

BIGGEST HOLI IN THE USA



MEDIA KIT



SAT MAR 2, 2024 - 11-5 PM

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SATURDAY MARCH 2ND, 2024, 11-5 PM



SPONSORSHIP RATES

Title Sponsor: \$20,000

**Event Title Sponsorship
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10x20 Premium Booth
Web, Print, Radio Promos & Radio Interview
Tickets & VIP Parking**

Diamond Sponsor: \$15,000

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**Group Stage Appearance
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Web, Print & Radio Promos
Tickets & VIP Parking**

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Individual Sponsor: \$500

**Live Radio Promos
Tickets & VIP Parking**

10x20 Food Booth: \$2,500

**Live Radio Promos
10x20 Booth
Web & Print Ads, Tickets & VIP Parking**

10x10 Food Booth: \$1,500

**Live Radio Promos
10x10 Booth
Web & Print Ads, Tickets & VIP Parking**

10x10 Corporate Booth: \$1,500

**Live Radio Promos
10x10 Booth
Web & Print Ads, Tickets & VIP Parking**

10x10 Merchandise Booth: \$1,000

**Live Radio Promos
10x10 Booth
Tickets & VIP Parking**

Table: \$500

**3x6 Table with Table Cover
Tickets & VIP Parking**

Banner: \$500

**3x8 Banner Display (Client provides banner)
Tickets & VIP Parking**



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EVENT HIGHLIGHTS

WHAT IS HOLI?

- Holi is one the largest festivals of India -The Festival of Colors
- Holi marks the end of Winter and the coming of Spring
- Story of Holika represents victory of Good over Evil
- Music & drums fill the air & everyone dances in celebration
- Families gather for freshly made vegetarian snacks
- A huge Bonfire is lit and local priests perform prayers
- People throw color on each other as symbol of love
- Covered in color, we are all one color



HOUSTON HOLI 2024

- Saturday March 2nd, 2024 from 11 – 5pm
- 15th annual Houston Holi
- Largest South Asian event in Houston
- 12,000 – 15,000 attendance
- Over 100 Sponsors & 60 Booths
- 400 local Dancers & Performers on main stage
- Color, Culture, Music, Dance, Henna, & Street Foods
- Free Kids Rides for all ages
- DJ Spinoff & Bollywood Music Concert Finale

WHY SPONSORS LOVE HOUSTON HOLI

- High income South Asian community reach
- March weather is beautiful for Stage Promotions
- Radio Promotions for 1 month prior to the event
- Stage Recognition - Banners - Booth Public Engagement
- Giant LED Screen with Sponsor Videos and Slides
- Event Print Marketing: 20K Flyers, 500 Posters, 200 Screens
- Thousands of Screen Impressions - Social Media & Web



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BACKGROUND

HOLI: THE FESTIVAL OF COLORS

Masala Radio presents the 15th Annual Houston Holi: Festival of Colors 2024 on Saturday, March 2nd. Houston Holi Festival is an Indo-American Community sponsored event organized in association with the Gujarati Samaj of Houston, India Culture Center, and Hindus of Greater Houston. Tickets are very nominal, attracting a large number of not only South Asian families, but the ever increasing mainstream audience from Houston and surrounding areas. Houston Holi is one of the largest celebrations of Holi in the nation, annually attracting between 12,000 to 15,000. Festival highlights include all day color-powder throwing, cultural performances, Indian Folk and Bollywood Entertainment, free carnival rides and ceremonial Holi Pragitya (Bonfire Lighting). The festival will be teaming with delicious Indian street foods and merchandise bazaar. As the largest Indo-American event in Houston, this is the best opportunity to promote your business and services to this high-income, high-spending community.



THE LEGEND OF HOLI

Holi is a religious festival from India, celebrating the triumph of Good over Evil. According to the ancient texts, the evil King Hiranyakashipu demanded that all bow to him as God. His own son Prahlad; however, refused as he was a devotee of Vishnu, the Preserver of the Hindu Divine Trinity. The King demanded his daughter Holika (who had the power to burn anyone she touched) to embrace Prahlad and destroy him in fire. Vishnu intervened so that only she was burned and Prahlad emerged unscathed. Thus every year on the anniversary of this miracle, Indians celebrate the burning of Holika with the Holi Bonfire. Holi celebrations include music, dance, food, and the throwing of colored powder. So wear white (or something you're not attached to) and come enjoy the Houston Holi Festival 2023.



TRADITIONAL HOLI IN INDIA

Holi is an ancient Hindu festival that celebrates the coming of Spring and the rebirth of nature. It is also known as the Festival of Colors or the Festival of Love. People color on each other as a symbol of love and sometimes even throw water filled balloons on unsuspecting neighbors. Everyone is fair game, friend or stranger, rich or poor, children and elders. The color play occurs in communities, open streets, parks and temples. Ladies prepare vegetarian snacks while men make Bhang, a sweet drink made with milk, sugar, cinnamon, and herbs, a traditional drink of the Holi festivities. People sing and dance, some playing drums and dholak. In the evening a bonfire is lit and a Hindu priest performs Pooja to bless everyone.



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12,000 Flock to Masala Radio's Holi



P2

P2

JK Yog's Holi Festival



P7

'Gulmohar': Family Drama



P11

Kanuha Kapoor
Rocks thousands at Houston Holi!

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12,000 Flock to Masala Radio's Holi

HOUSTON: A crisp & cold morning unfolded into a bright sunny day for Masala Radio 98.7 FM's Houston Holi Festival of Colors on Saturday March 4. For the first time, the 14th Annual Festival of Colors was held at a real ranch - BH Ranch - located on the fringe of Southwest Houston. The curious crowd continued to pour in wondering what it would be like to celebrate HOLI alongside horses, ponies, sheep, goats, and camels... and they LOVED IT!!

Revelers swarmed in gleeful pockets around the ranch: jam-packed in circular performance zone with 25 foot high sound & video screens, hiding and throwing colored powder among the winterized trees lining an idyllic pond in the center, or enjoying the shade of the giant food court pavilion of exotic Indian and fusion street foods.

Over 12,500 graced Houston Holi, with the numbers peaking at around 2pm and ending with a concert by Bollywood siren Kanika Kapoor. Easing in with her early hits of Chittiyaan Kalaiyaan & Baby Doll, she quickly stepped up the beats with back-to-back bhangra covers, ending with a jolting mix of Jugni, Lovely, and Oo Bolega Ya Oo Oo Bolega, causing a frenzy of dancing and hands in the air. Youths of every color became one as everything else seemed to disappear except the bountiful notes, colored smoke bombs, colored powder dust and a rainbow of confetti.

The massive stage and giant speakers felt like the set of a Bollywood song shoot, and at 12 noon emcee Sunil Thakkar's loud voice announced "before the mad dancing begins, let's start with a Holi pooja with our community elected leaders and sponsors, led by priests from Shiv Shakti mandir. In this Holi fire, first lets burn our negative thoughts and then... lets burn some calories." DJ Nish dropped a crazy track and the youthful energetic crowd started to come alive after a long cold winter. Colors and hands were flying in the air. I was caught up in a hypnotic moment of senses. My mind and body started to give into the sights and sounds of the festival and I felt elevated in a spirituality remix. Sandhya Thakkar smiled, "This is why we do this. We want to share the colors of our mystical Hindu culture with everyone in Houston. With colors on our bodies, we look like one another, and start to celebrate life without judgement, without barriers."

Shayan & his guitar filled the air with love songs. In between the amazing local dance school performances was The Battle of the DJ's between popular Indian DJ's Boyd, Nish, and Zee, vs the non-Indian DJ Tazmayne spinning Bollywood EDM and all vying for the greatest audience response. Sunil T invited a few excited non-Indians to dance onstage with DJ Tazmayne



and joked "not only can these guys Bhangra, but they are jumping so high they will fall off the stage!" Non-stop music & color rave continued until the very very end with a rap set by first American and then Rap Star Bali with his version of Apna Dor Ayega.

The kids had their own Bacha Party on the other quieter side of the pond, with free camel rides, pony rides, petting zoo, carnival ride and a giant T-Rex slide. There were some lines, but hey it was free! Wedged in between these two zones, just before the Street

Foods Pavillion, was a surprise - first time at HOLI - the Eden Resto & Bar Hookah Lounge with a DJ pool party. I couldn't believe youths actually dipped in the pool with their clothes on to the beat the afternoon heat, while the adults partook of paan-flavored hookahs on a raised patio. Honest, Mirch Masala, Nirmanz, Bawarchi & Peacock Restaurant served up the best of hot and fresh Indian street foods and kept the long lines moving smoothly. Picnic tables and chairs dotted the shaded green spaces nearby. Honest Restaurant

introduced a delicious fusion potato on a stick, and everything was completely sold out by 3PM. "We ran to the restaurant to stock and again sold out a second time... what a crazy rush!"

By 2pm there was so much color in the air that the sky looked was covered in pink clouds. The scene was just magical. Is this how Radha & Krishna felt when they were playing Holi & the gods showered colors upon them? Local deputies did a great job to try and move the chocker blocked traffic, although many arriving after 1 struggled to

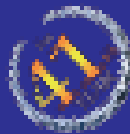
find parking as even the overflow lot was completely full. Sandhya Thakkar said "This is the BEST Holi ever... except the fact that all parking got full and so many people could not get in. Next year we will arrange for more parking. We had been announcing on the radio to please carpool and come early. Those that came before 1 or after 2:30 had no trouble with the parking."

Sunil T kept the crowd pumping interjecting with euphoric sponsor giveaways from the stage that extended right in the midst of the dancing crowd. While Sam of Eden gave away colorful caps, Zee5 gave away 1,000 kulfis, a 360 video experience, and a free month's subscription. Nitya Iyengar of Zee5 gushed, "it was my 4-year old son's dream to ride a pony, and it was fulfilled at Holi of all places, something he'll never forget! We have been sponsoring Holi for years, but this crowd interaction was above par." Ramji Law Group's Arshad Ramji gave away hundreds of white Holi Tshirts. Umang Mehta representing Deep Foods & Dabur - premier brands from India - gave away over a hundred bags filled with Indian cookies & snacks. National award winning life insurance agent Amir Dodhiya gave away cricket bats. Ali Shekhami for Constable Precinct 3 gave away \$2000 in gift cards to the most colored folks in the audience. In an era of gouging prices, it was incredible that Bob's Lounge / Lopes Lounge gave away over 10,000 bottles of water.

Following a tradition of community organizations involvement, Gujarati Samaj of Houston managed the official color booth - organic skin safe Holi powder in bright colors - red, pink, orange, yellow, and neon green. India Culture Center & Inti Hindi Association sold modern pichkaris - water guns - with Water Monsters stationed conveniently next door. HGH featured Rice University Students who spread awareness about early Cancer Screening.

The Thakkar's faced many challenges moving Houston Holi to a new venue and new date just 28 days prior to March 4th. Without Divine support especially for the beautiful weather, and the Crazy Masala Crew, it just wouldn't have turned into the best Festival of Colors ever! Kudos to: Office Management: Rinku, Bhavisha, Rishi, Chaitali, Anhil & Jiggy. Event: Ruchir, Ninad, Mrugesh, Dinesh, Alisha & Simran T. Ticketing: Sangeeta, Lauquel, Amit, Vyoma, Shivangi, Sonal & Jyotsana. Stage: Haroon, Yumna, Dilip, Suji, Rajoo, Josh, Anish, Sahil, Mehran, Shilpi, Harshin, Priyanshi, Simran J & Esha. Radio Jockeys: Priya, Ina, Pankti Bijal. Photo & Video: Gaurav Hariyani Studios. Photos & Videos will be updated on HoustonHoli.com / Facebook & Instagram MasalaRadio98.7FM.

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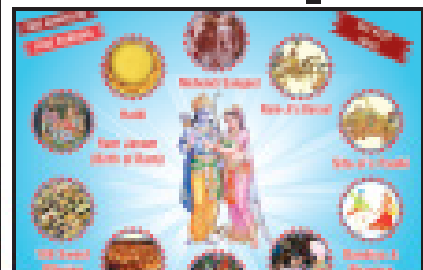


Masala Holi Madness with 15,000 Fans!



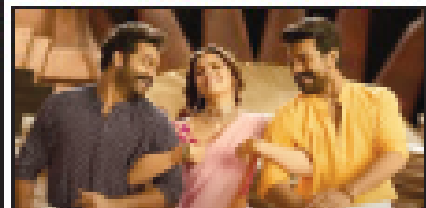
Masala Holi 2022 will celebrate Holi at the Park of the Americas in Houston, Texas. It will be a day of fun, music, and food. The event is free and open to all. For more information, visit www.masalaholi.com.

Sri Sita Rama Kalyanam



P4

'RRR': Epic Romance



P11



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MASALA RADIO MANAGEMENT

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15,000 Crazy Masala Fans Experience Holi Madness!



News Celebrating the joy of color, the annual Holi festival was held in the heart of the city on Sunday, March 27. The event was a celebration of the Hindu festival of Holi, which is a time of joy and color. The festival is celebrated with the throwing of colored powder (gulal) and water. The event was held in the heart of the city, and it was a great success. The festival was a celebration of the Hindu festival of Holi, which is a time of joy and color. The festival is celebrated with the throwing of colored powder (gulal) and water. The event was held in the heart of the city, and it was a great success.

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P8

From left: Jagal Mahant, Anjali & Hari Agrawal, Gurbila & Dr. Durga Agrawal, Congressman Kevin Brady, Angela & Chowdhury Yalamanchili, Dal & Rita Sarason, and Rakesh & Dr. Vinod Kumar at the 15th Annual India House Gala, on Saturday, March 24 at Sugar Land Marriott Town Square.

15th Annual India House

Gala



Houston Holi 2018

Explosion of Colors & Energy! P12

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Go Go Go... Go Pagal, Holi Hai!!



Holi, the Hindu festival of colors, was celebrated in a grand manner at the Indian Cultural Center in Washington, D.C. on Sunday, March 11, 2018. The event was held at the Indian Cultural Center, 1000 14th St. NW, Washington, D.C. 20005. The event was held at the Indian Cultural Center, 1000 14th St. NW, Washington, D.C. 20005.

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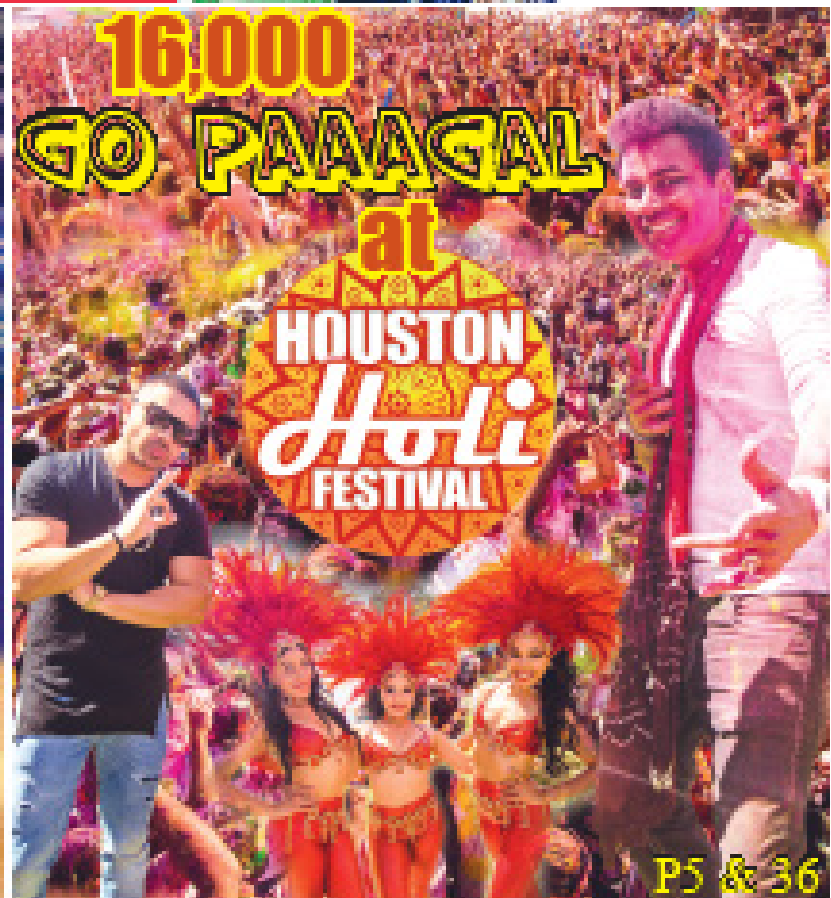
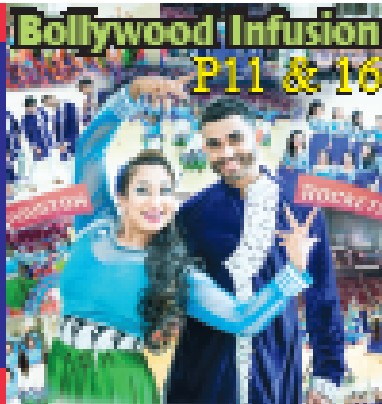
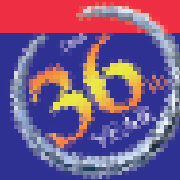
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 & the Crazy Maials Crew

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HOUSTON HOLI 2016

BIGGEST FESTIVAL OF COLORS IN USA

A collage of photos showing people celebrating Holi. It includes a man in an orange shirt, a woman in a green shirt, a group of people in a green circle, and a woman in a red sari. The word 'HOUSTON' is written vertically on the left and '2016' on the right.

Houston Gets Holi-Fied!

The Ultimate Festival of Colors



P5&32





**"15,000 RECORD INTERNATIONAL CROWD
AT 9TH ANNUAL HOUSTON HOLI SURROUNDED
BY DANCE, COLOR, MUSIC AND JOY" abc13 NEWS**



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VOLUNTEERS, VENDORS, VENUE, MASALA CREW
& ABOVE ALL LORD KRISHNA FOR SHOWERING
US WITH BEAUTIFUL WEATHER!" SUNIL & SANDHYA THAKKAR**



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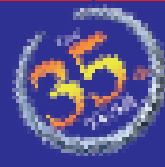


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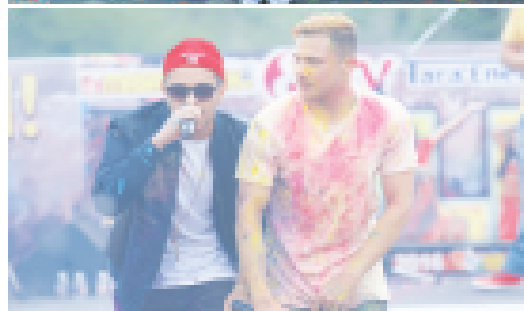
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Epic Holi Rocks with Record International Crowd



Photos: Andrew Hui Photography
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Houston, a major hub of the Indian diaspora, was the site of the annual Holi festival, a vibrant celebration of the Hindu spring festival. The event, held at the Houston Convention Center, drew a record-breaking international crowd of over 10,000 people. The festival featured a variety of activities, including music, dance, and food. The atmosphere was festive and colorful, with participants throwing colored powders at each other. The event was a great success, showcasing the rich cultural heritage of the Indian community in Houston.

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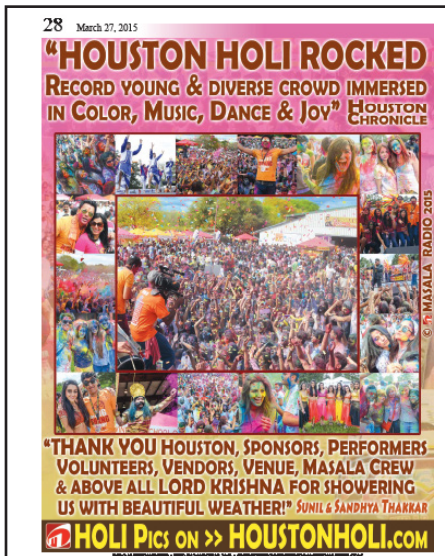
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2015



2014



2013



2012



2011



2010



2009



2008



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