

Vancouver's premier Indian
Classical Music and Dance event



Mushtari Begum Festival

of Indian Classical Music & Dance



Sponsorship Opportunities

the 5th Mushtari Begum Festival

September 24, 2016

6:00pm - 10:00pm

Massey Theatre
New Westminster

www.MBFestival.ca

Contact • Cassius Khan 604.375.6515. Cassius@Cassiuskhan.com

Dear friends,

We are excited to present the 5th Mushtari Begum Festival (MBF) that showcases the classical music and dance arts of South Asia to Vancouver’s Lower Mainland. This milestone event will take place on Saturday September 24th, 2016 at the Massey Theatre in New Westminster from 6pm onwards.

The classical arts of South Asia is known for its healing properties for the mind, body and soul. The primary message being that of peace, harmony and good will amongst all living beings.

The mandate of the MBF is to:

- Provide a platform for professional and emerging Canadian artists in the genre of Indian classical performing arts.
- Help preserve and nurture this treasured art-form in Canada.
- Create an awareness to the masses about the beauty, complexity and energy that South Asian classical arts has to offer.

The MBF is the first festival of its kind in Western Canada. Since its inception in 2012, this festival has:

- Showcased 15 South Asian classical artists to an audience ranging in attendance of 300-400 each year.
- Been voted as “Best Arts Festival” in 2014 by the New Westminster Record.
- Been mentioned in the 2015 Via Rail article titled “A Day for Discovery” .
- Gained international recognition as Canada’s most elite Indian classical music and dance festivals.

The festival is proud to have included some International acts as well and hopes to continue as such in the future.

Here is your opportunity to become a vital part of this annual premier Indian classical music and dance event as a valued sponsor. The MBF offers several ways for you to show your generosity towards this vision as a financial or media contributor. All financial contributions aid in promotional and venue costs, artist travel, fees and accommodation.

Each sponsor is promoted to nearly 400 people at the event,
as well as over 1,500 followers on social media.

We at MBF will promote you and your business to our patrons in exchange for your support. Enclosed, please find more information about the exciting event and sponsorship options.

What is in it for our sponsors?

By choosing to become a sponsor for the MBF, you will :

- Promote your business to nearly 400 people at the event and 1,500 followers on social media.
- Attain VIP passes to the show
- Reach out with promotional material at the festival
- Highlight your business logo on the festival poster and stage

Last but not least, your sponsorship will strengthen the South Asian classical arts scene in Vancouver Lower Mainland to become Canada’s hub for this genre, all while reaching out to the general public about your organization!

Enclosed, please find more information about the event and sponsorship options.

Please feel free to contact Festival Director Cassius Khan if you have any questions or suggestions about the festival and would like to discuss your interest in helping to make this event a grand success.

Cassius Khan (Festival Director)

TEL 604 375 6515 EMAIL Cassius@cassiuskhan.com WEBSITE www.MBFestival.ca



Mushtari Begum Festival of Indian Classical Music & Dance

Saturday, September 24, 2016

6:00pm - 10:00pm Massey Theatre

New Westminster

The MBF has been Cassius Khan's vision for many years. As a global Indian classical musician, he created a platform for Indian classical arts in Vancouver Lower Mainland. The festival is named in honour of his teacher/guru, one of Fiji's and Canada's Indian classical vocalists, the late Mushtari Begum (1934-2004), who resided in Vancouver and was a avid supporter, performer and instructor of her genre.



2016 marks 5 successful years !

Highlighted acts for this year are:

- Kathak Dance recital by Amika Kushwaha
- Satvik Veena solo recital by Pandit Salil Bhatt from Jaipur India
- Ghazal/Tabla recital by Cassius Khan
- Accompanying artists Sharanjeet Singh Mand (Sitar)

Tickets on sale starting August !
Promotion for the event has begun through
Facebook, Instagram and Twitter.



Cassius Khan (Festival Director)
TEL 604 375 6515 EMAIL Cassius@cassiuskhan.com
WEBSITE www.MBFestival.ca

Financial Sponsorship Options

Level	Contribution	Benefits
Festival Friends	\$500	<ul style="list-style-type: none"> - Recognition on festival website and program brochure - 4 VIP passes to the event
Bronze Level	\$1,500	<ul style="list-style-type: none"> - Logo on printed material - Logo and recognition on festival website and social media sites. - Logo on stage backdrop during pre-show and intermission. - Optional promotional materials at CD table in lobby* - 6 VIP passes to the event.
Silver Level	\$2,500	<ul style="list-style-type: none"> - Logo on printed material - Logo and recognition on festival website and social media sites. - Logo on stage backdrop during pre-show and intermission. - Special mentions in radio and television interviews. - Optional promotional materials at CD table in lobby* - 10 VIP passes to the event.
Gold Level	\$3,500	<ul style="list-style-type: none"> - Logo on printed material - Logo and detailed advertisement on festival website - Promotion on festival social media pages. - Logo on stage backdrop during pre-show and intermission. - Special mentions in radio and television interviews. - Optional promotional materials at CD table in lobby* - Optional visual display (banner) in theatre lobby* - 14 VIP passes to the event.
Platinum Level	\$5,000+	<ul style="list-style-type: none"> - Logo on printed material - Logo and detailed advertisement on festival website - Promotion on festival social media pages. - Detailed advertisement on stage backdrop during pre-show and intermission. - Special mentions in radio and television interviews. - Optional visual display (banner or table display) in theatre lobby.* - Optional promotional materials at CD table in lobby* - 20 VIP passes to the event.

* Note: Promotional banners, business cards and brochures must be provided at least 7 days prior to the event. Pop-up banners preferred near stage as duct-tape to stage is not permitted by venue.

Cassius Khan (Festival Director)

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WEBSITE www.MBFestival.ca

Media Sponsorship Options		
Level	Contribution	Benefits
Media Silver Level	\$10,000	<ul style="list-style-type: none"> - Logo on printed material - Logo and recognition on festival website and social media sites. - Logo on stage backdrop during pre-show and intermission. - Optional promotional materials at CD table in lobby* - Optional visual display (banner) in theatre lobby* - 10 VIP passes to the event.
Media Gold Level	\$15,000	<ul style="list-style-type: none"> - Logo on printed material - Logo and detailed advertisement on festival website - Promotion on festival social media pages. - Logo on stage backdrop during pre-show and intermission. - Optional promotional materials at CD table in lobby* - Optional visual display (banner) in theatre lobby* - 14 VIP passes to the event.
Media Platinum Level	\$20,000+	<ul style="list-style-type: none"> - Logo on printed material - Logo and detailed advertisement on festival website - Promotion on festival social media pages. - Detailed advertisement on stage backdrop during pre-show and intermission. - Optional banner display in theatre lobby and/or near stage.* - Optional promotional materials at CD table in lobby* - 20 VIP passes to the event.

* Note: Promotional banners, business cards and brochures must be provided at least 7 days prior to the event. Pop-up banners preferred near stage as duct-tape to stage is not permitted by venue.