

Tourism Event Sponsorship Application

Profile	
Legal name of company:	Namaste A Grand Indian Art & Food Festival
State the company was incorporated/organized in:	Florida
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About your company:	<p>Namaste! A Grand Indian Art and Food Festival officially registered as a non-profit 501C3 organization on May 25, 2022, marking the commencement of a journey dedicated to celebrating the vibrant tapestry of Indian heritage and culture. The inaugural marquee event took place in December of the same year, marking the beginning of an annual tradition. Continuing its commitment to cultural enrichment, Namaste! has consistently hosted its marquee festival annually (3 editions), with the 4th edition scheduled for February 7, 2026. This signature gathering remains open to all visitors, free of charge, serving as a gateway to an unparalleled exploration of Indian visual and performing arts.</p> <p>With a staggering attendance of 15,000 plus individuals the last two years, this event serves as a vibrant mosaic, showcasing the pinnacle of Indian creativity and tradition. It offers South Florida residents a unique opportunity to delve into the rich tapestry of Indian heritage, illustrating how it harmoniously intertwines with diverse cultures, enriching the broader community.</p> <p>Complementing our efforts, Florida Fine Arts our partner has a distinguished history of promoting various global genres of performing and visual arts. With a portfolio boasting significant events such as Indian Classical Flute Concerts (2019), Mindfulness through Music workshops (2021), and the highly successful Rasa Indian Music & Dance event (2021), the two Namaste Festivals in 2022, 2023 and The Performing Arts Festival (2024), FFA brings invaluable expertise and passion to our collaborative endeavors.</p> <p>Furthermore, the collective expertise of "Namaste A Grand Indian Art and Food Festival" board members extends beyond Namaste! and into other cultural endeavors. Their involvement in launching Discover India, an event of similar scale focusing on arts and culture in the Phoenix metropolitan area, underscores their dedication to enriching communities through immersive cultural experiences.</p>
Name of Event:	Namaste! 26
Event Date(s):	February 7, 2026
Event venue(s):	Pompano Beach Amphitheater and Grounds
Proposed amount of sponsorship investment:	\$10,000.00
About the event	
Describe the event and how the local tourism industry is involved:	<p>Namaste! extends a warm invitation to both the South Florida community and visiting tourists, offering a captivating journey through the 5,000-year-old heritage and diverse cultural traditions of India.</p> <p>This free, family-friendly outdoor festival is a flagship South Florida cultural celebration that brings together vibrant Indian music, dance, art, and cuisine in one immersive experience. With more than 400 performers presenting over 50 acts throughout the day, Namaste! showcases the rich diversity of Indian performing arts. The event highlights young talent, with over 300 performers under the age of 21, performing alongside renowned South Florida and national artists and their students. Beyond the stage, visitors can explore an expansive "Grand Bazaar" featuring more than 50 Indian-owned small businesses, artisan crafts, and cultural booths that celebrate India's art, spirituality, and heritage. Eight local Indian restaurants offer authentic regional cuisines, providing attendees a true taste of India while supporting Broward County's culinary scene.</p> <p>Namaste! proudly partners with the City of Pompano Beach, helping attract visitors to the area and promote local businesses. Additional community partners include Florida Fine Arts, South Florida Hindu Temple, Jain Center of South Florida, BAPS Mandir, Desh Videsh Media, and numerous Indian restaurants and grocery stores that promote the event to their members and patrons.</p> <p>The festival's broad appeal draws both residents and tourists from across South Florida and beyond, increasing hotel stays, dining, and retail activity throughout Broward County. Previous sponsors and supporters include Visit Lauderdale, Standard Land Development, Merrill Lynch, Florida Power & Light, and Eastham Capital, among others. We will partner with local hotels to ensure that their hotels are promoted through our website and event cards are prominently displayed in their lobbies.</p> <p>Namaste! not only enriches the cultural landscape of Broward County but also drives local tourism, hospitality, and economic engagement by attracting thousands of visitors to experience the county's welcoming diversity.</p>
Is one of the main purposes of this event to attract tourists to Broward County:	Yes

Explain why:	<p>Yes. Namaste! is designed not only to engage local residents but also to attract visitors from across Florida and the United States to Broward County since this event is meant to promote India's cultural heritage, diversity and richness. Our social media and digital marketing campaign will target residents in Broward, Miami-Dade, and Palm Beach Counties, as well as audiences in major Florida cities and vacationers seeking a warm-weather destination during the U.S. winter. Campaigns will reach individuals over 18 with interests in festivals, art, dance, music, and international cultures.</p> <p>Our media partner Desh Videsh Media will promote Namaste! throughout Florida, Georgia, and the Carolinas, while Akshaya Patra will reach a high-net-worth audience nationwide. Additionally, Diya TV will target the South Asian community across the U.S., helping expand Namaste!'s footprint well beyond South Florida.</p> <p>For the past three years, we have successfully positioned Namaste! as the signature Indian festival in Broward County, recognized for its quality programming, free entry, and free parking—made possible by support from Visit Lauderdale, the City of Pompano Beach, and other partners. These unique advantages distinguish Namaste! from other festivals that charge admission and parking fees, making Broward County the go-to destination for this highly anticipated cultural celebration.</p> <p>The festival attracts over 15,000 visitors annually, including many from outside the Tri-County. By utilizing the area's state-of-the-art amphitheater and local hospitality infrastructure, Namaste! not only enhances the visitor experience but also strengthens Broward County's reputation as a vibrant, inclusive, and world-class cultural destination. Moreover, its appeal to affluent, culturally engaged audiences reinforces the region's image as an attractive place to visit, invest, and live.</p>
Describe the event's budget:	<p>The anticipated budget for the third edition of Namaste! is \$93,500. The primary sources of revenue include sponsorships (≈45%), grants (≈10%), merchandise and food vendors (≈40%), and advertising (≈5%).</p> <p>Namaste! is a free public event with no admission or parking fees, which has proven to be a major differentiator in attracting more than 15,000 visitors annually. The festival's accessibility and community appeal have established it as one of South Florida's premier multicultural celebrations.</p> <p>Funding from Visit Lauderdale will be used to partially offset the production costs of hosting an event of this scale. These expenses include the 40x30 performance stage, sound and lighting systems, cultural demonstration areas, and city services such as fire, police, and sanitation. Additional expenditures cover tents, electrical setup, tables, chairs, and portable facilities, ensuring a safe, seamless, and enjoyable guest experience.</p> <p>A significant portion of the budget is also allocated to marketing and outreach, targeting both local and out-of-state visitors. The campaign aims to engage residents from the tri-county region (Broward, Palm Beach, and Miami-Dade) as well as audiences from major Florida cities and across the U.S. Building on past success, Namaste! expects at least 15% of attendees to travel from out-of-state, reinforcing Broward County's standing as a welcoming, culturally rich tourism destination.</p>
Have you applied to any other Broward County agency for funding? If yes, please state which Broward County Division?:	We are not applying to any other Broward County Agency.
Was funding received?:	No
If Visit Lauderdale does not fund this event, what impact does that have on the event?:	<p>Funding from Visit Lauderdale plays a vital role in sustaining the quality and reach of Namaste! As a free public event, this support helps offset key operational expenses such as booth setup, utilities, infrastructure, staging, and essential city services.</p> <p>Without this funding, our ability to deliver the same high-caliber experience would be significantly affected. Reduced marketing resources would limit our outreach to both local and out-of-state audiences, directly impacting attendance. Additionally, constraints on production and infrastructure spending would affect the overall presentation, diminishing the immersive experience that visitors have come to expect.</p> <p>In short, Visit Lauderdale's partnership is instrumental in maintaining Namaste!'s reputation as a world-class cultural event and in continuing to position Broward County as a vibrant, inclusive, and desirable tourism destination.</p>
Event metrics	

Total projected attendance:	15000
What percentage of your attendees will stay overnight in Broward County?:	10%
What percentage of projected attendees reside outside of Broward/Palm Beach-Miami-Dade counties?:	15%
Do you have hotel or other lodging partners for this event?:	Yes
If yes, please list the hotel partner(s):	Our website NamasteFL.com has a list of preferred hotels that attendees can browse and select for their stay. These are curated from the VisitLauderdale.com website and will include hotels such as: 1. Four Seasons Hotel, Fort Lauderdale 2. Bahia Mar Fort Lauderdale 3. The Atlantic Hotel and Spa 4. Conrad Fort Lauderdale Beach 5. The Fort Lauderdale Marriott 6. Hilton Fort Lauderdale Beach 7. Pelican Grand Beach Resort 8. B Ocean Resort 9. Residence Inn Fort Lauderdale 10. Home2Suites by Hilton Pompano Beach 11. Hampton Inn Fort Lauderdale/Pompano Beach
If you need more room, you can attach a list of hotels here instead:	Hotels_751E2801-AB11-83EF-18BCAA9DDB07DD8E_7520758A-E626-2686-38A90CA321DD40A7.docx
Contracted room nights:	0
Estimated non-contracted room nights:	700
Why do you expect these numbers?:	This is an established event. As in past years, we anticipate at least 15,000 visitors this year of which 15% are from outside of the tri-county which translates to 2250 visitors ~ 700 families. Assuming an average 3 night stay, this translates to 2100 potential days.
Attach documentation showing prior year's performance.:	All-Tickets-15235_744ADFF7-0E73-EB88-2E1A8C9334202ACF_752071D1-BCD4-57BF-D93EBC3B32E7EC26.xlsx

Event promotion

Will the event marketing target audiences outside of South Florida?:	Yes
Describe the marketing / promotional plan for the event:	<p>A comprehensive marketing campaign valued at over \$30,000 will be implemented to attract approximately 15,000 attendees to Namaste! The plan integrates both traditional and digital media to ensure broad regional and national visibility.</p> <p>Marketing Budget & Media Outlets:</p> <p>Digital Advertising (\$7,500): Targeted campaigns on Facebook, Instagram, and YouTube to reach culturally engaged audiences across Florida and beyond.</p> <p>Print & Local Media (\$2,000): Ads with Culture Owl, Sun Sentinel, and other regional outlets to engage local residents and tourists.</p> <p>Event Collateral: Design and distribution of 20,000 postcards and event posters.</p> <p>Website (\$2,500): NamasteFL.com, serving as the event's central hub for schedules, vendor details, and travel information.</p> <p>Broadcast & Community Media (\$15,000): Promotion through Desh Videsh Media, TV Asia, and Diya TV targeting South Asian and multicultural audiences across the U.S.</p> <p>Direct Marketing: Outreach to 200,000+ donors of Akshaya Patra USA, the festival's charity partner, reaching a national network of high-engagement supporters.</p> <p>Promotion of Broward County: All marketing materials—digital ads, print collateral, broadcast mentions, and the event website—will prominently feature Broward County and Pompano Beach as the festival's host destination. These efforts reinforce the region's image as a vibrant, inclusive, and culturally rich tourism hub.</p> <p>The City of Pompano Beach's \$7,500 grant for Namaste! further affirms confidence in the event's ability to drive visitation and economic impact for Broward County.</p>
Specify all proposed deliverables Broward County will receive with this sponsorship:	<p>Proposed Deliverables for Broward County / Visit Lauderdale</p> <p>Continuing our successful collaboration from 2022, 2023, & 2024 - Visit Lauderdale will be featured as a Platinum Event Sponsor for the upcoming Namaste! Festival. This prestigious sponsorship will receive extensive visibility and recognition across multiple platforms, ensuring maximum brand exposure to a diverse regional and national audience.</p> <p>Sponsorship Deliverables:</p> <p>Logo Placement & Branding: Visit Lauderdale's logo will appear prominently on all event materials, including banners, digital screens, stage backdrops, and print signage throughout the festival grounds.</p> <p>Website Visibility: Recognition as a Platinum Sponsor on our official website, www.NamasteFL.com, which receives thousands of visits during the event promotion cycle.</p> <p>Event Collateral: A full-page advertisement in the Namaste! festival brochure, distributed to every attending family for lasting visibility.</p> <p>Public Acknowledgment: Verbal acknowledgments and on-air announcements throughout the event day, highlighting Visit Lauderdale's support.</p> <p>Speaking Opportunity: As a \$10,000 sponsor, Visit Lauderdale will be invited to deliver a short address to attendees during the festival.</p> <p>Digital Campaign Inclusion: Visit Lauderdale's logo will feature in all digital and social media campaigns, including Facebook, Instagram, YouTube, and email newsletters reaching thousands of potential visitors.</p> <p>For reference, example of Visit Lauderdale's previous sponsorship visibility can be viewed at www.NamasteFL.com/sponsors.</p>
Metrics to Evaluate Success:	The number of visitors attending the event will be the north star metric to measure the success of the event. All tickets will be registered on EventBrite which will track attendees and demographics of the attendees. We will also conduct surveys of a sample of attendees to gather demographics and feedback.
Attach any additional information:	
Signature:	Raj Rajgopal
Date:	10/12/2025