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Group Radio Spots

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## **ADVERTISER BOOTH: \$2,500**

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## **CORPORATE BOOTH: \$2,500**

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## **CORPORATE SPONSOR: \$1,500**

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Radio Mention

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This is an agreement between Sponsor named below and Sandhya Thakkar of Music Masala Inc. entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2026 to sponsor HOUSTON HOLI SAT FEB 28TH, 11AM – 5PM at the MIDTOWN PARK - 2811 Travis St, Houston, TX 77006-3535.

## SPONSOR INFORMATION

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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 2026

- Saturday Feb 28th 2026 from 11 – 5pm
- 16th 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



## BACKGROUND

### HOLI: THE FESTIVAL OF COLORS

Masala Radio presents the 16th Annual Houston Holi: Festival of Colors 2026 on Saturday, Feb 28th. 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 2026.



### 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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## Amazing Masala Holi with Nora Fatehi : Massive Crowd, Mast Fun!

P2, P12



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### Uplifting Mahasivratri at Sri Soumyakashi Sivalaya



Chinmaya Mission Houston (CMH) became a beacon of spiritual celebration. -- PAGE 3

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# "12,000 COLORFUL FACES REJOICING & PLAYING HOLI – BIGGEST IN USA"



INDO AMERICAN NEWS



**THANK YOU EVERYONE THAT CAME & CELEBRATED. SPECIAL THANKS TO ALL SPONSORS, PERFORMERS, VOLUNTEERS, CITY & COUNTY OFFICALS, AMAZING MASALA TEAM & GANPATI BAPA FOR BLESSING US WITH THE BEST WEATHER SUNIL T, SANDHYA & THE MASALA RADIO TEAM**

**MORE PICTURES @ HOUSTONHOLI & MASALARADIO98.7FM - INSTA & FB**

## Amazing Masala Holi with Nora Fatehi: Massive Crowd, Mast Fun!

**HOUSTON:** In the aftermath of Maha Khumbh Mela...Holi revelers witnessed the largest Indo-American gathering in Clutch City at HOUSTON HOLI on SAT MAR 1 2025 at BH Ranch presented by Masala Radio 98.7 FM. "The Ranch looked like a colorful Bollywood Set!" exclaimed many while taking pics under a 30 foot entry of cascading mirrored Rajasthani umbrellas and tassels. The last-minute addition of special guest Nora Fatehi sparked fire in the community, "Nora Fatehi happened to be in the US this week for a late night show interview and was enthralled to do her first ever Holi appearance." God blessed the event with perfect 77-degree weather, and just enough sun to dry the pichkari soakings! "Amazing Holi - no one can do this but Masala!" "Organization-Layout-Décor-Entertainment-Street Foods-Free Kids Rides - cannot see this anywhere but Houston Holi." "Holi is so inclusive as the differences of race, religion, skin color are completely obliterated amongst a rainbow of color powder, confetti tornados, and blossoming color smoke grenades." Comments like these poured in.

The highlight was Nora Fatehi entrance in the midst of a happily screaming, hand-outreaching crowd. She blasted color extinguishers and smoke grenades while freestyle dancing to her latest "Snake" (song with Jason Derula), "Dilbar" and an encore of one of her hottest hits "Garmi." She extended her hands to connect with countless super charged fans.

Nora is an international star and inspiration for millions - a Canadian-Moroccan singer and dancer whose sheer magnitude of talent and determination made it big in Bollywood. When Sunil T teased her doubting her ability to speak Hindi, she bellowed in true Mumbai style "Areee, mein thumse achi Hindi bolti hun!"

Under a 25 ft tall x 50 ft wide stage rocked a record number of non-stop Bollywood dances performances from 11-1 featuring Anyl Can Dance, Spotlight Dance Studio, Sandya Dance Studio, Synergy Dance Studio, Aditi's Bollywood Dance Sensation, Khooshboo Dance Studio, Kathak Nritya Kala Kendra, Arya Dance, Etheria Dance Studio, Katy Bollywood Dance Academy, Dhadak School of Performing Arts, Infused Performing Arts, Yuva Dance, India Waale Dance, Swathi Dance Group, ParDesi Pulse and Mayura Dance Academy.

Next Sunil T introduced local politicians and sponsors as they prepared for the grand Holi Pooja with Maharaj Hardik Raval from Shiv Shakti Mandir officiating & invoking blessings for all event attendees. From the actual Maha



haya brought back Triveni Sangam Ganga Jal which was distributed by the thousands at the Vadtal Dham Mandir booth. Elected Officials included Sugar Land City Council members Naushad Kermally And Carol McCutcheon (both running along with William Ferguson in for Mayor in May), Fort Bend Cnty Commissioner Andy Meyers, representatives from Pct3 Constable Ali Sheikhan, and TX State Rep Dr Suleman Lalani, Entrepreneurs were recognized for keeping such a large production event available at low cost beginning with Title Sponsors Ramji Law Group & Majestic Developers. Platinum Sponsors included: Sheikhan Group, Amir Dodiya Wealth Preservation & Strategies, Artex Sign & Graphics, Neptune Imports, Know Your

Lingo, and Tara Capital. Bob's Lounge kept everyone hydrated giving away 10,000 bottles of water. Almost 80 individual sponsors came to receive and give blessings on the auspicious occasion of Holi the resounding victory of Good over Evil.

Hard core Holi Revelers flocked to the jam packed stage to dance in a frenzy to the nonstop Color Raves & Battle of the DJs featuring (in order of appearance): DJ Tazmayne "White Guy playing Brown Music" with his annual epic crowd surfing, DJ Kalki "South Side" "Tollywood Fanatic", DJ Nishad "DJ turned Hero", DJ Rakib & DJ Boyd "Bombay to Goa" resident DJs @ Bob's Lounge, Sandeep Sulhan DJ & Dholi "Bhangra Master known to perform with

RDB," Each DJ blasted a unique mix to keep the crowd dancing for 3 hours. Between sets Sunil T created crazy contests for sponsors to give away dozens of AirPods and even iPhones straight into the crowds. Adding glamour between DJ sets was larger than life St. Stephens Kerala Drummers, Singer & Violinist Reeva Varghese and dancers Neha Shetty & Melissa.

Escaping the Jam-packed crowds in the main stage area, the Indian Street Foods Court were brimming with the khushboo of garlic, onions, and Indian spices. From left to right, Desi District belted out Ragada Pani Puri, Dosas, Vada, Hakka Noodles, Jalebi, and Chikoo Shake. Madhuram Mirch Masala featured their famous Raj Kachori Chaat, Pav Bhaji, & Pa-

koras, Honest attracted long lines for their grilled KGF Sandwiches, Dabeli, Raj Kachori, Manchurian with Veg Fried Rice, and Vada Pao. Desi Delight offered amazing Biryani, Paneer Tikka Masala Wraps, Chow Mein & Hakka Noodles, Samosas & Spring Rolls. Paneer Makhani, Jay Bhavani featured their award winning Vada Pav, Pav Bhaji, Chole Bhature, Paneer Tikka Pasta and Mango Lassi, and newbie Hashtag India hit the market with a bang with their Dosas, Pooris, Gobi 65, Veg Manchurian, and Onion Samosas. . Honest Restaurant was the exclusive caterer for the VIP section with their grilled mini Paneer Sandwiches, Pani Puri, Jaljeera Coolers and Chai.

Young families escaped the crowds entering a lakeside kids zone filled with bubbles, breezy colorful pennants, and free kids rides by Keemat Grocers. New instant hit this year was the Free Cotton Candy booth! Parents relaxed in covered gazebos and tents while kids balanced colorful cotton candy as they raced between the Pirate's Adventure, Spiderman Giant Obstacle Course, and the Train Rides.

55 Crazy Masala Crew turned this 16th Annual Houston Holi Festival of Colors into one of the smoothest ever! Office Management: Rinku, Jigisha, Vyoma, Aahil, Nilesa, Vidya & Badal. Event Logistics: Ruchir, Ninad, Sohail, & Naila. Stage: Mehran, Suji, Dilip, Preanka, Bhavisha, Josh, Nikhil, Sandeep, Eesha, Sofia, Sahil T, Vinay, Harshin, Alkesh & Jyotsana. Radio Jockeys: Anish, Amit, Ina & Swati. Volunteers: Simran T & Priyanshi. Ticketing Rishita, Abhishek, Varalakshmi, Abhishruth, Priya, Santhosh, Bharadwaj, Victor, Romit. Parking: Surya, Nitin, Krishna, Rahul, Sudheer, Prudhvi. Info: Shivangi & Bindi. Kids Rides Nikhtha, Chitra, Sravani. Ruchira & Santhosh. Photo & Video: Gaurav Hariyant Studios, Joshua Escalante, Aman Amin. Photos & Videos on HoustonHoli.com / Facebook & Instagram Houston Holi and MasalaRadio 98.7FM.

Special recognition for an emerging talent in Houston, Aahil Virani, videographer and editor, who has given Masala Radio 98.7 FM and Houston Holi a paradigm shift as seen in the upscaled their social media platforms. His past work includes the music video Mubarak Ho Salgirah which crossed 1.3 million views on YouTube, and collaboration with Indian rap star Rob C. and Salim-Sulaiman's label, Merchant Records. Beyond music videos, Aahil plays a key role at Masala Radio 98.7FM, managing screen production for Houston Holi and Diwali establishing recognition nationally for his creativity, technical skills, and ability to handle large-scale productions with precision.

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## BEST HOLI EVER: Masala Radio's Houston Holi!



Over 10,000 thousand cheered... one of the BEST HOLI EVER! Masala Radio 98.7 FM's management team agrees... best God-blessed weather... best venue, best crowd, most sponsors, greatest giveaways, most delicious food, most and the most performers... EVER!!... Weeks before Holi... every day on radio. Sant T had been praying to God for overcast clouds so families could really enjoy the outdoor event and play Holi. Weather turned out to be near perfect... (7) dogs... contrast with a light breeze... Everyone that attended felt God's divine presence.

P2-P3

## Super Tuesday Winners



Tarek Patel was one of the winners of the Super Tuesday primary. - P2

## Mama's Life Celebration



Mama, 96, with sons Jayant (left) and Jankar (right) celebrating her 96th birthday at Indian Summer restaurant. - P4

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# BEST HOLI EVER: Masala Radio FM 98.7's Houston Holi Festival of Colors!

Over 11,000 thousand celebrated one of the BEST HOLI EVER! Masala Radio 98.7 FM's management team agrees... best Holi festival weather, best venue, best crowd, most sponsors, greatest giveaways, most delicious food court, and the most performers... EVER! Weeks before Holi, every day on radio, Sarah T had been praying to God for coronavirus clouds to finally could really really enjoy the outdoor event and play Holi. Weather turned out to be just perfect... 77 degrees, covered with a light breeze. Everyone that attended left their entire presence. You could see it in people's smiles, kids running around with piggybacks, couples dancing, the adults enjoying dance performances and all the amazing street foods by some of Houston's best restaurateurs. Pabe Nanyamwala, a student at Rice University, said "This has been coming to Holi since I was a kid. This is my 7th Masala Holi and this was absolutely the best. This time I am a little younger than last year but believe it or not, I thought my childhood Holi's from college, and they loved festival of color... I was like brother."

Masala Radio 98.7 FM's Houston Holi Festival of Colors on Saturday March 2 was held in a real Texas track - IRL Hauls. Attendees swarmed in plastic pockets full of color-powdered cornstarch in the circular performance zone with 29 live high sound & video screens, three color powder and misting water on each other and danced while the fragrance of the giant food court of exotic Indian and Asian street foods (served in the air). People of all ages, ethnicities and colors became one as everything else seemed to disappear in bright colors, joyful music, laughter and a rainbow of colors.

The massive stage and giant speakers felt like a set of Bollywood movie song show. The show started off with energetic dance teams performing in variety of music, Bollywood and a few increasingly popular Bollywood songs. Sarah T next introduced the Holi Poets with Mahara Pradyum Dasgupta, Irem Siddiqi, Vinayak and Holi's Three Poets team celebrating it, reciting messages for all colors situations. Present on stage were our elected officials... Judge KP George, Mayor Ken Matlock, Commissioner Andy Meyer, Councilor Nabeel Siddiqi, State Rep Dr. Salwan Taha and Council Member Samuel Kennedy. Sarah introduced them as our real life Avengers that are fighting crime, improving buildings & infrastructure, raising bars and making life in Fort Worth every the best you can have in the world. Also present by the Holi Poets on stage were contributors in the speaking platform and some of the top business leaders of Houston... ULI's, doctors, lawyers, and real estate developers... representing over 2 billion dollars of net worth... humbly praying for the Lord's Blessings to all. These entrepreneurs were recognized for contributing some of their success to this type of community event. Holi sponsors were Range Law Group & Phil Mingle... Concert



Sponsor Sponsors Energy. Platinum Sponsors included Aunt Dorian Health Preservation & Strategies & AK Bookstore. Gold Sponsors Deep Foods, Bob's Lounge, Parker Jans, Harry Shah, Nopiano Imports, Daniel Rice, Taco Capital & McDonald's. Other top sponsors included Arise Signs, Texas Insurance, Tashir & Avada Group & others.

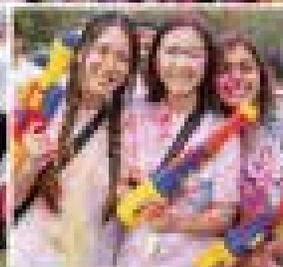
They did not stop at a crazy track and the joyful messages crowd started to come alive after a long cold winter, looking off the Top Holi of the FM's hometown popular Indian Dns, Zoo, Import, Kalia to the non-Indian FM Tashir... Spreading Bollywood EDM and trying for the general audience response.

Sarah T received a fire excited response from the dance stage with Holi Tashir and joined her only one from guys dancers, but they are jumping so high they will fall off the stage! Twin Sisters broke the FM record with six live top ten female hits offering a different flavor of Bollywood all the way from Philadelphia. The likes of Parag in their colors and their music added the wow factor. Kalia and bands were doing in the air. "I was caught up in a hypoxic environment of music. My mind and body started to give into the night and sounds of the festival and I felt elevated in a spiritual way!". Sushila Haddad stated, "this is why we do this. We want to share the colors of our traditional friends culture with everyone in Houston. With colors on our bodies, we all break the walls, and start to celebrate life without judgment, without barriers."

When Sarah T introduced ARON, music lover from every corner of the festival stepped and swarmed to the stage for 10 minutes of pure concert pleasure. After a 4 year performance hiatus, Aron completely ended the stage with his hits and remixed covers "Aahatara", Khatola, Khatola to Dada, Laghi Labna Dheya, and from the most recent tracks "Sail, Sail" which he originally sang with Chirp Entertainment. The audience was simply not letting him go, and surrounded him back with the loudest cheering and even hanging on the stage until he added one more "last song" Kalyani 18, surprising all with some lines to perform Tara, leading to his 5th number one. Aron from the UK was indeed the most humble artist in Houston Holi's 15 year history despite his commercial talent.

While the dance crowd was glued to the stage, kids enjoyed their own space on the other side of the lake, filled with magical Kumaar Kala Poles... A Goodies building... including some bigger than the lake... marked the entry to the Kalia with gear. Unleash our 15 years of Holi's vibrant, vibrant, vibrant, vibrant and vibrant slides, Spinning Deer Ride, Toss Kala with views of the entire crowd, and even a new McDonald's Sweet Cream with covered French Fry Grill Combo! The kids were in disbelief that everything was free and unlimited. Thanked graciously in this corner was a special opportunity to food court from the Goodies, a crew

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SUNIL T, SANDHYA & THE MASALA RADIO TEAM

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## 12,000 Flock to Masala Radio's Holi



P2

## JK Yogi's Holi Festival



P7

## 'Gulmohar': Family Drama



P11

**MASALA RADIO** **HOUSTON Holi** **98.7 FM**

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## Masala Holi Madness with 15,000 Fans!



Weeks: Photo: 007 PM organized Houston Holi Festival at Cotuit in under 6 weeks. People of all ages, religions, and ethnicities took off their fears and danced with colors in a celebration of Spring, a celebration of being ALIVE. SEE PAGE 2-3, 12.

## Sri Sita Rama Kalyanam



P4

## RRR: Epic Romance



P11

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**"15,000 PEOPLE & OVER 50 VENDORS  
AT MASALA'S HOUSTON HOLI 2022"**

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**"THANK YOU GOD, THE AMAZING MASALA CREW, VPSS TEMPLE, PARTNERING ORGANIZATIONS, SPONSORS, VENDORS, PERFORMERS, VOLUNTEERS, FAMILY, FRIENDS & THE THOUSANDS WHO ATTENDED. WE DID IT TOGETHER!!"**

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2019

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## BIGGEST COLOR FEST IN THE USA HOUSTON HOLI 2019 <JAI HO!>

Complete Holi Coverage | Puranava Culture Fest | Review: Hotel Mwnbai

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2018

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Peacock in the Desert  
The Royal Arts of Jaipur, India

### 15th Annual India House Gala

### Houston Holi 2018

Explosion of Colors & Energy!

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**Record-breaking Pratham Gala 2017**  
P3, 14 & 15

**16,000 GO PAAAGAL at HOUSTON Holi FESTIVAL**  
P5 & 36

**Bollywood Infusion P11 & 16**

**Happy Vaisakhi P36 & 31**

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36 April 07, 2017

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**"OVER 16000 CELEBRATED HOUSTON HOLI WITH COLORS, MUSIC, DANCE & STREET FOODS, MAKING IT THE LARGEST & THE MOST COLORFUL SOUTH ASIAN EVENT IN HOUSTON."**

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- Sunil & Sandhya Thakkar & the Crazy Masala Crew  
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**MASALA RADIO**  
BIGGEST FESTIVAL OF COLORS & JOY

**HOUSTON HOLI 2016**

**Houston Gets Holi-Fied!**  
The Ultimate Festival of Colors

**P5 & 32**

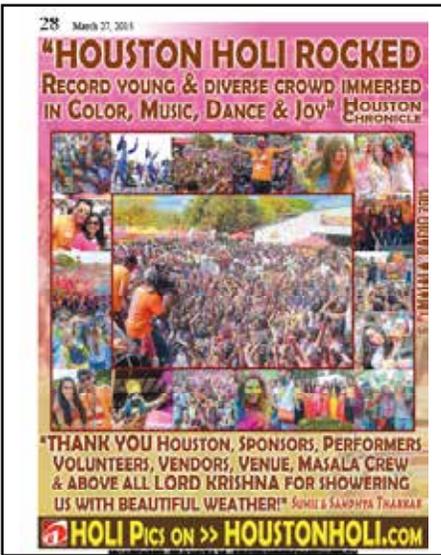
32 April 01, 2016

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

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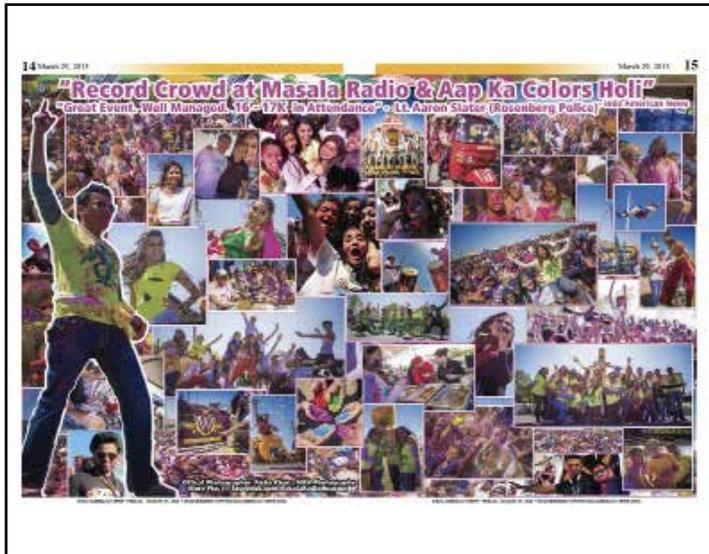
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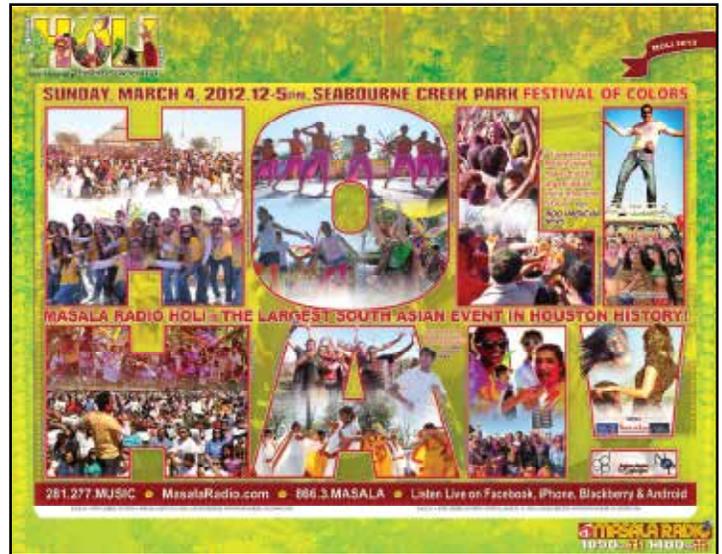
2014



2013



2012



2011



2010



2009



2008



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