



**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 Advertiser,

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 average 13000 people in attendance every year. 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.

Enclosed is a brochure that explains this year's advertisement levels and their benefits. Your advertisement will be printed in our program booklet distributed on event day. 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.

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



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## HUM SUB CARY DIWALI 2016

### Program Booklet Advertisement Opportunity

Saturday, October 15<sup>th</sup>, 2016 @ Koka Booth Amphitheatre, Regency Park, Cary, NC

### ADVERTISEMENT RATES

<b>Full page color</b>	<b>\$600</b>
<b>Half page color</b>	<b>\$400</b>
<b>Full page black &amp; white</b>	<b>\$300</b>
<b>Half page black and white</b>	<b>\$200</b>

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

Return to: Hum Sub, Inc., P.O. Box 3081, Cary, NC 27519-3081

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

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

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

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

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