

A vibrant, colorful scene of a Holi festival celebration. The image is filled with people, many of whom are covered in bright, multi-colored powders (red, yellow, green, blue, and purple). The atmosphere is festive and energetic, with people in the foreground and background appearing to be in the middle of a colorful powder fight. The background is a soft, out-of-focus mix of these colors, creating a dreamlike, celebratory atmosphere. The text 'Festival of Colors Holi DC' is overlaid in the center in a bold, white, sans-serif font.

***Festival
Of
Colors
Holi DC***

VENUE

BULL RUN PARK

7700 Bull Run Drive, Centreville, VA 20121

Located on the floodplains of the historic Cub Run in Fairfax County, Virginia, the Special Events Center is designed to preserve the open space and rural landscape of Bull Run Regional Park.

The Northern Virginia Regional Park Authority has developed the Special Events Center as a unique cultural resource for the people of Northern Virginia. It serves as a venue for diverse activities and events produced by private, commercial and community sponsors. Past events include concerts, craft fairs, athletic competitions, circuses, dog and equestrian shows, historic reenactments, and ethnic festivals. The Center can accommodate groups up to 10,000.

ABOUT FESTIVAL OF COLORS

This is a festival celebrating love – and the power of love to bring all good things into our lives. It is held in early spring and signifies new life, new growth, new beginnings. Festival of Colors, therefore, reminds us to color our life with love, faith, and a generous spirit. It calls us to give and receive. And best of all, it's just great fun. The Festival of Colors is an exuberant festival, complete with music, dance and throwing of organic colored powders. Millions of people celebrate this color festival all over the world to promote love and friendship. Festival of Colors is a family friendly festival, and it will be a great fun for the whole family and kids will love it!

OPPORTUNITY

- ▶ Direct Exposure to an audience of 50,000+ from the affluent American, Indian, Pakistani, Bangladeshi, Iranian, Afghani and Middle Eastern communities with millions of dollars in disposable income that is one of the largest consumers of higher end and luxury merchandize.
- ▶ Recognition of business on stage during the event.
- ▶ Increase your company's product & services awareness.
- ▶ Establish the brand & broaden its reach among affluent & urban community in DC, Maryland and Virginia.
- ▶ It provides an opportunity to have a direct interaction and an engaging experience with the members of various community.
- ▶ Large residual and lasting value for your brand.
- ▶ Variety of sponsorship packages available.

Direct Marketing

Opportunity to showcase your products and services at the event. Opportunity to meet and build alliances, partnerships and business networking with other complementary providers. Awareness in a highly educated community for potential recruitment.

Online/Social Advertisement

Highly visible advertisement on the IntenseDMV website.

Integration and promotion across all IntenseDMV channels including Facebook, Twitter, IntenseDMV Radio, Instagram and Youtube.

Highly visible presence on our e-marketing newsletter.

Print Marketing

Colorful and glossy posters and placards at local businesses.

Coverage in local and international community newspapers.

Flyers – over 50,000 postcard flyers distributed at local events and places of regular gatherings.

Special

Announcements and testimonials from the stage. Opportunity to earn the good will of a community that overwhelmingly rewards the positive contributors.

DIAMOND \$11,000

- ▶ Official Naming rights to the event “In Association with Your company name”
- ▶ 150 tickets.
- ▶ Permission to put 3 banners at the venue.
- ▶ Two booths for your company/business at the venue
- ▶ Prominent placement of business logo on all event marketing materials and event website
- ▶ On stage sponsorship recognition at the event.
- ▶ 7 mins of stage time for your company member to come and speak.

GOLD \$5,000

- ▶ Prominent placement of business logo on all concert marketing materials and concert website
- ▶ 100 tickets.
- ▶ Permission to put 2 banners in the venue
- ▶ Two Booths for your company business at the venue
- ▶ On stage sponsorship recognition at the event
- ▶ 5 mins Stage time for your company member to come and speak

SILVER \$2,500

- ▶ Business logo on all event marketing materials and event website
- ▶ 50 tickets
- ▶ One Booth for your company business at the venue
- ▶ On stage sponsorship recognition at the event
- ▶ Permission to put banner at the venue

COPPER \$1,500

- ▶ Business logo on all event marketing materials and event website
- ▶ 25 tickets
- ▶ One Booth for your company business at the venue
- ▶ On stage sponsorship recognition at the venue

VENDOR BOOTHS

- ▶ Food vendor Booths \$1000 per Booth
- ▶ Non Food Booths \$500 per Booth

IntenseDMV.com

For more information call

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