



Tax Exempt Organization under Internal Revenue Code Section 501(c) (3); ID 01133396070007

Dear Sponsor:

The **Indian Women's Association of Greater Lafayette**, a non-profit 501 (c) organization is celebrating its **30th anniversary** this year with great enthusiasm and will soon host its 12th annual fundraiser, **Celebration of India (COI)**, to support organizations dedicated to action towards women's causes. We have partnered previously with several organizations like the local YWCA, Center for Family Research, Lafayette Food Bank and Imagination Station to work towards uplifting and empowering marginalized women and children, a mission that is close to our organization's heart. We have donated over **\$100,000/=**. This year we are supporting local **Lafayette Adult Resource Academy (LARA) and, YWCA Greater Lafayette (Domestic Violence)**.

This year the event has been designed to celebrate and showcase India's diverse culture and traditions. The event features a traditionally rich and vibrant fusion of food and entertainment provided by local and international artists. **It will be held on Saturday October 28th at Lafayette Sunnyside Intermediate School, Lafayette, IN 47904.**

To ensure the success of our venture, we are seeking sponsorship support from your business. Our organization is composed of 175 families-roughly one third of all ethnic Indians in this area representing a significant and stable economic force from which your business can benefit. **Celebration of India** events have typically attracted over 500 visitors, providing our sponsors a cost-effective way to reach out to large local customer base.

As part of our comprehensive marketing plan for this flagship event, we will display sponsor logos at the venue on our visual display screen at the event and online media such as Facebook and website.

Sponsorship Level	Donation	Marketing Plan
Platinum	\$500+	Logo on IWA Facebook page, IWA Web page, in the program and on screen (full horizontal orientation) at the event. + 3 Tickets for the COI
Gold	\$350+	Logo on IWA Facebook page, IWA Web page, in the program and on screen (vertical orientation) at the event. + 2 Tickets for the COI
Silver	\$150+	Logo on IWA Facebook page and on screen at the event. + 1 Ticket for the COI
Bronze	\$50+	Logo on screen at the venue of the event.

Your sponsorship will increase community volunteerism, foster cooperation between local organizations, and generate economic activity for local businesses.

Your checks payable to **IWA, can be mailed to 2865 Biscayne Court, West Lafayette, IN 47906**. Please fill out the form below and e-mail at **board@myiwa.org** or mail to the above address.

Yes! I am excited to be part of IWA by sponsoring \$ _____ to the Event

Sponsor Information:

Name of Individual, Business or Organization: _____

Contact Person Name: _____

Address _____ **City** _____ **ST** ___ **Zip** _____

Phone # _____ **E-mail** _____

Thank you for supporting us in bringing this event extraordinary to the people of Greater Lafayette for a wonderful cause.

Sincerely,

Rajashree Pal and Soma Mukhopadhyay

Co-Presidents IWA, 2023

For more information visit: www.myiwa.org, Email: board@myiwa.org