



School of Flavours



Taste of India

Food Festival 2018





Taste of India

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Venue
Nathan Philips
Square
5th August 2018
10 AM – 10 PM

FREE
PUBLIC
EVENT



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 2017

Taste of India Food festival on August 5, 2017 at Nathan Phillip Square attracted more than 50000 patrons throughout the day leaving all the vendors sold out within the first few hours of the event.



2018 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.**

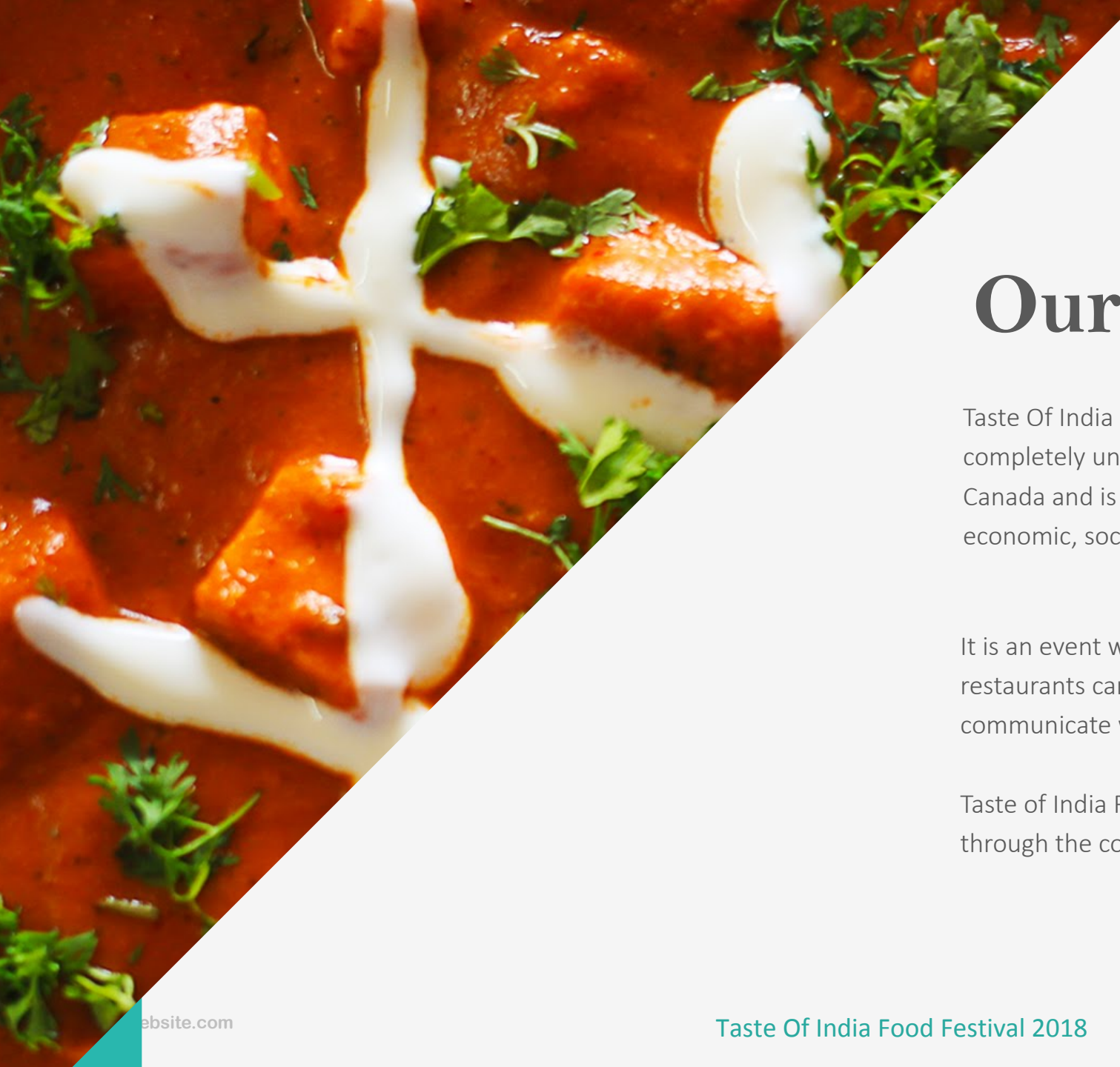


Promotes richness of culture and heritage through its cuisine and by connecting diverse communities together in an inclusive fashion to foster socio and economic development of Canadians.

The Cause

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





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 2018

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 2018



Sponsorship Package

Title Sponsorship	\$50,000.00
Diamond Sponsors (3)	\$ 25,000.00
Platinum sponsors (5)	\$ 15,000.00
Gold Sponsors (10)	\$ 7,500.00





Sponsorship Package



Benefits	Title \$50,000	Diamond \$25,000	Platinum \$15,000	Gold \$7,500
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	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

Reach Your Audience

We create delicious memories



- Over three quarters of attendees enjoyed LEARNING about new Products and services!
- 65% of attendees agreed that sponsors and exhibitors



- ENHANCED their experience at Taste Of India Food Festival
- LOYAL to brands
- Meaningful contribution to Taste Of India Food Festival.

- Integrating Digital Signage and Social Media
- Sponsor Live Streaming
- Media Relations





On Site Signage



On LED Display



Video Display

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

Meet Our Team

We create delicious memories



Vrajesh Shah
Director
Young Canadian Alliance (NPO)



Rinku Shah
President & Founder
School of Flavours



Dr. K Rathnam
CEO & MD
Amul Dairy India



Khalid Sayed
CEO
Jamun Media Inc.



Kesh Gelda
President
Gelda Food Products & Gelda Scientific



Pranav Patel
Director
(ICCC - Indo Canada Chamber of Commerce)



Jatin Grover
Head
Film Distribution B4U
North America



Hitesh Sharma
Head of ZEE TV
Canada & India.com



Jay Bhatt
Head Chef
Star Group Of Companies
Australia

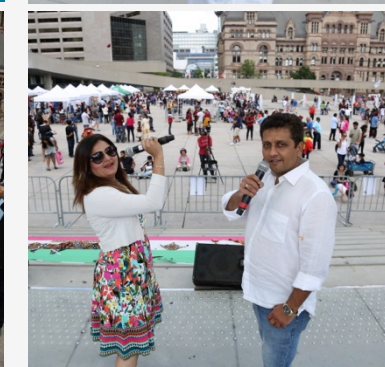
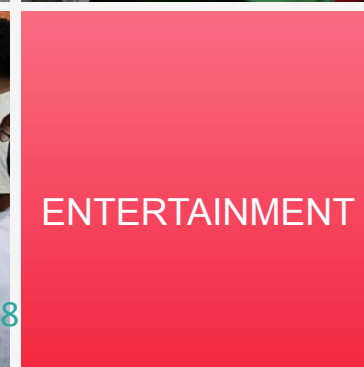
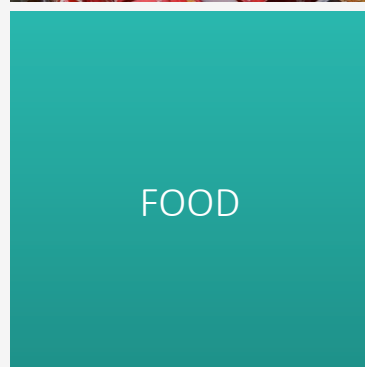
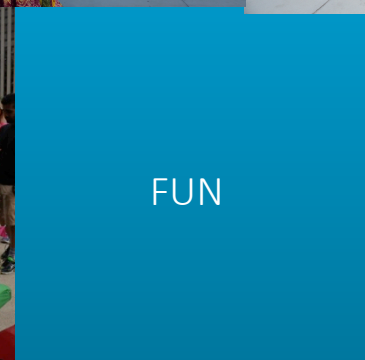
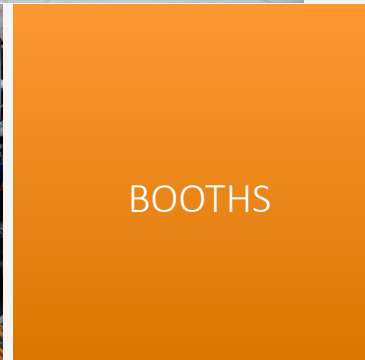


Simar Sidhu
CEO & President
Diamond Insurance &
Financial Group.

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Gallery



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