DENVER COLORADO

- Largest South Asian Festival in Colorado
- India, Pakistan, Nepal, Bangladesh, Afghanistan, Sri-Lanka, Bhutan
- Thousands of participants
- Culture, Festivities, Arts, Traditions

www.SoSADay.com

NORVAN
ESTABLISHED

BharArt
art with spirit

H. Lakshmi Yoga



RESOURCES

Exquisite Celebrations

SONY DAS

desishades
desi voice on global dias

3RD ANNUAL

SOUTH ASIAN CULTURE DAY

FOR THE BENEFIT OF



GYANIDHI FOUNDATION

501 (C) (3) NON PROFIT ORGANIZATION

EDUCATION FOR UNDERPRIVILEGED CHILDREN

SEPTEMBER 17 2016

16TH STREET MALL

DENVER, CO

SOUTH ASIAN CULTURE DAY

ABOUT

SEPTEMBER 17, 2016 | 16TH STREET MALL | DENVER, CO

ABOUT SOUTH ASIAN CULTURE DAY

LARGEST SOUTH ASIAN FESTIVAL IN COLORADO

INDIA, PAKISTAN, NEPAL, BANGLADESH, AFGANISTAN, SRI-LANKA, BHUTAN

THOUSANDS OF PARTICIPANTS

CULTURE, FESTIVITIES, ARTS, TRADITIONS, FOOD, FASHION AND YOGA



ABOUT DENVER

DENVER IS A POPULAR PLACE TO MOVE

#3 fastest growing large U.S. City

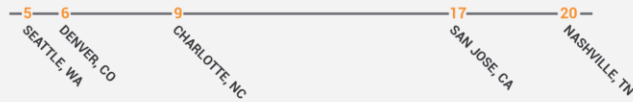
Experienced a **6.05%** increase in growth from 2010-2013



153,994 people moved to Denver during that time

DENVER IS RAISING THE BAR

Among the **50 largest** U.S. metro areas, Denver ranks **#6** for projected growth from 2014-2015



\$51,088 median household income

DENVER IS ROLLING IN THE MONEY!

#12 top performing economy among U.S. metro areas in 2014

If Denver were a country, it's **\$178.9B** in economic output would put it on par with Kuwait and Vietnam

GDP RANK 2014

DENVER	178.9B
KUWAIT	175.8B
VIETNAM	171.2B

DENVER IS A GREAT PLACE TO FIND A JOB

#10 among the top large U.S. metro areas for job growth in 2014

Denver is home to some fast growing startups:

- Stoneside Blinds and Shades** - Provides custom made blinds, window coverings, and in-home installation service
- Phidiix** - Specializes in providing consultation for Microsoft custom software applications
- Swiftpage** - Creates products for small business contact and customer management like Act!


STEM (Science, Technology, Engineering, Math) jobs make up

22% of the job share in Denver

The top 3 most popular stem occupations in Denver are:

 Computer Applications

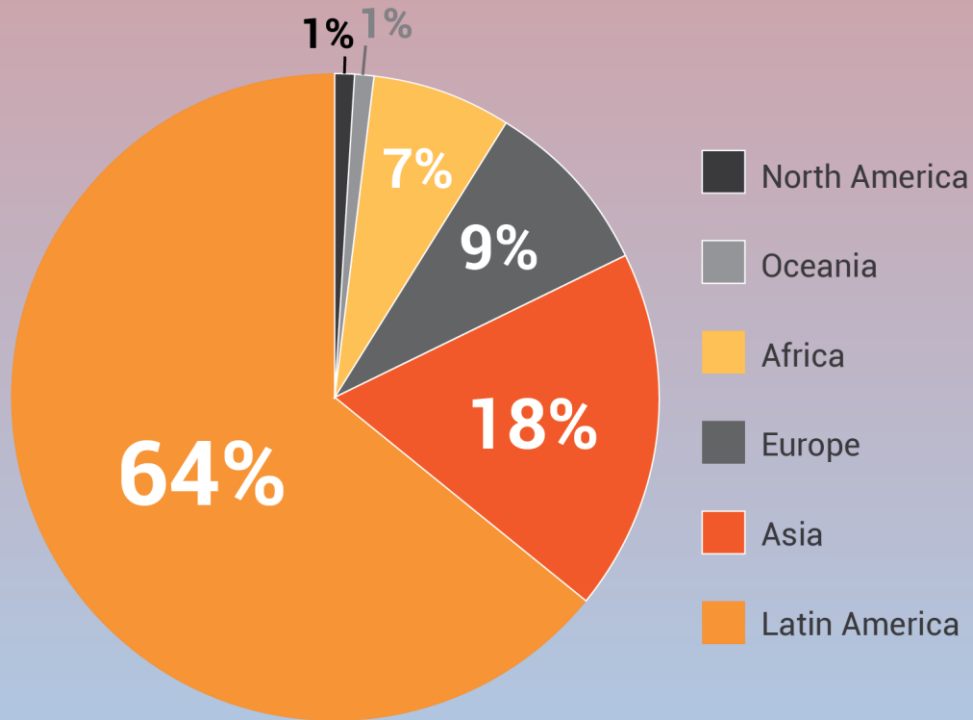
 Health Diagnosing/Treating Practitioners

 Financial specialists

City (DMA [®])	% of Adults who Participated in Yoga/Pilates During the Past Year
Denver, CO	14%
Salt Lake City, UT	14%
Seattle, WA	14%
San Francisco, CA	14%
Boston, MA	13%
San Diego, CA	13%

ABOUT DENVER

A. DENVER'S FOREIGN BORN POPULATIONS: AREAS OF ORIGIN



Denver's foreign-born populations arrive from a wide-array of countries, the U.S. Census Bureau estimates there are 97,358 individuals living in Denver who were born outside of the U.S. This is approximately 16% of Denver's total population (604,356). The largest segment of the foreign born population in Denver arrive from Mexico; the chart to the left shows the great diversity of areas of origins for Denver's foreign born population.

SOUTH ASIAN CULTURE DAY

SNEAK
PEAK

SEPTEMBER 17, 2016 | 16TH STREET MALL | DENVER, CO

SNEAK PEAK

KIDS AND CULTURE ALL DAY

11:00 AM – 9:00 PM

SOUTH ASIAN KIDS OF COLORADO

DANCE

RANGOLI

PUPPETS

KITES

CRICKET



SNEAK PEAK

WHERE DOES YOGA COME FROM?

11:00 AM – 2:00 PM

EAST MEETS WEST YOGA EVENT

YOGA WORKSHOPS
INTERNATIONAL SPEAKERS
DIET, HEALTH AND WELNESS
BODY-MIND-SPIRIT



SNEAK PEAK

COMMUNITY PERFORMANCES

3:00 PM – 6:00 PM

SOUTH ASIAN ASSOCIATIONS ACTIVITIES



SNEAK PEAK

BARAAT!

7:00 PM – 8:00 PM

INDIAN WEDDING FESTIVAL

PUBLIC WEDDING PROCESSION (BARAAT)

BRIDAL FASHION

INTERNATIONAL FOOD



SNEAK PEAK

THE FASHION SHOW

8:00 PM – 9:00 PM

BOLLYWOOD FASHION EVENT

DENVER'S HOTTEST FASHION SHOW

COLORADO'S TOP MODELS

BOLLYWOOD DJ



SOUTH ASIAN CULTURE DAY

**SPONSORSHIP
OPPORTUNITIES**

SEPTEMBER 17, 2016 | 16TH STREET MALL | DENVER, CO

SPONSORSHIP OPPORTUNITIES

SOUTH ASIAN CULTURE DAY

Non-exclusive Sponsorship opportunities

GOLD \$1000

- AD IN FESTIVAL GUIDE (5,000 ATENDEES)
- LOGO ON FLYERS (5,000 PRINTS DISTRIBUTED)
- WEBSITE PRESENCE (5,000 UNIQUE VIEWS)
- SOCIAL MEDIA (100,000 IMPRESSIONS)
- ANNOUNCEMENTS AT FESTIVAL (3)

TITLE \$5,000 - \$10,000

- GOLD SPONSORSHIP INCLUDED!
- LOGO ON FESTIVAL BANNER (5,000 ATENDEES)
- LOGO ON STREET A SIGNS (100,000 LOCAL VIEWS)
- LOGO ON CITY BOARDS (100,000 LOCAL VIEWS)
- **SPECIAL DEAL – 1,000 DENVER LOCAL UNIQUE EMAILS PER DAY !!! (THE EARLIER YOU SIGN UP, THE MORE EXPOSURE YOU GET)**

SECTIONS TO SPONSOR:

SoAK (South Asian Kids of Colorado) \$1,000 Gold | \$5,000 Title

East Meets West Yoga \$1,000 Gold | \$5,000 Title

Indian Wedding Festival \$1,000 Gold | \$10,000 Title

Bollywood Fashion Event \$1,000 Gold | \$5,000 Title

SPONSORSHIP OPPORTUNITIES

S.o.A.K (South Asian Kids of Colorado)

Dance • Rangoli • Puppets • Kites • Cricket
GOLD \$1,000 | TITLE \$5,000



SPONSORSHIP PACKAGES

GOLD \$1,000

- Ad in festival guide (5,000 attendees)
- Logo on flyers (5,000 prints)
- Website presence (5,000 unique views)
- Social media (100,000 impressions)
- Announcements at the festival (3)

TITLE \$5,000-\$10,000

- Gold sponsorship included!
- Logo on festival banner (5,000 attendees)
- Logo on street A signs (100,000 local views)
- Logo on city boards (100,000 local views)



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SPONSORSHIP PACKAGE

NORVAN
 ENTERTAINMENT



H. Lakshmi Yoga



RESOURCES



SONY DAS

SPONSORSHIP OPPORTUNITIES

East Meets West Yoga Event

- Yoga workshops
- International Speakers
- Diet, Health and Wellness
- Body-Mind-Spirit

GOLD \$1,000 | TITLE \$5,000



Indian Wedding Festival

- Public Procession (Baraat)
- Bridal Fashion
- Dance Performances
- International Food

GOLD \$1,000 | TITLE \$10,000 (includes S.A Culture Day Title)

Bollywood Fashion Event

- Denver's Hottest Fashion Show.
- Top Colorado's Models
- Bollywood's Best DJ

GOLD \$1,000 | TITLE \$5,000

 SOUTH ASIAN
Culture
DAY



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NAMASTE &
THANK YOU!

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