



SIKH ART &
FILM FOUNDATION
preserving Sikh heritage

presents the

Sikh Heritage Awards Gala

CIPRIANI WALL STREET, NEW YORK
SEPTEMBER 19, 2009

9

Annual Sikh International Film Festival

ASIA SOCIETY & MUSEUM
SEPTEMBER 18-19, 2009



**SIKH ART &
FILM FOUNDATION**
preserving Sikh heritage

Our 2008 Sponsors

CORPORATE SPONSORS

Film Festival Feature & After Party
Habib American Bank

Platinum
Hofstra University
Jackson Hewitt & Mandeep Singh Sobti
New York Commercial Bank

Gold
Air India
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Film Festival Session
AXA Advisors & Renu Kallianpur
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INDIVIDUAL SPONSORS

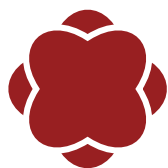
Platinum
Ishar Singh Bindra
Sant Singh Chatwal

Gold
Ritu & Ajay Banga
Brig. & Mrs. Prit Paul Bharara
Sonny & Narinder Chabra
Surinder Singh Chawla
Vikas & Indu Dhall
Amritpal Singh Johar
Jasmeet & Inder Singh Kochar
Sunny & Harpreet Sahni
Gurpreet Singh (Judgee)
Prithipal Singh Darshan & Jasbir Sobti



The Sikh Art & Film Foundation is a tax exempt non-profit organization under Section 501(c)(3) of the Internal Revenue Code.

SIKH ART & FILM FOUNDATION
1410 Broadway, Suite 301, New York, NY 10018 • 1-877-SIKH-ARTS • WWW.SIKHARTS.COM



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1410 Broadway, Suite 301
New York, NY 10018
Tel (877) SIKH-ARTS
Fax (212) 768-1858
www.sikharts.com

Honorary Patron

Hon. Tarlochan Singh, M.P.

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Sarabjit Singh

Event Organizers

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Maneet Kaur
Ajay Kohli
Steve Madra
Sudeep Sharma
Yvett Olivera

Dear Friend of the Foundation:

Sikh Art & Film Foundation is hosting its 2009 Sikh Heritage Awards Gala and the Sixth Annual Sikh International Film Festival in Manhattan on September 18 and 19, 2009.

This year's Gala will be honoring individuals who have shown vision, creativity, leadership and lifetime achievement in elevating the Sikh experience. The Film Festival celebrates the rich heritage, traditions and culture of Sikh-Americans through a diverse mix of documentaries and feature films. It showcases film producers and directors for discussions and interactive sessions with the audience.

The Festival will begin with the Sikh International Film Festival at Asia Society & Museum on September 18. It will be followed by the Sikh Heritage Awards Gala at Cipriani Wall Street on September 19. Sikh Art & Film Foundation seeks to raise awareness of Sikh values and to promote Sikh art and culture. This year, the Foundation will present cash awards totalling \$15,000 at the Film Festival for the best films in each genre. A distinguished panel of judges will select the movies based on their merit and creativity. In 2007, in recognition of our foundation, the Mayor of New York, The Honorable Michael Bloomberg, issued a proclamation declaring September 22nd to September 28th 2007 "Sikh Heritage Week" to coincide with our Sikh Heritage Gala and Film Festival. Coinciding with the 2008 Sikh Film Festival & Gala, New York State Governor, the Honorable David A. Paterson, issued a proclamation declaring October 3-10 "Sikh Heritage Week" in the Empire State.

Sikh Art & Film Foundation relies on the generosity and support of our sponsors and patrons. It is because of your commitment to diversity and support for the arts that we are requesting you join us in this worthy effort. Our sponsorship levels include (see attached):

- ◆ Platinum Sponsor \$25,000
- ◆ Gold Sponsor \$10,000
- ◆ Silver Sponsor \$5,000
- ◆ Bronze Sponsor \$3,000
- ◆ Film Festival Feature & After Party Sponsor \$15,000
- ◆ Two Film Festival Sessions; each Sponsor \$5,000

Save the dates so that we may have the honor of your presence at this event. Thank you for your time and continued support. For further information, please contact our Finance Chair, Mandeep Singh Sobti, at msobti@sobtax.com, or Vice-Chair, Vikas Dhall, at victor@intouch-concepts.com.

Sincerely,

Tejinder S. Bindra
President



As a corporate or individual sponsor, you will have the opportunity to:

- Distinguish yourself as a leader committed to diversity and the arts, and supporting the Sikh American community in the tri-state area.
- Reach the Single Most Lucrative Demographic in USA – Sikh (South Asian) Americans
- Receive recognition as a philanthropic supporter in all of the Foundation's advertising and marketing materials including print media (circulation 100,000+) and web.
- Target 2,000+ Gala & Film Festival Attendees through Event Brochures & Banners
- Directly Reach Businesses & Corporations across the Globe through Our Extensive Networks
- Enjoy the Sikh Heritage Awards Gala & Annual Sikh Film Festival!

Platinum Sponsor - \$25,000

- Recognition as Platinum Sponsor during the Gala and Film Festival by MC
- Two VIP tables of ten at the Awards Gala and pre-gala reception
- Full page color ad in Program Book; Inclusion of company logo in all marketing materials
- Company Name and Logo displayed on Sponsor Board

Gold Sponsor - \$10,000

- Recognition as Gold Sponsor during the Gala and Film Festival by MC
- One VIP table of ten at the Awards Gala and pre-gala reception
- Full page color ad in Program Book; Inclusion of company logo in all marketing materials
- Company Name and Logo displayed on Sponsor Board

Silver Sponsor - \$5,000

- Recognition as Silver Sponsor during the Gala and Film Festival
- Preferred seating for six at the Awards Gala and pre-gala reception
- Full page color ad in Program Book; Inclusion of company logo in all marketing materials
- Company name and logo displayed on Sponsor Board

Bronze Sponsor - \$3,000

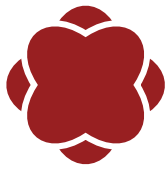
- Recognition as Bronze Sponsor during the Gala and Film Festival
- Preferred seating for four at the Awards Gala and pre-gala reception
- Half page color ad in Program Book
- Company Name and Logo displayed on Sponsor Board

Film Festival Feature & After Party Sponsor - \$15,000

- Acknowledged as the Official sponsor of the Feature & After Party; Name displayed at Asia Society
- One VIP tables of ten at the Awards Gala and pre-gala reception
- Full page color ad in Program Book; Display sponsors printed materials at the Film Festival
- Ten tickets to the Feature Presentation and After Party

Film Festival Session Sponsor - Two Sessions - Each Session- \$5,000

- Acknowledged as the Official Sponsor of the Session; Name displayed at Asia Society
- Preferred seating for four at the Awards Gala and pre-gala reception
- Half page color ad in Program Book; Display sponsors printed materials at the Film Festival
- Four tickets to the Session and After Party



**SIKH ART &
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**2009 Sikh International Film Festival &
Sikh Heritage Awards Gala**

Corporate & Individual Sponsorships

- **The Program Book will be a high quality full-color glossy publication on 100# gloss text. Reserve your space today!**
- **Distinguish your company as a leader committed to diversity and the arts, supporting the Sikh American community in the tri-state area.**
- **Effectively reach over 2000 Awards Gala and Festival attendees and a diverse mix of families and companies nationwide who will be receiving the brochures printed with your ad/message by mail.**
- **High quality publication – gives your business vital exposure.**
- **Ideal opportunity for community support advertising.**





2009 Sikh International Film Festival & Sikh Heritage Awards Gala

Advertising Rates & Specifications

Note: The Heritage Awards Gala & Film Festival Program Book will be in full 4/color process on 100# gloss stock. The trim size is 7.5" W x 11" H.

- [] Inside Front Cover (priority to underwriting sponsor) 7.5" W x 11" H – \$2,500
- [] Inside Back Cover 7.5" W x 11" H – \$2,000
- [] Full Page 7.5" W x 11" H – \$1,200
- [] Half Page 7.5" W x 5.5" H – \$750

Please fill in the information below and fax it to *Sikh Art & Film Foundation* at (212) 768-1858.

Submission Guidelines:

- All ads must be submitted in digital format only (computer disks or via email to yolivera@sikharts.com).
- Preferred file formats include (Macintosh or Windows) Adobe Illustrator, Adobe Photoshop or Adobe InDesign. If submitting a PDF version of an ad, please include the original file(s) from which the PDF was created. Other file formats might require the sponsor to make adjustments after initial submission.
- Submitted files must be accompanied by all fonts and all linked hi-resolution images (EPS or TIFF preferred).
- All linked hi-resolution color images should be in CMYK mode (not RGB).
- All images placed in ads should be 300 dpi resolution or higher.
- We reserve the right to reject ads deemed unsuitable for this publication.
- For assistance with ad production or for technical questions, call Yvett at (646) 274-2826.
- Ads can be emailed to yolivera@sikharts.com.

Deadline for Submission of Ads: **Tuesday, August 18, 2009**. Ads received after August 19 cannot be guaranteed for inclusion in the Program Book.

Company/Individual _____ Ad Size _____

Contact _____ Phone _____

Address: _____

Check enclosed: \$ _____ (made out to *Sikh Art & Film Foundation*)