



School of Flavours



Taste of India

Food Festival 2019



Venue
Nathan Phillips
Square

August 4, 2019

12 NOON — 10 PM



FREE
PUBLIC
EVENT

Taste of India Food Festival 2018





About Taste of India

If you're serious about food, you can't afford to miss it!

A lot of events deliver on one or two of the senses, but none can deliver on all five like Taste Of India Food Festival can. Visually you'll be treated to colour and diversity; interactive street performers and activities that allow you to touch the fun; you'll hear amazing music; your taste buds will be delighted by amazing flavours, and you'll be seduced by all the gorgeous smells of the delicious street food.

This year Taste of India Food Festival delivers another exciting feature based on popular demand. ALL food vendors will offer a sample plate of their most popular dishes for under ten dollars. So you don't have to miss out anything.

Taste of India 2018

2ND Annual Taste of India Food festival on August 5, 2018 at Nathan Phillip Square attracted more than 70000 patrons throughout the day leaving all the vendors sold out within the first few hours of the event. 60 different Restaurants participated putting up booths.

Glimpse of 2018 Vendor Lane



Of India Food Festival 2019



2019 Special

Taste of India Food Festival will bring together approximately 60,000+ patrons together for the event.

The festival will showcase food and festivities, which bring out rich cultures, tastes and traditions from the diverse states of India.

School of Flavours Ltd., in collaboration with Young Canadian Alliances, organizes the festival.

Over 100 food and arts exhibitors will participate to showcase a variety of Indian cuisine, clothing, jewelry, arts and culture. The festival includes diverse cultural performances through music and dance.

Celebrity performers from India and Canada will attract patrons in this **FREE PUBLIC EVENT.**



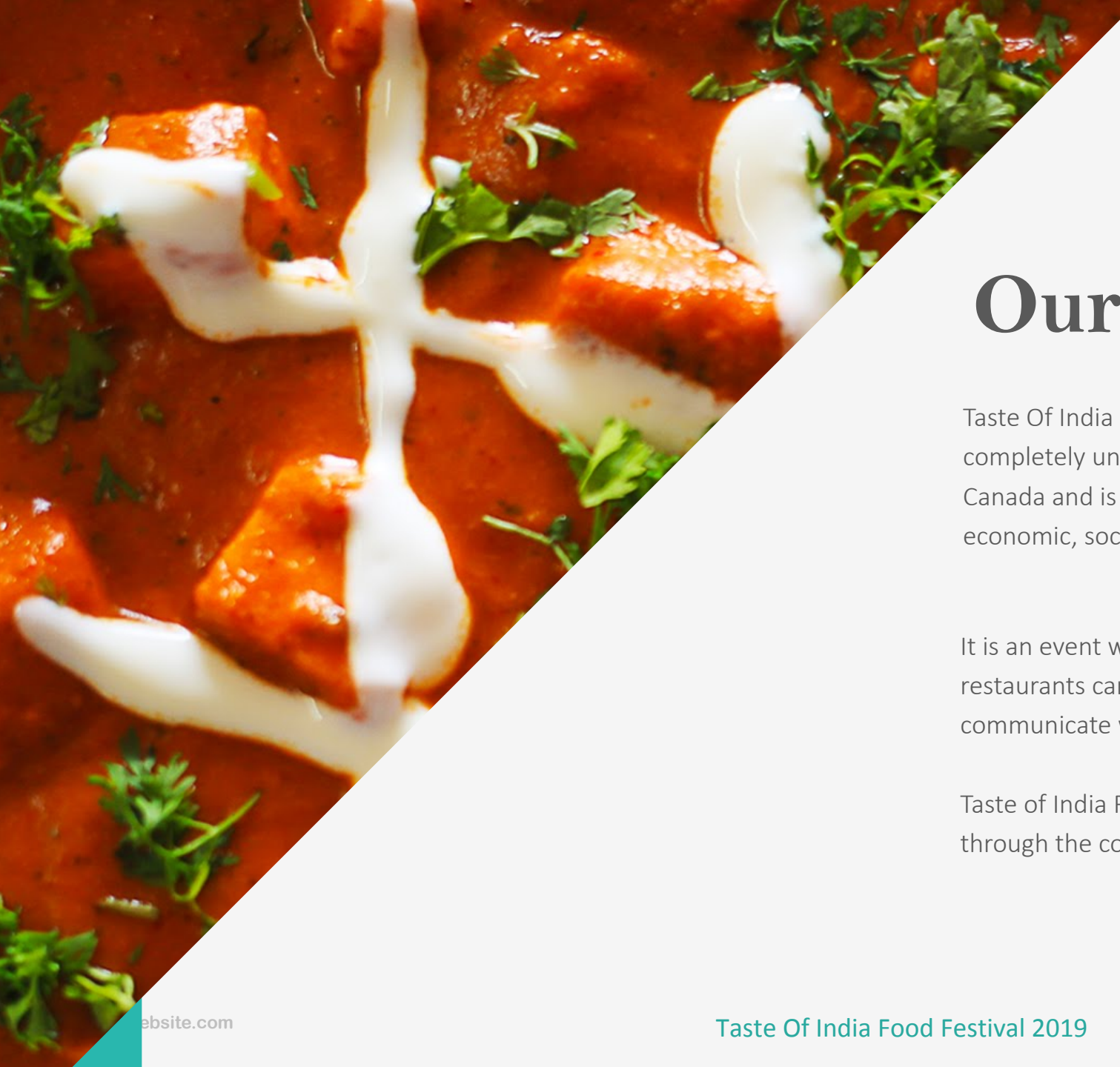
Promotes richness of culture and heritage through its cuisine and by connecting diverse communities together in an inclusive fashion to foster socio and economic development of Canadians.

The Cause

The festival will support addressing Food insecurity mandate undertaken by local not-for-profit organization.



Taste Of India Food Festival 2019



Our Vision

Taste Of India Food Festival has been conceptualized as something completely unique. Street food culture is a relatively fresh idea in Canada and is one that can make significant contribution to the economic, social and environmental fabric of the country.

It is an event where producers, manufacturers, food vendors and restaurants can showcase their products and can interact, share, communicate with the patrons one on one.

Taste of India Food Festival will bring different communities together through the common love that is food.

Our Mission

We create delicious memories



Create an Experience for
Street Food



Celebrate Diversity &
Multiculturalism in Canada



Bring Cultures Together

Taste of India Food Festival 2019

The festival will contribute to Canada's rich and diverse culture

It will offer largest range of Indian food at one location

Besides food there is music, dance, entertainment, art & sculpture

Special area dedicated to massage therapist, reflexology, tarot and aura readers.

Dedicated area for distribution of natural products.

On Site children fun and interactive activities





Unique Business Experience

Taste Of India Food Festival 2019

Sponsorship Deliverables



Title Sponsorship \$50,000.00	
Diamond Sponsor	\$ 25,000.00
Platinum sponsor	\$ 15,000.00
Gold Sponsor	\$ 10,000.00

Benefits	Title \$50,000	Diamond \$25,000	Platinum \$15,000	Gold \$10,000
Brand recognition on all promotional materials and media advertisements recognizing as a sponsor	Large	Medium	Small	Small
Brand recognition on program signage and posters.	Large	Medium	Small	Small
Brand recognition on social media, print & press releases	Yes	Yes	Yes	Yes
Logo and live link placement on School of Flavours website	Yes	Yes	Yes	Yes
Advertisement in the Taste of India post-event Publication	Full Page	Half page	Quarter Page	Small
Verbal recognition by the Emcee at the Taste of India Festival	Yes	Yes	Yes	Yes
Banner display and logo display on large digital screen	Yes	Yes	Yes	Yes
Vendor stalls at prime locations	3 Stalls	2 Stalls	1 Stall	1 Stall
Issue of Charity receipt	Yes	Yes	Yes	
TV Commercials on Screens	50 Spots	30 Spots	20 Spots	10 Spots
VIP Lounge	Yes	Yes	Yes	Yes
Logo on T-Shirts	Large	Medium	Small	Smaller
Brand Activities on Stage	3 times - 1 day and 2 evening	2 Times - 1 Day & 1 Evening	2 times - both during day	1 Time - During day
Special Memento with personalized name	Yes	Yes	Yes	Yes

- Over three quarters of attendees enjoyed LEARNING about new Products and services!

- 65% of attendees agreed that sponsors and exhibitors did give them exposure to try new products which they can now buy with confidence.

Reach Your Audience

WITH CONFIDENCE

- ENHANCE your experience at Taste Of India Food Festival in front of 70,000+ people
- Build LOYAL customer base towards your brands.
- Meaningful contribution to community & Taste Of India Food Festival.



Taste Of India Food Festival 2019



On Site Signage

Integrating Digital Signage and Social Media



On LED Display

Sponsor Live Streaming
On multiple Screens.



Media Live Coverage

Live Coverage by Multiple Channels
Mainstream as well as Ethnic, which will
boost your brand promotion.

Branding & Visibility

By partnering with Taste of India, you will directly contribute to the promotion of culture, food and economic development of small businesses. The Impact for your company will be to establish stronger relationship with businesses and will generate higher brand exposure through media, social media network. As a growing community of Indo-Canadians we are working towards promotion of healthy, and vegetarian food for all.

Marketing

Investment in such activities to support your purpose will bring attention on healthy, fair and inclusive foods and culture. With a growing Indian diaspora of more than 1 million people in Canada, our marketing strategy will put your brand in front of at least thousands of well-targeted consumers across the region leading up to and at the festival.

Our sponsorship package offers you and your business the perfect opportunity to demonstrate your commitment towards promotion of your brand to the large number of Indo-Canadian partaking patrons

Marketing and Promotions:

Logo ID in all print advertising placements.

Logo ID in Thank you ad following the event.

Logo / brand on official street signage, as authorized by the City of Toronto.

Logo and text recognition as a major sponsor on posters, invitations,

Media releases, flyers and brochures

Board Of Advisory

We create delicious memories



Rinku Shah
CEO & Founder
School of Flavours LTD



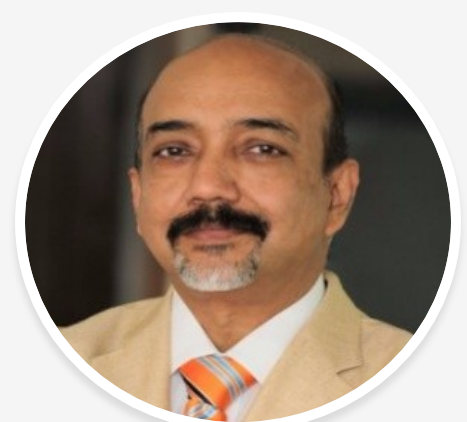
Chand Kapoor
CPA (President BIA)



Kuldeep Sharma
President & CEO
CROWN Group Of Hotels



Rakesh Joshi
Barrister , Solicitor &
Notary.



Pramod Goyal
President & Board Chair - Indo Canada
Chamber of Commerce

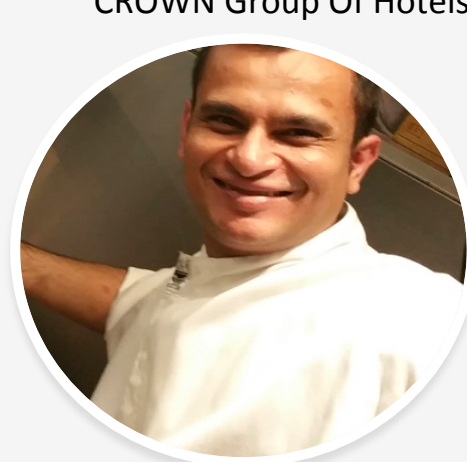


Vrajesh Shah
President & Founder
Young Canadian Alliance
(NPO)

www.website.com



Dr.K Rathnam
CEO & MD
Amul Dairy India



Jay Bhatt (Head Chef)
Star Group Of Companies
Australia



Dr.Ravishankar Polisetty
Bharat Ratna Award Winner..

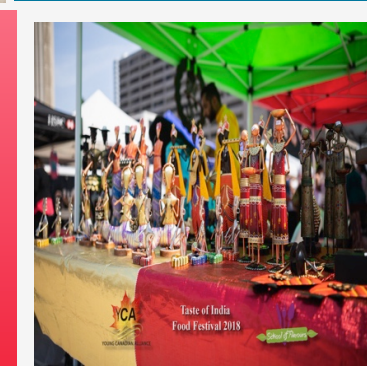
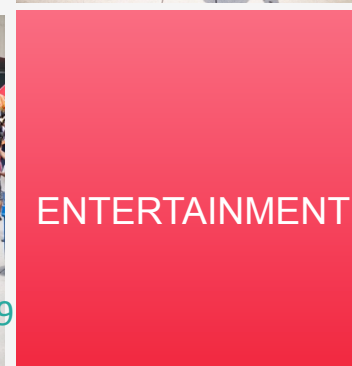
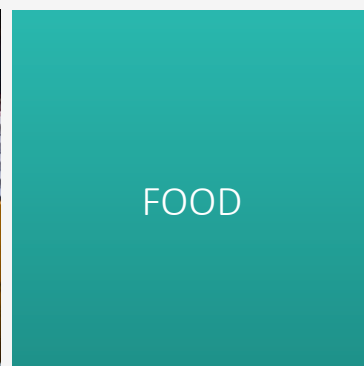
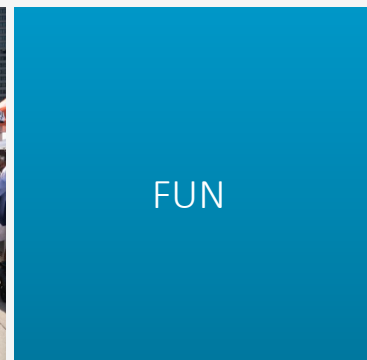
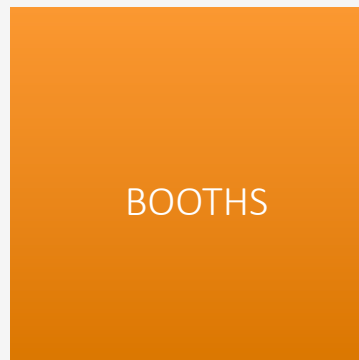
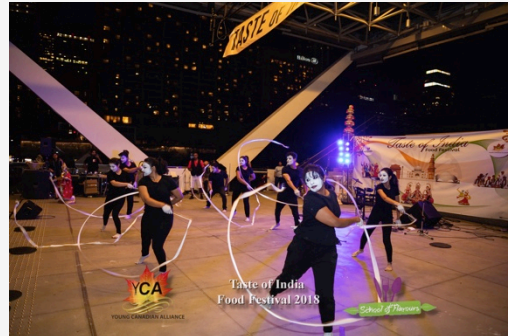


Kesh Gelda
President & CEO
Gelda Food & Gelda Scientific

Taste of India 2018

We create delicious memories

Gallery





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Vrajesh Shah
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