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SATURDAY FEBRUARY 28TH, 2026, 11-5 PM



SPONSORSHIP PACKAGE

TITLE SPONSOR: \$35,000

Event Title Sponsorship
Large Logo at Top of Flyers & Posters
Individual Stage Appearance at Peak Time
Create & Shoot 30 sec Video, Play 2x on Stage
Creative Consultation for Brand Building
10 Logo Insertions/5 Recorded Audio Mention on Stage
10x20 Premium Booth Next to Stage / Group Radio Spots

DIAMOND SPONSOR: \$25,000

Concert Finale Sponsorship
Large Logo on Concert Section of Flyers & Posters
Individual Stage Appearance before Concert
Create & Shoot 20 sec Video, Play 2x on Stage
5 Logo Insertions / 4 Recorded Audio Mentions on Stage
10x10 Premium Booth Near Stage
Group Radio Spots

PLATINUM SPONSOR: \$15,000

Major Element Sponsorship
Medium Logo on Platinum Section of Flyers & Posters
Individual Stage Appearance with Platinum Recognition
Create & Shoot 15 sec Video, Play 1x on Stage
3 Logo Insertions / 3 Recorded Audio Mentions on Stage
10x10 Premium Booth / Group Radio Spots

GOLD SPONSOR: \$10,000

Logo on Gold Section of Flyers & Posters
Group Stage Appearance with Gold Recognition
Play 15 sec Video, Created by Sponsor
2 Logo Insertions / 2 Recorded Audio Mentions on Stage
10x10 Premium Booth / Group Radio Spots

SILVER SPONSOR: \$5,000

Logo on Silver Section of Flyers & Posters
Group Stage Appearance with Silver Recognition
Play 15 sec Video, Created by Sponsor
1 Logo Insertions / 1 Recorded Audio Mentions on Stage
10x10 Premium Booth / Group Radio Spots

BRONZE SPONSOR: \$3,500

Logo on Bronze Section of Flyers & Posters
Group Stage Appearance with Bronze Recognition
1 Sponsor Logo on Stage
10x10 Premium Booth
Group Radio Spots

NON-ADVERTISER BOOTH: \$3,000

Logo on Flyers & Posters
10 x 10 Premium location booth/ Group Radio Spots

ADVERTISER BOOTH: \$2,500

Logo on Flyers & Posters
10 x 10 Premium Location Booth / Group Radio Spots

CORPORATE BOOTH: \$2,500

Logo on Corporate Section of Flyers & Posters
10x10 Booth / Radio Mention

CORPORATE SPONSOR: \$1,500

Logo on Corporate Section of Flyers & Posters
Group Stage Appearance with Corporate Recognition
Radio Mention

FAMILY SPONSOR: \$1,000

Logo on Family Section of Flyers & Posters / Group Radio Spots

MERCHANDISE TABLE: \$500

6' Table with Table Cover For Retail Vendors



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SATURDAY FEBRUARY 28TH 2025 11-5 PM



SPONSORSHIP AGREEMENT

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

BUSINESS NAME:		CONTACT:
STREET ADDRESS:		
CITY:	STATE:	ZIP:
BUSINESS #:	FAX:	CELL:
EMAIL ADDRESS:		

SPONSORSHIP LEVEL & PROMOTION DETAILS

Please Check Level

<input type="checkbox"/> Title Sponsor	\$35,000
<input type="checkbox"/> Diamond Sponsor	\$25,000
<input type="checkbox"/> Platinum Sponsor	\$15,000
<input type="checkbox"/> Gold Sponsor	\$10,000
<input type="checkbox"/> Silver Sponsor	\$5,000
<input type="checkbox"/> Bronze Sponsor	\$3,500
<input type="checkbox"/> Non-Advertiser Booth	\$3,000
<input type="checkbox"/> Advertiser Booth	\$2,500
<input type="checkbox"/> Corporate Booth	\$2,500
<input type="checkbox"/> Corporate w/o Booth	\$1,500
<input type="checkbox"/> Family Sponsor	\$1,000
<input type="checkbox"/> Merchandise Table	\$500

Promotion Details

Sponsors: Send high res logos in the following format to events@masalaradio.com:
Image Size: No smaller than 450 pixels wide by 450 pixels high
Resolution: WEB 72 dpi / PRINT: 300 dpi
Format: JPEG, PNG, PDF or PSD

PAYMENT

Please fill out either ACH Debit or Credit Card Authorization

ACH DEBIT AUTHORIZATION

NAME ON ACCOUNT:	ROUTING#:	ACCOUNT#:
SIGNATURE:		DATE:

CREDIT CARD AUTHORIZATION

NAME (AS SHOWN ON CARD):		CARD #:	
CW CODE:	EXP DATE:	SIGNATURE:	DATE:

DISCLAIMER

SUBMIT COMPLETED FORM TO SALES@MASALARADIO.COM. INVOICE WILL BE EMAILED AND PAYMENT WILL BE DEBITED OR CHARGED IMMEDIATELY UPON RECEIPT. SPONSORSHIP & BOOTHS WILL NOT BE CONFIRMED WITHOUT PAYMENT. BOOTHS & BANNERS WILL BE ASSIGNED ACCORDING TO RECEIPT OF PAYMENT, NOT FORM. YOUR SIGNATURE BELOW AFFIRMS YOUR AGREEMENT TO PAY SELECTED SPONSOR/BOOTH AMOUNT AND ACCEPTANCE OF EVENT RULES AND REGULATIONS. FOOD BOOTHS REQUIRE TEMPORARY CITY FOOD PERMITS & ALL FOOD MUST BE VEGETARIAN. ADDITIONAL HANDLING CHARGES WILL APPLY FOR ANY COLLATERAL SHIPPED MASALA OFFICE FOR DELIVERY TO VENUE. ALL UNCLAIMED COLLATERAL WILL BE DISPOSED OF 15 DAYS AFTER THE EVENT. AGREEMENT VALID FOR RAIN DATES MAR 5. IN THE CASE OF EVENT CANCELLATION, AMOUNTS WILL BE REFUNDED WITHIN 30 DAYS.

SIGNATURE:	DATE:
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SATURDAY FEBRUARY 28TH, 2026, 11-5PM



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



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BACKGROUND

HOLI: THE FESTIVAL OF COLORS

Masala Radio presents the 16th Annual Houston Holi: Festival of Colors 2025 on Saturday, March 1st. 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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Amazing Masala Holi with Nora Fatehi : Massive Crowd, Mast Fun!

P2, P12



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ELECTION DAY: MAY 3RD

SUGAR LAND

Uplifting Mahasivratri at Sri Soumyakashi Sivalaya



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

HAPPY HOLI

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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 Kumbh 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 Any1 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 Kumbh Mela Sunil and Sand-



hya 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, Abhisruth, 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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P2-P3

Super Tuesday Winners



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

Mama's Life Celebration



Mama, 98, with sons Jayant (left) and Jasbir in Celebration of Life held last Sunday at Indian Summer restaurant. - P4

Maha Shivratri

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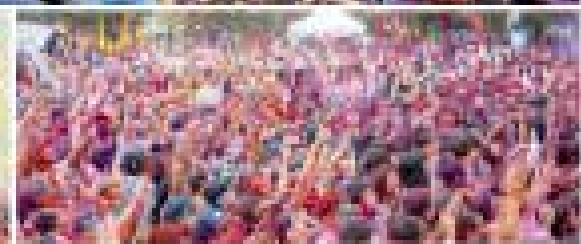
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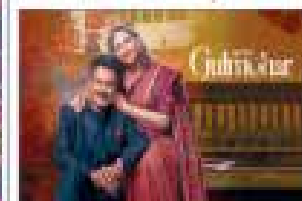


JK Yogi's Holi Festival



P2

'Gulmohar': Family Drama



P11

MASALA RADIO

HOUSTON Holi

celebrating in colors

Kanishk Kapoor rocks thousands at Houston Holi

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Masala Radio 98.7 FM organized Holi Festival of Colors in under 6 weeks. People of all ages, religions, and ethnicities shook 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



MASALA RADIO

Ramadan Kareem

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FRIENDS & THE THOUSANDS WHO ATTENDED. WE DID IT TOGETHER!!"**

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2019

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P3, 14 & 15

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P5 & 36

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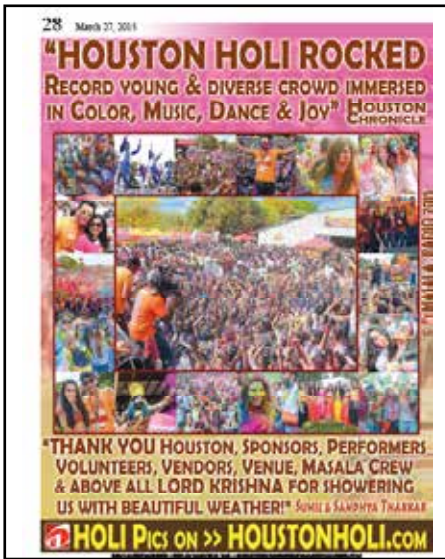
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2015



2014



2013



2012



2011



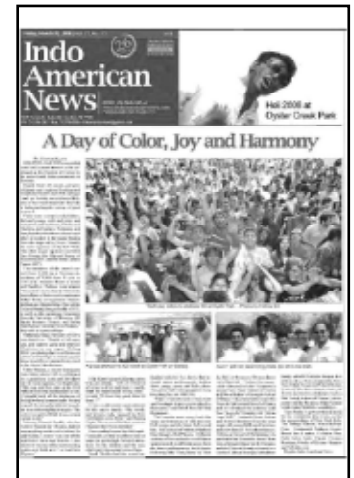
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2009



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