



SOUTH ASIAN HERITAGE FESTIVAL OF MISSISSAUGA
www.mosaicfest.com or www.communityart.ca
info@communityart.ca
Tel: 416.388.9596 Fax: 905.278.1044

MOSAIC – 2013, 8th annual South Asian Heritage Festival of Mississauga
August 11 & 16 - 17, 2013

We are pleased to bring to you the 8th annual Mosaic – South Asian Heritage Festival of Mississauga.

Over the past seven years Mosaic has established itself as the largest free South Asian festival of North America attracting over sixty five thousand (65,000) visitors in 2012.

The Mayor and the city of Mississauga have recognized Mosaic as a key player and an element of positive change in the cultural fabric of sixth largest Canadian city.

Mosaic is supported by the city of Mississauga and has received funding from Department of Canadian Heritage, Ontario Trillium Foundation, Province of Ontario, Ontario Arts Council and Toronto Tourism.

You will find Mosaic 2013 to be a high impact professional quality festival providing access to large numbers of South Asians and other visitors in a fun outdoor environment. Mosaic provides opportunities to socially responsible corporations and businesses to participate in the social and community life of Canadians by becoming a festival sponsor.

Your support for Mosaic is recognized at all levels and demonstrates your interest in the communities you do business with. The benefits and privileges of available sponsorship categories are detailed in the attached schedule. A special Comedy Night Presenting Sponsor category is also available at a price of \$7,000 for Mosaic 2013 Comedy Night, a ticketed event to be held at Novotel Hotel Mississauga on August 11th.

Looking forward to a long term mutually beneficial partnership.

Anu Vittal
Festival Director

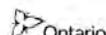
Asma Arshad Mahmood
Chair Canadian Community Arts Initiative

Mosaic – South Asian Heritage Festival of Mississauga is a project of Canadian Community Arts Initiative



Canadian
Heritage

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THE ONTARIO
TRILLIUM
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LA FONDATION
TRILLIUM
DE L'ONTARIO

ONTARIO ARTS COUNCIL
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MISSISSAUGA
Leading today for tomorrow



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MOSAIC 2013

Platinum Sponsor Status (with sector exclusivity at level)

Property	Item	Size	Freq/viewed/circ	Benefit
Print	Festival souvenir book	8.5x11 inches	20,000	Platinum sponsor mention and full page ad in the brochure
	Full color City of Mississauga Event Calendar and program flyers	Various	50,000	NA
	Festival Postcards	4x6 inches	50,000	Logo and status mention
	Festival Poster	11x17 Color	1,000	Logo and Status mention
	Print Media	At least 8 newspapers and weeklies covering English, Hindi, Urdu, Punjabi, Bengali, Sri-Lankan and Gujarati languages	Full page ads	Total 30 full page ads
Electronic	City of Mississauga website		200,000 views	NA
	Art Gallery of Mississauga website			
	My Mississauga website			
Electronic	Other websites including Cre8iv80studio.com, mybindi.com, desiclub.com, mahiram.com, canadiandesi.com, desinews.com and many more		200,000 views	Status mention
	Direct email		100,000 views	Logo and Status mention
Television	Asian Television Network	Promotional interviews x 3		NA
Radio	At least 4 Radio Programs on FM At least 2 Radio Programs on AM	30 second audio commercial for 20 days	Total 120 audio commercials	NA
Signage	Roadside signage x 10 (28 days)	8x12 feet	200,000 views	NA
Onsite	Premium space for onsite corporate activity 20x10 booth (or space) provided - Onstage acknowledgement and status mention - Banner on stage Front (TBP) - 10 Guests invited to kick-off gala - Sponsor address opportunity at festival gala and to present Friday Night Headliner act - Opportunity to run logo on 28 feet LED screens at main stage side			

Mosaic 2013 Platinum Sponsor Price

Please contact

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MOSAIC 2013
Gold Sponsor Status (with sector exclusivity at level)

Property	Item	Size	Freq/viewed/circ	Benefit
Print	Festival souvenir book	8.5x11 inches	20,000	Gold sponsor mention and one full page ad in the brochure
	Full color City of Mississauga Event Calendar and program flyers	Various	50,000	NA
	Festival Postcards	4x6 inches	50,000	Logo and status mention
	Festival Poster	11x17 Color	1,000	Logo and Status mention
Print Media	At least 8 newspapers and weeklies covering English, Hindi, Urdu, Punjabi, Bengali, Sri-Lankan and Gujarati languages	Full page ads	Total 30 full page ads	Logo and Status mention
Electronic	City of Mississauga website		200,000 views	NA
	Art Gallery of Mississauga website			
	My Mississauga website			
	Other websites including Cre8iv80studio.com, mybindi.com, desiclub.com, mahiram.com, canadiandesi.com, desinews.com and many more		200,000 views	Status mention
	Direct email		100,000 views	Logo and Status mention
Television	Asian Television Network	Promotional interviews x 3		NA
Radio	At least 4 Radio Programs on FM At least 2 Radio Programs on AM	30 second audio commercial for 20 days	Total 120 audio commercials	NA
Signage	Roadside signage x 10 (28 days)	8x12 feet	200,000 views	NA
Onsite	Premium space for onsite corporate activity 10x10 booth provided - Onstage acknowledgement and status mention - Banner on stage Front (TBP)- 6 Guests invited to kick-off gala - Sponsor address opportunity at festival gala - Opportunity to run logo on 28 feet LED screens at main stage side - Premium space for product display			

Mosaic 2013 Gold Sponsor Price

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Silver Sponsor Status

Property	Item	Size	Freq/viewed/circ	Benefit
Print	Festival souvenir book	8.5x11 inches	20,000	Silver sponsor mention and one full page ad in the brochure
	Full color City of Mississauga Event Calendar and program flyers	Various	50,000	Status mention
	Festival Postcards	4x6 inches	50,000	Logo and status mention
	Festival Poster	11x17 Color	1,000	Logo and Status mention
Print Media				
	At least 8 newspapers and weeklies covering English, Hindi, Urdu, Punjabi, Bengali, Sri-Lankan and Gujarati languages	Full page ads	Total 30 full page ads	Logo and Status mention
Electronic	City of Mississauga website		200,000 views	NA
	Art Gallery of Mississauga website			
	My Mississauga website			
	Other websites including Cre8iv80studio.com, mybindi.com, desiclub.com, mahiram.com, canadiandesi.com, desinews.com and many more		200,000 views	Status mention
	Direct email		100,000 views	Logo and Status mention
Television	Asian Television Network	Promotional interviews x 3		NA
Radio	At least 3 Radio Programs on FM	30 second audio commercial	Total 120 audio commercials	NA
	At least 3 Radio Programs on AM	for 20 days		
Signage	Roadside signage x 10 (28 days)	8x12 feet	200,000 views	NA
Onsite	Premium space for onsite corporate activity 10x10 booth provided Onstage acknowledgement and status mention Banner on stage (TBP) 4 Guests invited to kick-off gala Opportunity to run logo on 28 feet LED screens at main stage side			

Mosaic 2013 Silver Sponsor Price

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Community Property	Partner Item	Status Size	Freq/viewed/circ	Benefit
Print	Festival souvenir book	8.5x11 inches	20,000	Logo and Status mention
	Full color City of Mississauga Event Calendar and program flyers	Various	50,000	NA
	Festival Postcards	4x6 inches	50,000	Logo and status mention
	Festival Poster	11x17 Color	1,000	Logo and Status mention
	Print Media			
	At least 8 newspapers and weeklies covering English, Hindi, Urdu, Punjabi, Bengali, Sri-Lankan and Gujarati languages	Full page ads	Total 30 full page ads	Logo and Status mention
Electronic	City of Mississauga website		200,000 views	NA
	Art Gallery of Mississauga website			
	My Mississauga website			
	Other websites including Cre8iv80studio.com, mybindi.com, desiclub.com, mahiram.com, canadiandesi.com, desinews.com and many more		200,000 views	Status mention
	Direct email		100,000 views	Logo and Status mention
Television	Asian Television Network	Promotional interviews x 3		NA
Radio	At least 3 Radio Programs on FM	30 second audio commercial	Total 120 audio commercials	NA
	At least 3 Radio Programs on AM	for 20 days		
Signage	Roadside signage x 10 (28 days)	8x12 feet	200,000 views	NA
Onsite	Premium space for onsite corporate activity Onstage acknowledgement and status mention Banner on fence (TBP) Opportunity to run logo on 28 feet LED screens at main stage side			NA

Mosaic 2013 Community Partner Price

Please contact

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