



**Hum Sub, Inc.**  
**P O Box 3081**  
**Cary, NC 27519-3081**  
**[contactus@humsub.net](mailto:contactus@humsub.net)**  
**<http://www.humsub.net>**

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Dear Sponsor,

Thank you for your support in the past. We are gearing up for Cary Diwali 2016 – an event that has gained tremendous popularity over the past 15 years, with over 13,000 people in attendance on average. It is now the largest festival of its kind in the Southeastern U.S., and we are excited to offer you a chance to be an integral part of it! **This year, Cary Diwali will be celebrated on Saturday, October 15<sup>th</sup>, 2016 at Koka Booth Amphitheatre, Regency Park in Cary, NC.** This is a unique opportunity to reach the community in the Triangle, Triad and other neighboring areas of North Carolina.

**Hum Sub Inc. is a tax-exempt 501(c) (3) cultural nonprofit corporation registered in the State of North Carolina.** All contributions to Hum Sub may be tax-deductible as permitted by law. The mission of Hum Sub Inc. is to promote, support, and organize family oriented cultural activities to help build a stronger foundation for the youth in our community. Hum Sub relies entirely on community support and sponsorships to make its programs and events possible. A dedicated team of volunteers constitutes the Board of Directors of Hum Sub. In addition to the Board, there are scores of other volunteers who help out with one or more tasks of planning and execution of Hum Sub's events and activities

For the past 15 years, Hum Sub with co-sponsorship from Town of Cary's Parks, Recreation and Cultural Resources Department, organizes Cary Diwali in order to celebrate the cultural richness of Cary while promoting greater awareness of Indian culture and heritage. Every year, the attendees enjoy a dazzling array of Indian dance and music presentations, an exquisite exhibition of the diverse India, handicrafts bazaar, variety of Indian cuisine, and fireworks. The all-day family event culminates in the evening with a dazzling presentation of music and dance by a professional group/singer, followed by fireworks.

I have enclosed a brochure that explains this year's sponsorship levels and their benefits. The **Elite** levels will credit you with supporting specific portions of the day long Cary Diwali event. The Premier levels allow you to make a contribution toward the overall event. I sincerely hope that you will decide to support us at one level or another. Needless to mention, we will acknowledge your sponsorship through appropriate means prior to and during the event as explained in the brochure. Please feel free to contact me if you have any questions. We look forward to celebrating Cary Diwali with you!

Sincerely,

Anand Narayanan  
President, Hum Sub Inc.



## HUM SUB CARY DIWALI 2016

### Cary Diwali 2016 Elite Sponsorship Form

○ **Prime Sponsor..... \$11000**

- Two booths for company display at Cary Diwali
- One strategically placed individual banner recognizing sponsorship at Cary Diwali
- Company Poster display (4' x 6' - to be provided by the company) in a prominent area
- On-stage recognition with 1 minute talk time at Cary Diwali before the evening program presented by a professional group and announcement of the sponsor name by MC
- Prominently placed full page color advertisement in the program brochure
- Company logo on all publicity materials
- Company logo on Cary Diwali home page/Hum Sub website with and link to your company's website
- Recognition in event coverage videos on Hum Sub website and Hum Sub social media channels
- Appreciation mementos presented on-stage
- Dinner with artists
- Reserved seating at Cary Diwali for twenty and parking

○ **Booklet Sponsor..... \$6000**

- One booth for company display
- Company Logo and name on the front page of the booklet and program fliers recognizing sponsorship (not to exceed 1/4th of the page)
- On-stage recognition before the main evening program presented by a professional group and announcement of the sponsor name by MC
- One full page color advertisement (inner front or inner back cover if available) in the program book
- Company logo in all publicity materials
- Company logo on Event page of Hum Sub website with link to your company's website
- Appreciation mementos
- Dinner with artists
- Reserved seating at Cary Diwali for eight and parking



## **HUM SUB CARY DIWALI 2016**

### **Cary Diwali 2016 Elite Sponsorship Form**

○ **Performing Group Travel Sponsor..... \$8000**

- One booth for company display
- Company Logo and name on the front page of the booklet and program fliers recognizing sponsorship (not to exceed 1/4th of the page)
- On-stage recognition before the main evening program presented by a professional group and announcement of the sponsor name by MC
- One full page color advertisement (inner front or inner back cover if available) in the program book
- Company logo in all publicity materials
- Company logo on Event page of Hum Sub website with link to your company's website
- Appreciation mementos
- Dinner with artists
- Reserved seating at Cary Diwali for eight and parking.

○ **Performing Group Stay Sponsor..... \$5000**

- One booth for company display
- Individual banner recognizing sponsorship near the stage
- On-stage recognition before the main evening program presented by a professional group and announcement of the sponsor name by MC
- One full page color advertisement in the program book
- Company logo in all publicity materials
- Company logo on Event page of Hum Sub website with link to your company's website
- Appreciation mementos
- Dinner with artists
- Reserved seating at Cary Diwali for six and parking



## HUM SUB CARY DIWALI 2016

### Cary Diwali 2016 Elite Sponsorship Form

○ **Fireworks Sponsor ..... \$5000**

- One booth for company display
- Individual banner recognizing sponsorship near the stage
- On-stage recognition before the main evening program presented by a professional group and announcement of the sponsor name by MC
- One full page color advertisement in the program book
- Company logo in all publicity materials
- Company logo on Event page of Hum Sub website with link to your company's website
- Appreciation mementos
- Dinner with artists
- Reserved seating at Cary Diwali for six and parking

○ **Exhibition Sponsor ..... \$5000**

- One booth for company display
- Individual banner recognizing sponsorship at the entrance of the exhibition
- On-stage recognition before the main evening program presented by a professional group
- One full page color advertisement in the program book
- Company logo in all publicity materials
- Company logo on Event page of Hum Sub website with link to your company's website
- Appreciation mementos
- Dinner with Artists
- Reserved seating at Cary Diwali for four and parking



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○ **Participant Recognition Sponsor.....\$5000**

- One booth for company display
- Company logo on the trophies presented to participants
- On-stage recognition before the main evening program presented by a professional group and announcement of the sponsor name by MC
- One full page color advertisement in the program book
- Company logo in all publicity materials
- Company logo on Event page of Hum Sub website with link to your company's website
- Appreciation mementos
- Dinner with artists
- Reserved seating at Cary Diwali for six and parking

Fill the following and return the form to: Hum Sub, Inc., P.O. Box 3081, Cary, NC 27519-3081.

Please make checks payable to: **Hum Sub, Inc.**

Contact Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Fax: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_ Amount: \_\_\_\_\_

For any questions or concerns, please contact  
[president@humsub.net](mailto:president@humsub.net) or 919-946-4716

1. Premium Plus	7. Premium Plus	15. Premium	21. Premium	27. Premium Plus
2. Premium Plus	8. Premium Plus	16. Premium	22. Premium	28. Premium Plus
3. Premium Plus	9-11. Town of Cary	17. Premium	23. Premium	29. Premium Plus
4. Premium Plus	12. Premium Plus	18. Premium	24. Premium	30. Premium Plus
5. Premium Plus	13. Premium	19. Premium	25. Premium Plus	31. Premium Plus
6. Premium Plus	14. Premium	20. Premium	26. Premium Plus	32-37. Eating Tables

Note: Map is not to scale.

**Hum Sub, Inc. of Cary is a 501(c)(3) cultural organization**

