

artwallah 2010: AFTERLIFE

TENTH ANNUAL ARTS FESTIVAL OF THE SOUTH ASIAN DIASPORA
June 18-20, 2010

SPONSORSHIP OPPORTUNITIES

ArtWallah – North America's decade-old, internationally renowned South Asian Diasporic performing arts festival -- partners with the venerable Highways Performance Space in presenting the freshest Cultural-Art-Collision.

Grass-roots in nature, modern in form and collaborative in context, ArtWallah's music, dance, performance, stand-up comedy, literature, poetry, and visual art dig deeply into ethnic roots to find its fusion in a uniquely American expressionism.



An established name in Southern California, ArtWallah appeals to savvy working professionals, young families and older established audiences. These under-served audiences demand engaging art and performances that speak to their situations, questions, interests, and joys.

Having quickly grown from a concept into an iconic, cross-over event, ArtWallah has consistently sold-out shows, hosted tens of thousands of audience members and hundreds of artists from across North America.

With ArtWallah 2010 refocusing on its creative core, sponsors will enjoy a reach both deep into the South Asian-American community, and into mainstream Los Angeles' global media elite.

Sponsor Benefits – Sponsors of ArtWallah benefit tremendously while helping build a platform for established and emerging South Asian-American artists, actors and performers. Sponsors receive organic access to this creative community, to affluent South Asian-American audiences, and other Americans – through direct presentation and media exposure.

As the most prestigious event of its kind, ArtWallah enhances local and national media exposure for its sponsors. Strong brand recognition attracts influential audiences, industry professionals and journalists each year.

Sponsorship Level	Benefits
Exclusive Sponsor (\$4,000)	<ul style="list-style-type: none"> • Naming rights for the event. Official 2010 title is “ArtWallah 2010, sponsored by...” • Sponsor statement in festival program • Banner/booth placement at festival • Double page ad in festival program • 15 VIP evening show tickets • Speaking opportunity at event • Company mention and logo placement on all social media outlets • Logo inclusion on all to-be-created marketing materials • Logo inclusion on event banner • Gifting/gift bag opportunities • Direct access to panelists, event attendees and other sponsors • After-party access
Grand Sponsor (\$3,000)	<ul style="list-style-type: none"> • Sponsor statement in festival program • Banner/booth placement at festival • Full page ad in festival program • 10 evening show tickets • Logo on festival website and Facebook page • Company mention and logo placement on all social media outlets • Logo inclusion on all to-be-created marketing materials • Logo inclusion on banner • Gifting/gift bag opportunities • Verbal mention during event • Direct access to panelists, event attendees and other sponsors. • After-party access
Presenting Sponsor (\$1000)	<ul style="list-style-type: none"> • Full page ad in festival program • 4 evening show tickets • Logo on festival website and Facebook page • After-party access
Contributing Sponsor (\$250)	<ul style="list-style-type: none"> • Quarter page ad in festival program • Acknowledgement by master of ceremonies • Logo on festival website and Facebook page

Background and Importance – By creating and differentiating a niche – cutting-edge South Asian Diasporic performances – ArtWallah has become an iconic American brand for new contemporary South Asian culture. Its impact goes both deep into... and far beyond Los Angeles.

With over a decade of performance events, the festival is THE best known contemporary South Asian American performing arts festival. With performances and artists appealing both to South Asian and mainstream audiences (and press), the ArtWallah festival has cultivated a broad and loyal fan base.

Media Impact: Multiplied – Because of existing strong name recognition, ArtWallah's 2010 impact will be multiplied – across underserved regional South Asian audiences (estimated at 100,000), into the national South Asian media; and into mainstream LA's globally impactful press.

Basic Info

Festival date: June 18-20, 2010

Venue: Highways Performance Space

Location: 1651 18th Street, Santa Monica; 310-315-1459

Times: 4 events: Fri + Sat 8:30pm, Sun 7:00pm; Sunday Family Show 3-6pm

Program: music, film, dance, theater, stand-up comedy, readings, exhibit gallery

Tickets: \$15 in advance, \$20 at the door evening show

Expected attendance: 350

Official Website: <http://artwallah.southasianartists.org/>

For More Information:

Yatin Parkhani

+1 718 312 9327

YatinP@HouseofFilm.net

James Brennan

+1 310 259 0646

jbrennan@mandalan.com