



Connecting Communities

EXTRAVAGANZA 2017 AUGUST 4TH - 13TH

- FOG MOVIE FEST
- FOG FASHION FEST
- FOG MUSIC FEST
- FOG HEALTH FAIR
- INDIA DAY MELA/FAIR
- INDIA DAY PARADE
- FOG AWARDS/RED CARPET
- FOG SUMMIT
- FOG DANCE COMPETITION
- FOG FOOD FEST



WWW.FOGSV.ORG





Together, We Can Make It Happen!

This year Festival of Globe- Silicon Valley, San Francisco, formerly known as Festival of India, will be celebrating its 25th Anniversary. Through film, culture, dance, and art we plan to be the largest festival that aims to engage global participation. Festival of Globe will provide participants, brands and audiences interacting with each other. Several events that take place during this festival have been recognizing the need for communities to work together for a larger good.

- ROMESH K. JAPRA, MD

FOG 2016: At a glance

- More than 75 films screened over 10 days
- Participants from over 30 countries
- 150,000+ attendees
- FOG Award/Red Carpet rolled to Bollywood, Hollywood and other Celebrities from Rest of the World
- Over 250+ corporate and trade booth alley at the mela for 2 days
- Grand Parade live streaming across 85 Countries by Times Now & Zoom TV
- FOG Award Capsule aired in over 85 Countries including India by Times Now Network
- FOG Summit with 10 tracks in Silicon Valley Companies such as Facebook, Google, KPMG, Plug n Play, Ernst & Young, Bootup World
- FOG Fashion Fest with International Designers and Celebrity Models
- Promoting Theme: Youth & Women Empowerment, & Campaign against Sex Crime.



- FOG Movie Fest
- FOG Awards/ Red Carpet
- FOG Fashion Fest
- FOG Summit
- FOG Music Fest
- FOG Dance Competition
- FOG Health Fair
- FOG Food Fest
- India Day Mela/ Fair
- India Day Parade

Festival of Globe is San Francisco Bay Area's premiere multi-ethnic cross cultural extravaganza. The week long festival packages films and performing arts from around the globe into a lively and intense celebration of the richness and diversity of cultures. Using Art & Culture as a common theme, FOG aims to serve as a unique catalyst for cultural osmosis and bring positive change within the communities. Each year the festival raises funds in support of various social issues faced by the diverse communities. Specific causes that are actively supported include youth development, elderly and senior care, ending hunger and homelessness and empowerment of women. For 2017, our main focus is *Celebrate Diversity*.

The mission of **Festival of Globe** - Silicon Valley has been to help communities better integrate with each other and unify for the greater purpose of the common good. Through a dazzling array of events around films, culture, dance and art, we plan to bring artists, audiences, social activists and investors on the same page to celebrate our present and commit to improving our future.

Let your brand be a part of this special experience. It prides itself on its ability to create customized sponsorship packages to accommodate the needs of its sponsors. Bring your marketing agenda and let us take care of the rest. Let us help your company and/or brand reach your desired audience, OUR audience.

OUR MAIN EVENTS TO GIVE EVERYONE AN EXPERIENCE OF A LIFETIME.....

FOG Movie Fest

FOG Movie Fest is a very unique festival, in the sense that it is much more than a celebration of good cinema. Whether you are a veteran or a newbie, FOG Movie fest welcomes you and encourages you to submit your work. You can rest assured that not only will your film touch a diverse crowd, but also you will be contributing to empowering disadvantaged people. Socially, this is a golden opportunity to hobnob with the glitterati from the tech, film, arts and philanthropy sectors and gorgeous people from different parts of the world.

FOG Awards/Red Carpet

In the last three years alone, a staggering number of shorts, documentaries, features and music videos from different countries such as the US, Mexico, China, Vietnam, India, Nepal, Iran, Fiji, Australia, the UK, the Philippines, Russia, Romania, Georgia and many more, have been screened. There are awards for screenplays that have not yet been taken up by any filmmaker, too. Actors, producers and directors from some of these nations lit up the red carpet and shared their thoughts on cinema and social issues during panel discussions.

FOG Fashion Fest

Festival of Globe (FOG) Fashion Fest is a celebration of the art of couture. Well known designers from all over the world, who have put together collections for the runway, will be showcasing their work at this event. Prepare to be dazzled by unique ethnic outfits from different countries - an array of textiles, patterns, colors and intricate work that will transport you to a magical land.

FOG Summit-Media, Entertainment, Sustainability – Emerging Trends

Through FOG Summit series we are sharing and imparting knowledge to one and all covering wide variety of topics like Healthcare, Media, Entertainment, Sustainability, Food, Social initiatives, Technology, Education. We invite thought leaders, visionaries, scientists and others as keynote speakers and panelists and create framework for positive social and cultural responsibility through Technology.

FOG Music Fest

A mesmerizing confluence of international talent in performing arts. Top Global Artist will be participating and performing.

FOG Dance Competition

The Festival of Globe (FOG) Dance Competition is a grand celebration of the beautiful dance forms of the Indian subcontinent and other parts of the world. By the means of this platform, we hope to:

- Provide thorough enjoyment to participants and audiences alike
- Help youth imbibe their rich cultural heritage
- Empower youth by encouraging their talent
- Showcase the arts of different ethnicities to mainstream America, thus contributing the best parts of Indian and other cultures to mainstream American culture

FOG Health Fair - Free

Free Health Fair run by over 100 Health Professionals not only screens for heart diseases, cancer, osteoporosis, eye problems, dental disorders and other diseases but also promotes slogan of sharing and caring. Many practicing doctors donate their time because this helps many seniors and many other community members who may not have regular insurance or are not able to make payments.

FOG Food Fest

FOG Food Festival is Bay Area's best known brand in Food shows and is focused towards facilitating growth & modernization of the industry by providing a platform for global vendors and sourcing professionals.

India Day Mela/ Fair - Free

This event is FREE. Two day fair with over 250 booths and exhibits on products, services, Arts, Crafts, Literature, Fashion and Designs will be held in Fremont on August 12th and 13th from 10 am to 6 pm. This is an excellent opportunity for you to advertise your business, since the event is promoted all over Bay area and attended by over 150,000 people all over the Bay.

India Day Parade - Free

Showcasing an exhibition of culture, creativity, reflections and traditions are the hallmarks of grand parade. Grand marshals riding more than 100 open cars along with over 50 colorful floats. The grand parade witnessed by over 150,000 people will be held in the City of Fremont on August 13th, 2017. Grand parade celebrates largest democracy of the World - India's Independence Day in United States of America, the oldest democracy of the world.



SPONSORSHIP OPPORTUNITIES

PRESENTER SPONSOR (\$500,000)

Presents

Festival Of Globe - Silicon Valley 2017

- Prominent Logo Display on FOGSV Website's Homepage, with a link to the sponsor's website.
- AAA value Electronic mass mailing (Print Newspaper, Flyers, Posters, Postcards etc.).
- Radio, Television and Digital Media Publicity Advertisements.
- Aerial display of Presenter sponsorship by aircraft during the India Parade.
- Double page advertisement in the FOG Festival Guide.
- EXCLUSIVE Banner display at Movie screenings and World premiere, FOG Awards, India Day Parade and Mela.
- Float participation in the India Parade on Sunday, August 13, 2017 and Representatives join dignitaries and celebrities in the India Parade.
- 25 VIP passes and reserved seating at Movies screenings, World premieres, FOG Awards, India Day Parade and Mela and Appreciation Dinner.
- Four 10*10 booths in India Day Parade and Mela.
- Exclusive display and presentation of the product/ service in the India Day Parade and Mela.
- FOG Trophy Recognition and opportunity to address the FOG Awards.
- Airfare/Hotel accommodations
- Exclusive Press Conference and Party for and in honor of Presenting Sponsor

POWER SPONSOR (\$250,000)

Presents

Festival Of Globe - Silicon Valley 2017

- Prominent Logo Display on FOGSV Website on Homepage, with a link to the sponsor's website.
- AA value Electronic mass mailing (Print Newspaper, Flyers, Posters, Postcards etc.).
- Radio, Television and Digital Media Publicity Advertisements.
- Double page advertisement in the FOG Festival Guide.
- Prominent Banner display at Movie screenings and World premiere, FOG Awards, India Day Parade and Mela.
- Sponsor will lead the Dignitaries and Celebrities in FOG Grand Parade.
- 20 VIP passes and reserved seating at Movies screenings, World premieres, FOG Awards, India Day Parade and Mela and appreciation dinner.
- Three 10*10 booths in India Day Parade and Mela.
- FOG Trophy Recognition at the FOG Awards.
- Recognition at the India Day Parade and M



DIAMOND SPONSOR (\$100,000)

- Prominent Display on FOGSV Website, with a link to the sponsor's website.
- A+ Electronic mass mailing (Print Newspaper, Flyers, Posters, Postcards etc.).
- Radio, Television and Digital Media Publicity Advertisements.
- Single page advertisement in the FOG Festival Guide.
- Banner display at main stage in the FOG Awards and India Day Parade and Mela.
- 15 VIP passes and reserved seating at Movies screenings, World premieres, FOG Awards, India Day Parade and Mela and appreciation dinner.
- Two 10*10 booths in India Day Parade and Mela.
- FOG Trophy Recognition at the FOG Awards.
- Recognition at the India Day Parade and Mela.
- Two Sponsor's representative will present the parade awards for best floats and join dignitaries and celebrities in the India Day Parade.
- Airfare/Hotel accommodations

PLATINUM SPONSOR (\$50,000)

- Prominent Display on FOGSV Website, with a link to the sponsor's website.
- Electronic mass mailing (Print Newspaper, Flyers, Posters, Postcards etc.).
- Radio, Television and Digital Media Publicity Advertisements.
- Banner display at main stage in the India Day Parade and Mela.
- 10 VIP passes and reserved seating at Movies screenings, World premieres, FOG Awards, India Day Parade and Mela and appreciation dinner.
- Two 10*10 booths in India Day Parade and Mela.
- Recognition at the FOG Awards.
- Recognition at the India Day Parade and Mela.
- One Sponsor representative will join dignitaries and celebrities in the India Day Parade.
- Hotel accommodation

GOLD SPONSOR (\$25,000)

- Prominent Display on FOGSV Website, with a link to the sponsors' website.
- Electronic mass mailing (Print Newspaper, Flyers, Posters, Postcards etc.).
- Radio, Television and Digital Media Publicity Advertisements.
- Banner display at main stage in the India Day Parade and Mela.
- 8 VIP passes and reserved seating at Movies screenings, World premieres, FOG Awards, India Day Parade and Mela and appreciation dinner.
- Two 10*10 booths in India Day Parade and Mela.



SILVER SPONSOR (\$15,000)

- * Prominent Display on FOGSV Website, with a link to the sponsor's website.
- * Electronic mass mailing (Print Newspaper, Flyers, Posters, Postcards etc.).
- * Radio, Television and Digital Media Publicity Advertisements.
- * Banner display at main stage in the India Day Parade and Mela.
- * 6 VIP passes and reserved seating at Movies screenings, World premieres, FOG Awards, India Day Parade and Mela and appreciation dinner.
- * Two 10*10 booths in India Day Parade and Mela.
- * Recognition at the India Day Parade and Mela.

BRONZE SPONSOR (\$10,000)

- * Prominent Display on FOGSV Website, with a link to the sponsors' website.
- * 4 VIP passes and reserved seating at Movies screenings, World premiers, FOG Awards, India Day Parade and Mela and appreciation dinner.
- * One 10*10 booths in India Day Parade and Mela.
- * Recognition at the India Day Parade and Mela

BENEFACTOR (\$5000)

- * Prominent Display on FOGSV Website, Sponsor's logo on the website.
- * 2 VIP passes and reserved seating at Movies screenings, World premieres, FOG Awards, India Day Parade and Mela and appreciation dinner.
- * One 10*10 booth in India Day Parade and Mela.
- * Recognition at the India Day Parade and Mela

CORPORATE BOOTH (\$2500)

- One 10*10 booth in India Day Parade and Mela.

PAST SPONSORS

BROADCAST PARTNERS



HOSPITALITY PARTNERS

AIRLINE PARTNERS



