



INDIAN FRIENDS OF ATLANTA

Indian Friends of Atlanta (IFA) is a non-profit (501c3) organization that conducts activities for the welfare of Indians in Atlanta. IFA is formed to work with all of Atlanta community organizations to serve the community in Civic, Cultural and Service concerns. IFA is passionately involved in the community by hosting and participating in various social, civic, volunteer and cultural activities with the distinct goal of working towards betterment of the community with the objective of Unity in Diversity.

www.ifaworld.org



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Past Programs

Services:

- ✓ Raised funds and shipped more than 300 oxygen concentrators to multiple hospitals in India during Covid 19 pandemic.
- ✓ Organized more than 10 food drives in Atlanta during peak covid times to help the needy with food and supplies.
- ✓ Ongoing Community Outreach program with Forsyth County officials and Businesses.
- ✓ ADOPTED a Road in Forsyth County.
- ✓ Helped Indian Students faced deportation issues in fake university cases by coordinating with Indian Consulate and Attorneys.
- ✓ Raised funds for Kerala Floods and sent it to CM relief fund.
- ✓ Helped Evacuees of Hurricane IRMA & Florence opening shelters, provided accommodations, food, medical, etc.
- ✓ Volunteered in Atlanta Community Food bank.
- ✓ Opened Medical Camps in Chennai during Floods.
- ✓ Helped fellow Indians who passed away in US by repatriating their bodies to India.
- ✓ Helped fellow Indian who needs financial assistance by creating Gofund campaigns.
- ✓ Helped the victims of Savannah Ganesh Visarjan Tragedy in Savannah, GA.
- ✓ Volunteered in Medshare

Events & Seminars:

- ✓ Conducted Immigration Seminars multiple times to keep the community upto date
- ✓ Representing India in Atlanta International Night Market every year.
- ✓ Conducted Health & Wellness seminar in partnership with Shiv Mandir.
- ✓ Hosted Seminar on Statue of Equality
- ✓ Conducted College & Financial Planning Seminar so that Students and Parents can better plan the student's higher education.
- ✓ Celebrating **FREEDOM MELA** (Signature Event) every year - Over **12,000** attendees.
- ✓ Hosted INDIA4US banquet and provided details on business opportunities.
- ✓ Celebrating Women's Fest every year – Over 1000 women attendees.
- ✓ March for Unity with ISKON – Over **3000** attendees
- ✓ Dussehra with Shiv Mandir - Over **2000** attendees.
- ✓ IFA Independence Cricket Cup – (Annual Event)
- ✓ Lead Diwali Fest event Organized by Indian Community along with Consulate General of India.
- ✓ Invited Indian Cricketers Azharuddin & Parthiv Patel for presentation ceremony of Independence Cup in FREEDOM MELA.
- ✓ Hosted Youth Spring Mela – Attended by over 800 students.



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Benefits to Corporations & Businesses

IFA has the largest members database of over 16,000 email **addresses**, IFA newsletters will be sent every month to our members during nonevent periods, and up to four times during the events. Our posts in Social media reaches to 20,000 + audience.

IFA has strong relationships with media outlets that have produced significant exposure – and are dedicated to providing opportunities for our partners to receive valuable coverage as well.

We are requesting Corporations & Business Community to support us by becoming a sponsor to our organization. We have designed various sponsorship packages to make sure that all our sponsors get the maximum visibility in our community.

IFA in NUMBERS:

- Over 16,000 unique email network
- 20,000+ Social Media Outreach
- 50+ Partnered Non-Profit Organizations (Over 100K members outreach)
- Hosted Major Events with over 12,000 attendees.

| Sponsorship Details | Title \$25,000 | Diamond \$10,000 | Platinum \$5,000 | Gold \$2,500 | Silver \$1,500 | Bronze \$1,000 |
|---|-------------------|---------------------|---------------------|-----------------|-------------------|-------------------|
| Title/Event Sponsor | All Events | | | | | |
| VIP Parking, Reserved Seating, Stage Time | All Events | All Events | | | | |
| Felicitation by Guest of Honor(s) | All Events | | | | | |
| Recognize the Sponsor in IFA's Website/Social Media & Press Release Announcements | X | X | | | | |
| FREE Entry to all Private Events | X | X | | | | |
| Meet & Greet with Guest of Honor(s) in all Events | X | X | | | | |
| Premium Booth/Stall | All Events | 1 | | | | |
| Regular Booth/Stall | 6 | 1 | 1 | | | |
| Shoutout to Sponsor – Special Newsletter for Sponsor's Ad | X | 3 | 2 | 1 | | |
| Sponsor Banners in all Events | X | X | X | X | X | |
| Sponsor Logo in all Event Flyers | X | X | X | X | X | X |
| Digital Advertising of the Sponsor Logo in all Events | | | | | | |
| Listing the Sponsor on IFA Website with hyperlink to Sponsor's Website | X | X | X | X | X | X |
| Recognizing Sponsor in all Events | X | X | X | X | X | X |
| Advertisement of the Sponsor Ad in every newsletter | X | X | X | X | X | X |



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EVENTS for 2023

Community Service events

- ADOPT A ROAD (Quarterly)
- Food for Homeless

- IFA Festival of Colors – HOLI
- Women's Fest
- 5K Walk – Proceeds goes to (Local Communities & Indian Army)
- IFA Independence Cup Cricket
- FREEDOM MELA – Signature Event
- IFA Care's Services – (Year long)
- Emergency services