



**Consulate General of India  
Toronto, Canada**

**Panorama India**  
*with the support of*  
**Consulate General of India**  
*celebrates*

**India Day 2020**

**Sponsorship Package**



*Mera India, Humara India*

*The first ever*

**DIGITALLY CURATED PARADE**

*A virtual showcase of our cultural heritage and pride*

# YOUR IMPACT



# India Day 2020 Main Poster



**PANORAMA INDIA**  
with the support of  
**CONSULATE GENERAL OF INDIA, TORONTO**  
presents

**INDIA DAY 2020**  
VIRTUAL GRAND PARADE  
on August 15<sup>th</sup> and 16<sup>th</sup>

Streamed LIVE on  
facebook LIVE  
YouTube Live

*Mera India, Humara India*

**Program Agenda:**  
**August 10<sup>th</sup> - 14<sup>th</sup>: Celebration Kick-off & Fun Competitions**

Saturday, August 15 <sup>th</sup>	Sunday, August 16 <sup>th</sup>
<ul style="list-style-type: none"><li>▶ Opening Ceremony</li><li>▶ Patriotic Segment</li><li>▶ Virtual Grand Parade</li><li>▶ Cultural Segment</li></ul>	<ul style="list-style-type: none"><li>▶ Cultural Segment</li><li>▶ Virtual Grand Parade</li><li>▶ Patriotic Segment</li><li>▶ Winners announced on Namaste Live</li></ul>

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panoramaindia | panoramaindiaorg | panoramaindia

# INDIA DAY 2020 & GRAND PARADE

## PROGRAM AGENDA (Tentative)

*Saturday, August 15 & Sunday, August 16*

### **Saturday, August 15**

12 PM - Opening Ceremony  
1 PM - Patriotic Segment  
2 PM - Virtual Grand Parade  
4 PM - Cultural Segment

**August 1 - 9**

*Quizzes and Competitions*

### **Sunday, August 16**

12 PM - Cultural Segment  
1 PM - Virtual Grand Parade  
3 PM - Patriotic Segment  
6 PM - Namaste Live *(announce winners)*

**August 10 – 14**

*Promotional events*



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# Corporate Sponsorship- \$2500 (Page 1)

Our Corporate sponsorships are reserved for **leading industry brands & organizations**.

As our elite Corporate Sponsor, you will receive the **highest level of visibility, service and support** throughout our 7-day event programming and post event communication.

Your company will receive **unsurpassed recognition with continuous brand exposure** during the week of the event and beyond.



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# Corporate Sponsorship- \$2500 (Page 2)

## **Panorama India Exclusive Community Leader Interview**

3-5 Interview taped with sponsor CEO, leader or appointed individual.  
Interview part of the community leader segment to air during the week of August 10 -14

Interview content  
focus on goodwill , brand engagement in community, discussion on recent support of community during pandemic etc.

## **Segment Commence Interview**

Plus, a short 1-minute interview with sponsor CEO, leader or appointed individual.  
Interview to air during exclusive sponsor segment (refer to segment slide)

Interview content  
About the importance of India Day and the respective segment.



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# Corporate Sponsorship- \$2500 (Page 3)

## Exclusive Segment Sponsor

Corporate Sponsor to be exclusive sponsor for segment chosen for main programming to appear India Day Saturday August 15 and Sunday August 16.

Segment to begin with 1-minute video and promo as exclusive sponsor

Sponsor Logo to appear throughout segment at bottom of the screen.

Segments ( secured based on first come first serve)

Saturday August 15	Status	Sunday August 16	Status
Patriotic Segment	Available	Cultural Segment	Sold
Cultural Segment	Available	Patriotic Segment	Available
Partial Parade Segment (1)	Available	Partial Parade Segment (2)	Available



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# Corporate Sponsorship- \$2500 (Page 4)

## Media Outreach

Logo to appear on the official Corporate sponsor poster to be shared with media in August.

Logo to appear in all segments and coverage in corporate logo slides in our 10-hour Live Streaming main event on August 15<sup>th</sup> & 16<sup>th</sup>, 2020.

Event will be telecasted Live on ATN channel. (Confirmed)

Event to appear in future repeat telecast on ATN.

Event coverage to appear on media partners ( refer to media slide)

## Website

Annual Membership as Corporate Sponsor

Logo to appear on the site for 2020 on the website

Logo on our event page (corporate sponsor)

## Email & Newsletters

5X Mention(s) on internal marketing material to all our artist, vendors & partners.

Logo to appear on the official India Day poster with corporate logo's in pre event newsletter and post event thank you newsletter



*Mera India, Humara India*



**Our past events  
have received great  
coverage!**

**Our Amazing GTA Media Friends!**



**We Appreciate Your Continued Support**

# Contact

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# We are connected.

Don't forget to share your Social Media handles. We **will** follow you back!

Facebook: @panoramaindiaorg - <https://www.facebook.com/PanoramaIndiaOrg>

Instagram: @panoramaindia - <https://www.instagram.com/panoramaindia/?hl=en>

Twitter: @panoramaindia - <https://twitter.com/PanoramaIndia>

YouTube: Panorama India Toronto - <https://www.youtube.com/channel/UCGcaoFktJRTjF-X4WBVmdeQ>



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# INDIA DAY 2020 & THE VIRTUAL GRAND PARADE

*A monumental initiative, possible only  
with full community support.*

Thank You!

