

Pakistan Independence Day USA

Jashn-e-Azadi MELA



Pakistan Day Festival PACKAGE

BIGGEST PAKISTANI FESTIVAL IN THE USA

Saturday, September 3, 2022 | 1-9PM

7700 Bull Run Dr, Centreville, VA 20121

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Love for Pakistan Day

Uniting Communities and Culture



The Pakistan Day Festival was created to promote unity beyond the Pakistani American communities using one of the strongest days of Pakistan – Independence Day. This annual event brings together thousands of individuals from not only the DC Metropolitan area but also around the United States. Founded by StartLite Entertainment, who believe that music, artists, and culture are the heart of a creative and healthy community.

SUPPORT THE COMMUNITY

StarLite Entertainment invites you to become a partner in celebrating the annual festival on **Saturday, September 3, 2022** at the Bull Run Park in Centreville, VA. The festival attracts a wide spectrum of participants – audience members comprised of people aged 5 to 80+, men, women, children, singles, couples, and families. The Pakistan Day Festival is an outdoor event showcasing celebrity entertainment, food, merchandise, activities, and numerous community organizations. This year's celebration will consist of many exciting events culminating with regional performances by visiting artists from various places. Each year the festival celebration is an amazing experience for the attendees as well as for those who assist in making it happen.

Marketing

We have launched our marketing campaign starting with social media presence. Our advertising plans include banners, posters, community billboards /calendars, e-mail blasts, distributions of flyers, and partnering with local media (TV and radio stations) & community conscious organizations.

Promote your Business

The festival celebration provides an opportunity for you to reinforce your brand in the growing South Asian community. Your participation builds brand awareness; your engagement builds civic allegiance to your business; and your support proves that your business cares about its community. Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages. Receive guaranteed visibility in print advertising as well as a presence at the Festival site. Sponsorships are priced to encourage participation by businesses of all sizes. StarLite Entertainment looks forward to working with you as a sponsor for the 2022 Pakistan Day Festival.



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A day to remember...

The Biggest Pakistan Day Festival in DC Metropolitan Area

LOCATION	Bull Run Regional Park 7700 Bull Run Dr Centreville, VA 20121	<ul style="list-style-type: none">• 6,000+ PEOPLE• EXPECTED ATTENDANCE	AMAZING PEOPLE!
MUSIC	Ranging from today's TOP performers to those who made history	<ul style="list-style-type: none">• INTERNATIONAL AND LOCAL ARTISTS• BEST PERFORMERS	AMAZING MUSIC!
LOCAL OPPORTUNITY	<ul style="list-style-type: none">• Social Media, TV – (PTV, Hum TV, GEO, ARY)• 5,000+ Printed Materials• Local Influencers & Business Collaborations	<ul style="list-style-type: none">• WIDE OUTREACH• DIGITAL• RADIO• TV• PRINT	AMAZING MARKETING!
TIMING	<ul style="list-style-type: none">• 1PM-9PM• Offering Extended Exposure for our sponsor and extra fun for attendees• Special Guests, Senators, Ambassador, DJ, Performances	<ul style="list-style-type: none">• 8 HOURS OF FUN• TOTAL EVENT FOOTPRINT	AMAZING FUN!



Hard work, great results!

Proven hard work, great results

The Pakistan Day Festival connecting with people

Demographics: <ul style="list-style-type: none">• 80% Pakistani Americans & 20% varied nationalities• Variety of social economic status• Variety of education levels• Age range – child through adult• Family friendly	2021 8,000+ attendees Successful event
Magazine: <ul style="list-style-type: none">• Local business ads• 1 full page of advertisement• Color page	2021 5,000 magazines printed Distributed within the festival Distributed to local restaurants, grocery stores
Vendor Booths: <ul style="list-style-type: none">• Vendor booths• Food vendors	2021 Over 65 vendor booths: multiple designer clothing, jewelry, businesses, non-profits. 12 food vendors including drinks: Smoothie, water, soda

SPONSORS

Let consumers connect with your brand in an organic and meaningful way. Impactful opportunities are available as we bring together one of the largest Pakistani American gatherings in area.

ATTENDEES

Admission allows this event to be one of the biggest community gatherings in Northern Virginia. Invite your friends, families, co-workers, and everyone in between.

VENDORS

Introduce your brand and your products to tens and thousands of consumers. Attendees span across every social, economic, and educational class, all united by the love of music, community, and culture.



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Come, join us!

Sponsorship Packages

Packages	Elite Sponsor \$5000	Grand Sponsor \$10,000	Event Sponsor \$20,000
	This entry-level sponsorship package is great for local businesses who want visibility at an event expected to draw 5,000+ individuals.	This package is perfect for companies who are serious about supporting Jashn-e-Azadi MELA and creating great visibility for their brands.	This sponsorship package has limited availability and is available to sponsors who wish to be featured prominently on all Jashn-e-Azadi MELA signage, promotions, and announcements.
Social Media advertisement	*	*	*
Logo and link advertisement on website	*	*	*
Logo advertisement on printed flyers	*	*	*
Promotional Booth	*	*	*
Sponsor recognition at event	*	*	*
LED Wall ad display every so often thru the event	*	*	*
Hourly acknowledgement of your sponsorship by stage hosts	*	*	*
VIP parking	*	*	*
Magazine Ad	*	*	*
1 Printed Banner		*	*
TV advertisement with flyer		*	*
On stage 1-2 minute speech		*	
On stage 5 minute speech			*
LED Wall ad display every 10 minutes			*
Continuous advertisement on remaining events by StarLite Entertainment in 2022			*

Alternative Sponsorship Opportunities

We would like to provide you the option to donate any services, products, or financial contributions towards the Pakistan Day Festival. We would appreciate anything and everything that you did!



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Sponsorship Selection

PLEASE FULLY COMPLETE THE FORM

Select One: Elite Sponsor Grand Sponsor Event Sponsor Other

Total Sponsorship Amount: _____

Payment Form: _____

Date _____

Signature of Applicant _____

Personal Name: _____

Name of Business: _____

Address: _____

Tel: _____ Fax: _____

E-Mail: _____



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