



IAGB

**INDIA ASSOCIATION
OF GREATER BOSTON**

Grow your business with IAGB

**Partner with the largest pan-India
organization in New England.**

**Unparalleled opportunities for
visibility and reach into the Indian
diaspora.**

SPONSORSHIP GUIDE

**IAGB is a nonprofit, tax-exempt organization
(tax identification number 04-6151879) under Section 501(c)(3)**

IAGB AND BOSTON – THE WINDOW TO THE INDIAN COMMUNITY IN NEW ENGLAND

Why consider IAGB in your New England marketing initiatives?

Indian population in New England – 150,000*

Indian population in the Boston area – 80,000*

Indian students in New England – 5000+*

Average salary of the Indian professional in IT - \$80,000+

Sectors where most Indian professionals work – IT, Biotech, Pharma

Current Sponsors



Harvard Pilgrim
HealthCare

ONE WORLD CUISINE
Taste the World



Nexus Holidays

* Estimates based on US Census 2010 data.

SPONSORSHIP

IAGB strives to be a unifying community organization across New England. Advertising with us lets you communicate with the broader Indian-American community and provides IAGB with funds to successfully host events for the benefit of the community.

MAJOR EVENTS

INDIA DAY – AN ANNUAL EVENT IN AUGUST

Venue – City Hall Plaza
or Hatch Shell in Boston

Audience – About 12,000

Demographics * (estd.)

- Indians - 50%
- Foreign- 25%
- Local - 15%
- Age
 - Above 60 - 10%
 - 41-60 - 35%
 - 21-40 - 25%
 - 12-20 - 10%
 - <12 - 20%

SPONSORSHIP OPPORTUNITIES

Corporate Sponsors
Small Businesses
Non-profits
Booths and Stalls

REPUBLIC DAY MELA – AN ANNUAL EVENT IN JANUARY

Venue – School auditorium
(e.g. Burlington)

Audience – About 3,000

Demographics * (estd.)

- Indians - 80%
- Foreign- 10%
- Local - 10%
- Age
 - Above 60 - 10%
 - 41-60 - 30%
 - 21-40 - 20%
 - 12-20 - 20%
 - <12 - 30%

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IAGB holds many targeted events through the year. These could be events for parents of aspiring college students, visitors and immigrants from India regarding visa and consular information, Indian citizens for civic leadership, 5k Runs, charity and many events targeted to seniors and children.

These events are held at hotels and smaller auditoriums with an audience of about 50-200. Sponsorships targeted at various groups can be discussed based on your individual business goals.



Enhance your Digital Presence via Email and Social Media

Targeted marketing opportunities to Indian professionals in New England

Newsletter reach
(monthly) – 6000+

Emails (2-3 times a
month) – 4000+

Occasional PR (about 4
times an year) = 4000
US publications

Digital Billboard (for India
Day over Rt 93 Storrow
Drive) – 100,000 views

PAST EVENTS



SPONSORSHIP

IAGB Republic Day Sponsorship Packages 2020

Features	Gold	Silver	Bronze
Brand Display on IAGB Webpage	6 months	4 months	2 months
Brand Display in IAGB Monthly Newsletter	6 months	4 months	2 months
Social Media Promotion (Facebook/Instagram)	6 months	4 months	
LinkedIn Brand inclusion on Event Announcements	6 months		
Stage time @ Republic Day-our Flagship event (5 min)	*		
Table @our Flagship event (R Day**)	*	*	*
Digital signage Brand Display @ Republic Day Event	*		
Full Page Display in Program Brochure at Republic Day	*	*	
Half Page Display in Program Brochure for Republic Day			*
Quarter Page Display in Program Brochure for Republic Day			
Display in Digital Marketing Material	*	*	
Pricing	\$3,000	\$2,000	\$1,000
Republic Day (25th January, 2020)			

CONTACT US

Email us at sponsorship@iagb.org

Visit <https://iagb.org/sponsorship/>