



NAVRATRI 2013

FRIDAYS & SATURDAY OF OCTOBER 11,18, & 12, 19 OF 2013

Dear Sponsors,

Govinda Sanskar Center, Jersey City Asian Merchant Association and Journal Square Restoration Corporation initiated and supported by you, Navratri Celebration is now established event of the India Square with 11th celebration coming!

**This year, the 11th Celebration will be held on Friday,October 11 & 18,
and Saturday October 12 & 19 of 2013.**

Being eleventh year of Celebration we invite all the supporters of the event to join us and support the event to make memorable celebration. **Note that there is no fees for attending the celebration.** We solely depends on thousands of attendees of the celebration who appreciates philanthropy of our sponsors.

The Board of Govinda Sanskar Center and JCAMA has decided to have the Celebration in memorable way and recognized all the supporters in special way by having grand brochure containing the advertisements. Also Navratri Special will appear in the media weekly paper carrying all the advertisements of submitted and paid by 15th September.

Whatever grandeur way we all celebrate, the foundation stone was laid by you as sponsor and the merchants of India Square. This year we hope to gain your enthuse support, **as this is the 11th Celebration.** Please find enclose the information on level of sponsorship and other detail. Your early submission of the content for the advertisement will give you opportunity and proof reading too.

Note that news paper advertisement is in **different format** and that conversion takes time as all advertisements are in 8 1/2 X 11 format for our Navratri Journal. JCAMA guarantee all those advertisements received **by Tuesday, 25th September, 2013** will have definite media format, **the late entries will be placed under "if possible" list**, we will make all possible efforts to accommodate all but restrained to guarantee it.

So to be part of 11th NAVRATRI FESTIVAL, please act now make your check payable to JCAMA and provide advertise material like photo and content as early as possible. Mail the Check to JCAMA, 813 Newark Avenue, Jersey City, NJ 07306 or if you have ready advertisement, please e-mail the same to jcama49@msn.com

We will appreciate if you keep following dates open-

October 11 & 18, Friday and October 12 & 19 Saturday

Thank you.

Raju Patel,
President



what is ?

navratri

Navratri, where nav means nine & ratri means nights...

Navratri festival sacred to the Mother Goddess is celebrated in the months of October & November. It is a festival of worship, dance and music celebrated over a period of nine nights. It is celebrated from the first to the ninth date of Ashwin Shukla Paksha of the Hindu Calendar for the worship of the Goddess Durga. This festival commemorates the victory of Goddess Durga over a demon, Mahishasur.

During Navratri, devotees of Durga fast and pray for health and prosperity. It is an occasion for vibrant festivities. The Garba or Dandiya Raas is the most significant feature during the festival of Navratri. This is the traditional and folk dance of the state of Gujarat, but today, everyone performs this dance with great fervor and enthusiasm. During the dance, a decorated pot is ceremoniously placed with a light inside and the women folk dance in a circle, singing 'traditional songs' or 'garbas'.

Then there is a pooja on each day of this holy period where Goddess Durga, known in this state as Ambe Maa is worshiped for prosperity and happiness. During all the nine nights, men, women and children flock together in the street and perform Garba-Raas in circumambulation around the statue of devi,

accompanied by religious songs eulogizing the Mother-Goddess in tune with instrumental music till late night which has deep socio-religious impact on the Hindu society. A Mandvi of the Goddess is framed by woodcarving in which a small idol of Mother Goddess is placed with a number of ghee lamps. The devotees put this Mandvi on their heads and maintain balance, perform Garba-dance.

Gujarat is the cardinal center for the celebration of Navratri Mahotsava, where young men and women wearing traditional attire dance with zeal, joy, jubilation and devotional fervor, till late mid-night. Out of the nine forms of Mother-Goddess, the triumvirate of Mahakali, Maha-axmi and Maha-Sarasvati symbolize prowess, affluence and erudition - the most essential things for the prosperity and progress of mankind. the Mother-Goddess grants all these three to the devotees who observe Navratri in right spirit.

Newark Avenue, in the township of Jersey City, New Jersey set a unique example during Navratri, September/October, where more than fifteen thousand men, women and children play Garba-Raas on the street, all throughout the night, every night for 4-6 nights - a rare spectacle to be observed.

how to ?

Be a Part of...

Navratri. The tradition continues. Alongwith brings opportunities for successful corporations like yours to be a part of a tradition associated with joy, excitement & festivities. Opportunities that will earn your corporation - success, glamor and goodwill of the highest order. Navratri will open up doors to one of the largest gathering of the Indian community in the US thus providing the maximum publicity return for your advertising dollar. A well crafted platform to promote your products & services mainly food products, handicrafts, fashion, jewelry, tele-communication, IT & entertainment industry.

At the same time, there is nothing to compare with the recognition that comes from creating a tradition. Amongst the opportunities, few packages are highlighted that offer exposure to nearly 100,000 attendees throughout the season:

As a *Grand Sponsor*

- Your's company's name & logo will be placed in all the media and publicity coverage
- Booth space (if required) at the venue to promote your company
- The brochure will feature your 4 color full page advertisement
- 8 colorful banners of your company will be displayed throughout the venue
- 8 VIP passes daily for your guests

As a *Gold Sponsor*

- Your's company's name & logo will be placed in all the media and publicity coverage
- The brochure will feature your 4 color full page advertisement
- 5 colorful banners of your company will be displayed throughout the venue
- 5 VIP passes daily for your guests

As a *Silver Sponsor*

- Your's company's name & logo will be placed in all the media and publicity coverage
- The brochure will feature your 1 color full page advertisement
- 3 colorful banners of your company will be displayed throughout the venue
- 4 VIP passes daily for your guests

As a *Daily Sponsor*

- Your's company's name will be placed in all the media and publicity coverage
- The brochure will feature your 1 color full page advertisement
- 1 colorful banners of your company will be displayed at the venue
- 2 VIP passes daily for your guests

Other *Opportunities*

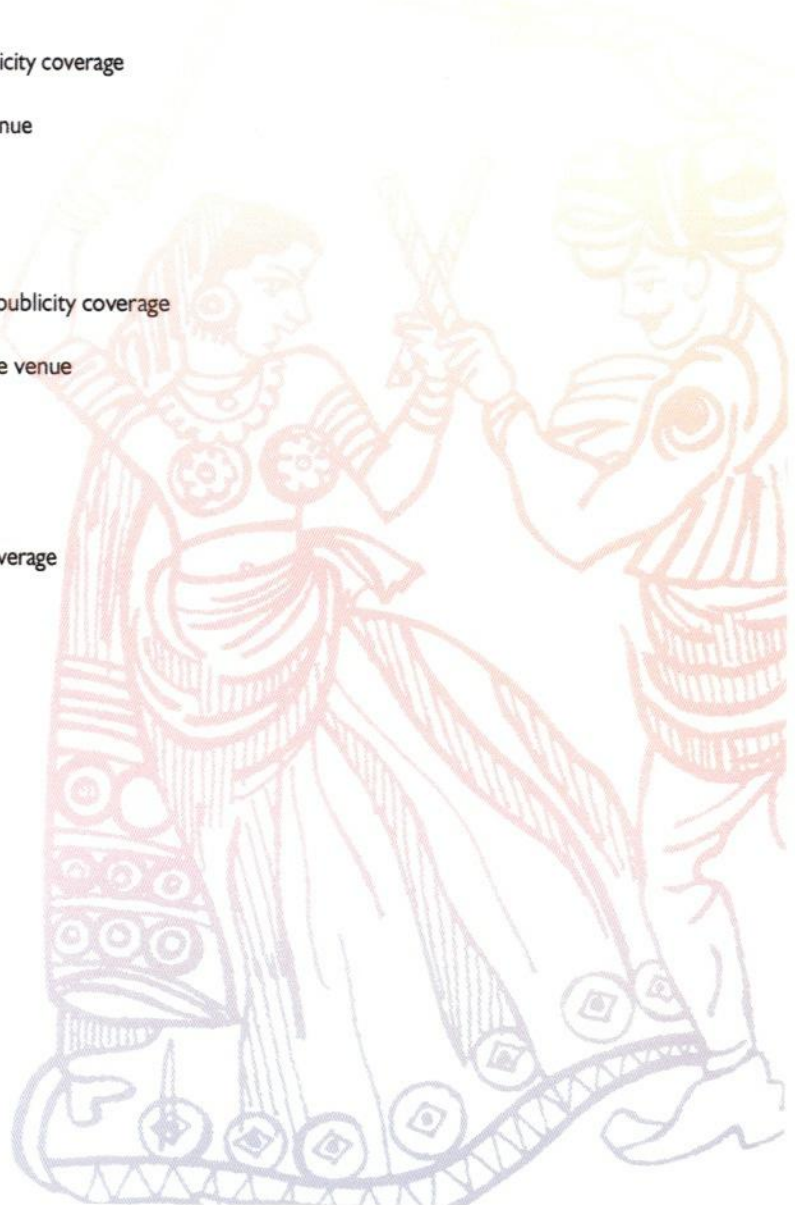
Besides major sponsorships, numerous other marketing opportunities are available for you corporations, mainly:

- Booth space at the venue to promote your products & services
- Advertisement in the brochure
- Colorful banners of your company displayed throughout the venue
- Your promotional material to be distributed at the venue

* Banners to be supplied by you.

* We also offer banner printing services.

Navratri



NAVRATRI FESTIVAL 2013

11th, 12th, 18th & 19th October 2013

SPONSORSHIP REQUEST

Authorizing Person: _____

Company: _____

Address: _____

Phone: _____

<u>SPONSORSHIP LEVEL</u>	<u>Contribution</u>	<u>ADVERTISEMENTS</u>	<u>Rates</u>
<input type="checkbox"/> PLATINUM SPONSORSHIP	\$ 35,000	<input type="checkbox"/> FRONT PAGE INSIDE COVER	\$ 7,000
<input type="checkbox"/> GOLD SPONSORSHIP	\$ 25,000	<input type="checkbox"/> BACK INSIDE COVER	\$ 7,000
<input type="checkbox"/> SILVER SPONSORSHIP	\$ 15,000	<input type="checkbox"/> BACK COVER	\$10,000
<input type="checkbox"/> DAILY SPONSORSHIP	\$ 5,000	<input type="checkbox"/> FULL PAGE (color)	\$ 1,500
<input type="checkbox"/> BOOTH ON THE STREET	\$ 5,000	<input type="checkbox"/> DAILY PRASAD	\$ 5,000
<input type="checkbox"/> BANNERS AS PER LOCATION	*----*		

BANNERS

<input type="checkbox"/> BANNER ON THE STATGE	\$ 7,000	<input type="checkbox"/> CROSS STREET	\$ 7,000
<input type="checkbox"/> BANNER BELOW FRONT OF STATGE	\$ 3,000	<input type="checkbox"/> BANNER ON WALLS	\$ 2,000

THE ART WORK FOR THE ADVERTISEMENT IS TO BE SUPPLIED BY THE SPONSOR FOR REGULAR SIZE OF 8.50" X 11" Brochure. It is understood that JCAMA and its co-operating organizations and its members will be free of any and all liability for cancellations due to circumstances beyond the control of the organizers.

AUTHORIZED SIGNATURE: _____

PRINT NAME & TITLE: _____

Please fill out the information above and make check payable to **JCAMA** (Individual donors may make tax deductible contribution to **Govinda Sanskar Center**) and mail this form along with check to:

Jersey City Asian Merchant Association
813 Newark Avenue, Jersey City, NJ 07306

PLATINUM SPONSORS

- * Company name & logo will appear in all media campaign
- * The brochure will feature your full-glossy-page advertisement
- * Your company banner will appear on the stage
- * Stage appearance and recognition of your representative

SILVER SPONSOR

- * Company name or logo will appear in selective media campaign
- * The brochure will feature full page advertisement
- * Name recognition from the stage

GOLD SPONSORS

- * Company name & logo will appear in all media campaign
- * The brochure will feature your full page advertisement
- * Your company banner will be placed at front of the stage
- * Stage introduction of your representative

DAILY SPONSOR

- * Advertisement in brochure
- * Name recognition from the stage

For media campaign you should provide the Logo with the payment as early as possible to get full promotion. The media advertisement will be up dated each following week after receipt of the payment. The final dates to give advertise material is September 25, 2013. After that we may accommodate you at additional fees of \$ 125.00. To reserve your most desirable placement, please respond this request as soon as possible. If you wish to see brochure of 2010 for the reference, please call us for one or go to www.Indiasquare.org

MAKE US PART OF YOUR PUBLIC RELATION BUDGET, IT PAYS!