

DIWALI FEST 2025

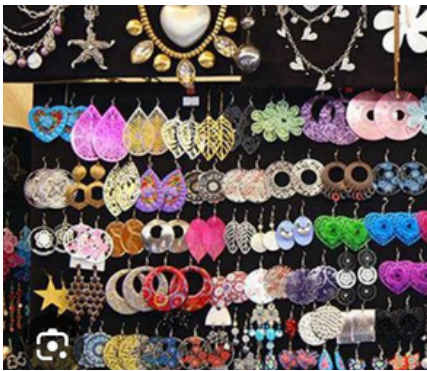
**SPONSORSHIP
OPPORTUNITIES**



**THURSDAY
OCT. 16, 5-8:30PM
NOVI CIVIC CENTER**



Diwali Fest 2025 marks a joyful milestone for Novi, celebrating the vibrant spirit of the Indian community.



This high-energy, family-friendly event will feature mouth-watering Indian cuisine, dazzling performances, and local cultural showcases. With a growing audience and strong community buzz, it's the perfect stage for businesses to shine. Sponsorship offers a unique chance to connect with a diverse and engaged crowd. Let's light up Novi together with culture, color, and community!



ABOUT DIWALI FEST

Diwali, meaning "row of lights," is one of the most significant and widely celebrated festivals in India. It is a celebration that commemorates new beginnings, symbolizing triumph of good over evil, light over darkness and knowledge over ignorance. Diwali traditions include lighting lamps, exchanging gifts, and celebrating with family and friends.

COMMUNITY REACH

Pre-event publicity is broad and includes social media, mention on studio Novi video productions and podcast, e-newsletters, flyer distribution throughout the community and included in Engage, delivered to all homes and businesses in Novi. Promotion will begin in August and continues through the event date.

STATS

cityofnovi.org: Nearly 60,000 visitors monthly

e-Newsletters: 20,000 subscribers with a 56% open rate (18% higher than industry average)

Facebook: City – 12,000 | Parks – 6,900 **Instagram:** City – 3,000 | Parks – 2,200

SPONSORSHIP OPPORTUNITIES	PRESENTING \$5,000	FIREWORKS \$3,000	GOLD \$2,500	SILVER \$1,000	FRIEND OF DIWALI \$500
Exclusivity (presented in partnership with)	x				
Interview on website & social media	x				
Speaking opportunity at event	x	introduce fireworks			
Booth space	20x20	10x10	10x10		
Recognized in e-newsletters	x	x	x		
Business logo and link on event website	x	x	x		
Logo on stage backdrop	x	x	x		
Linked on social media posts	x	x	x		
Event announcements	x	x	x	x	
Logo on event flyer (distributed in Engage and throughout community)	x	x	x	x	
Business name included on event website	x	x	x	x	x
Recognition in event program	full page	1/2 page	x	x	x
Digital recognition on video loop	provide a digital ad or full slide	1/2 slide	1/4 slide	logo	logo