

Federation of Malayalee Associations of Americas (FOMAA)

Subject: Proposal for Sponsorship

Dear Sponsor:

As the umbrella organization representing more than 110,000 people of Indian origin from the state of Kerala, FOMAA looks forward to partnering with your organization. Malayalee Americans and the broader Indian American community are highly visible in this country's political and business landscapes. Several Indian Americans hold key positions in Fortune 500 companies, influential non-profits such as think-tanks, and not to mention, the government. Because of their affluence and spending power, Indian Americans are a natural marketing target for many organizations and businesses. Being a FOMAA sponsor will provide your organization with a unique opportunity to reach out to this highly coveted ethnic group.

Forty-eight non-profit organizations from different parts of the country, all lead by highly dedicated community activists, are members of Federation of Malayalee Associations. FOMAA's third International Convention will be held from August 1 to 6, 2012, on board Carnival Glory. The ship will originate from New York, and the five-night, six-day "Convention-at-Sea" is expected to attract more than 2,000 people. In addition to the world-class entertainment that the ship offers, some 200 distinguished artists from India and the United States will perform at the event on behalf of FOMAA.

Please find below the information about available sponsorship opportunities. We would be happy to provide you with more information as well as answer any questions you may have. We are excited at the prospect of partnering with your organization.

The sponsorship is for two years. The guideline is as follows:

North American sponsors:

- I) \$25,000 – Platinum Sponsor
- II) \$15,000 – Gold Sponsor
- III) \$10,000 – Silver Sponsor
- IV) \$5,000 – Bronze Sponsor

Indian sponsors:

- I) Rs.12.5 lakhs – Platinum Sponsor
- II) Rs 7.5 lakhs – Gold Sponsor
- III) Rs 5 lakhs – Silver Sponsor (Exhibitors)
- IV) Rs 3 lakhs – Bronze Sponsor (Delegates)

The sponsorship will provide benefits like recognition of names and brands during our various events during the two-year period, space on our website appropriate for the contribution level, preferred seating during the events, appropriate advertisements at the venue and in FOMAA publications. The sponsors will also get the following benefits during the 2012 convention:

Platinum Sponsor

1. Advertisements on a screen at the main venue
2. Banner placement in prime location in auditorium (subject to facility discretion)
3. Special recognition at convention events
4. Advertisement as a main sponsor to be telecast when the program is aired
5. Full page color advertisement in the convention souvenir.
6. Free advertisement on the FOMAA website, www.fomaa.com
7. Free distribution of brochures and fliers aboard Carnival Glory

8. Two Stateroom Balconies for eight on board Carnival Glory
9. A 5-minute presentation about the business in the business meeting

Gold Sponsor

1. Advertisements on a screen at the main venue
2. Banner placement in prime location in auditorium (subject to facility discretion)
3. Special recognition at convention events
4. Advertisement as a main sponsor to be telecast when the program is aired
5. Full page color advertisement in the convention souvenir.
6. Free advertisement on the FOMAA website, www.fomaa.com
7. Free distribution of brochures and fliers aboard Carnival Glory
8. A Stateroom Balcony for four on board Carnival Glory
9. A 5-minute presentation about the business in the business meeting

Silver Sponsor (Exhibitors)

1. Advertisements on a screen at the main venue
2. Banner placement in prime location in auditorium (subject to facility discretion)
3. Special recognition at convention events
4. Advertisement as a sponsor to be telecast when the program is aired
5. Full page advertisement in the convention souvenir.
6. Free advertisement on the FOMAA website, www.fomaa.com
7. Free distribution of brochures and fliers aboard Carnival Glory
8. A Stateroom Ocean View for three on board Carnival Glory
9. A 5-minute presentation about the business in the business meeting

Bronze Sponsor (Delegates)

1. Special recognition at convention events
2. Advertisement as a sponsor to be telecast when the program is aired
3. Advertisement in the convention souvenir.
4. Free advertisement on the FOMAA website, www.fomaa.com
5. A Stateroom Inside for two on board Carnival Glory

A wide promotional strategy has been developed that encompasses both visual and print media. The events, especially, Convention-at-Sea, will be advertised through several community outlets including local TV stations and newspapers.

Contact Persons:

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Stanley Kalarikamury (847) 877-3316
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Thanking you,

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