

# INDIAN FOOD FESTIVAL

PARTNERSHIP + SPONSORSHIP OPPORTUNITIES

## FEED THE CULTURE. OWN THE MOMENT.

A high-attention outdoor food, culture and community festival built for brands that want relevance with Southern California's South Asian audience.

SEPT 26, 2026 / 12 PM - 5 PM / LOS ANGELES, CA



LA'S LARGEST INDIAN FOOD FESTIVAL

## THE OPPORTUNITY

# A GROWING CULTURAL FESTIVAL WITH BUILT-IN DEMAND.

IFFLA brings together food discovery, live energy and community pride in one visually rich outdoor experience. Sponsorship puts your brand inside a trusted cultural moment - before, during and after the event.

## 5,000+

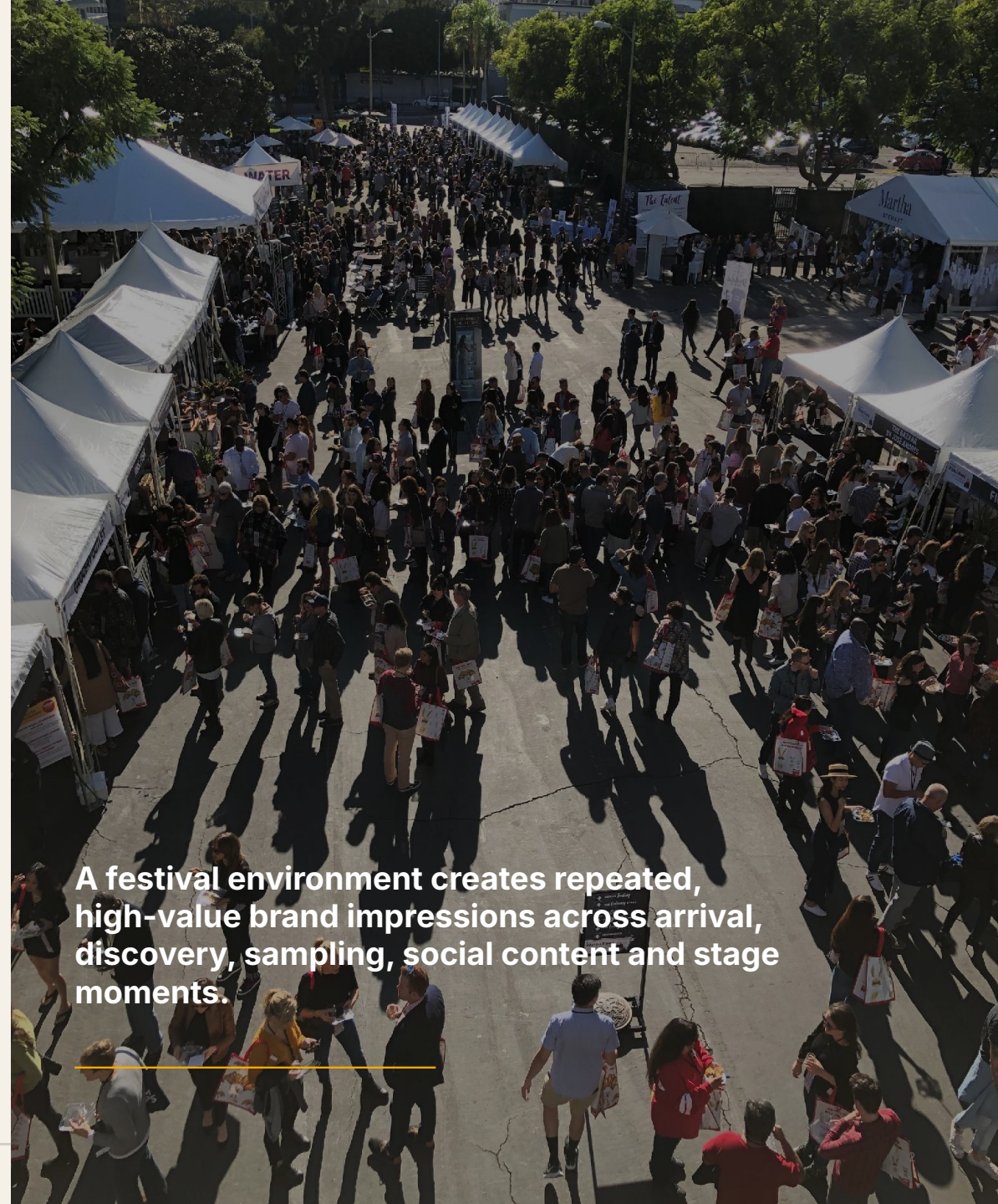
EXPECTED ATTENDEES  
THIS YEAR

## 2X

YEAR-OVER-YEAR  
ATTENDANCE GROWTH

## 3 WEEKS

BEFORE EVENT: YEAR ONE  
SOLD OUT



A festival environment creates repeated, high-value brand impressions across arrival, discovery, sampling, social content and stage moments.

# COMMUNITY REACH MEETS CONSUMER POWER.

Reach South Asian consumers living across Los Angeles and greater Southern California through a festival built around food, music, culture and shared identity.

- Core audience: Gen Z, young professionals and families
- Age range: 12-55+
- Household profile: middle to upper income
- 25,000+ annual attendees across Radio5 Events properties
- A highly social, discovery-driven audience that shares experiences

**BRAND VALUE: AWARENESS + TRIAL + TRUST**

PRODUCED BY RADIO5 EVENTS

# A BRAND WITH PROVEN MARKETING POWER.

Radio5 Events consistently builds high-attendance South Asian experiences and converts community trust into measurable reach for sponsors.

**1.3M**

**GUESTS SERVED**

**200+**

**EVENTS PRODUCED**

**57K**

**EMAIL SUBSCRIBERS**

**40%**

**EMAIL OPEN RATE**

**\$2.1M**

**REVENUE GENERATED**

Every partnership is supported by an established event engine: audience, content, email, social promotion and on-site execution.



## YEAR ONE PERFORMANCE

# THE MARKET ALREADY SAID YES.

The first festival proved the demand, established urgency and created a strong platform for year-two sponsor visibility.

**3,200**

ATTENDEES IN YEAR  
ONE

**15+**

FOOD VENDORS +  
ACTIVATIONS

Demand creates sponsor value: stronger anticipation,  
more organic sharing and more attention on the ground.

# DESIGNED FOR VISIBILITY AT EVERY TOUCHPOINT.

01

## PRE-EVENT REACH

Social media, email newsletters, campaign content and targeted promotional support.

02

## ON-SITE IMPACT

Prominent signage, booth activation, sampling, stage mentions and high-traffic visibility.

03

## CULTURAL RELEVANCE

Associate your brand with a joyful, trusted celebration of Indian food and community.

04

## CONTENT VALUE

Create authentic festival moments designed to live beyond the day through social sharing.

**Custom integrations can be shaped around your product, audience and campaign objective.**

# CHOOSE YOUR SHARE OF THE EXPERIENCE.

Three clear levels of investment - each built to create meaningful visibility before and during the festival.

|                         | PRESENTING<br>\$7,500 | DIAMOND<br>\$3,500 | GOLD<br>\$2,500 |
|-------------------------|-----------------------|--------------------|-----------------|
| Naming rights           | YES                   | -                  | -               |
| Category exclusivity    | YES                   | -                  | -               |
| On-site activation      | VIP CANOPY            | PROMO TABLE        | PROMO TABLE     |
| VIP passes              | 8                     | 5                  | 2               |
| Pop-up banners          | PREMIUM               | 2                  | 1               |
| Social mentions         | MULTIPLE              | MULTIPLE           | 1               |
| Stage recognition       | MULTIPLE              | MULTIPLE           | 1               |
| Website + event signage | PRIMARY               | INCLUDED           | INCLUDED        |

All sponsor levels include brand association with Indian Food Festival LA and a direct URL link.

## SIGNATURE PARTNERSHIP

# PRESENTING SPONSOR

## \$7,500 INVESTMENT

The highest-share partnership for a brand seeking category ownership, broad visibility and premium on-site presence.

- Event naming rights: "Indian Food Festival LA presented by [Brand]"
- Product or service category exclusivity
- VIP canopy with 8 VIP passes plus meal and drink tickets
- Primary logo placement across print, press, website and event signage
- Premium stand-alone signage and banner placement
- Multiple social mentions and stage announcements
- Website link and inclusion in the post-event recap



**CATEGORY OWNERSHIP + MAXIMUM SHARE OF VOICE**

# HIGH-VISIBILITY OPTIONS FOR DIFFERENT OBJECTIVES.

## DIAMOND SPONSOR

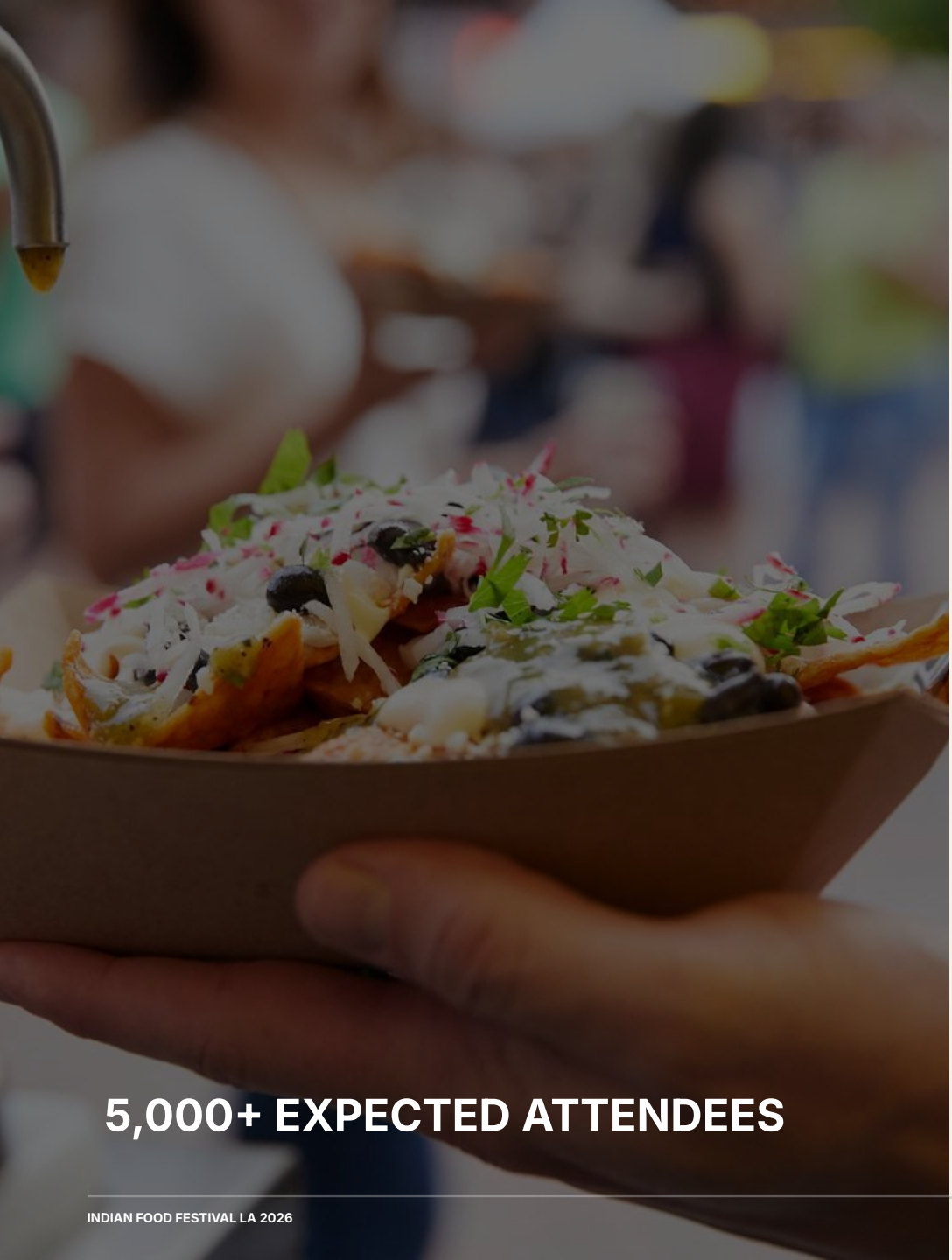
\$3,500 INVESTMENT

- 5 VIP tickets
- Promotional table for brand activation
- Two pop-up banners around the event
- Gift bag or table inserts and promo materials
- Logo on website and event banners
- Multiple social mentions and stage recognition
- Direct website URL link

## GOLD SPONSOR

\$2,500 INVESTMENT

- 2 VIP tickets
- Promotional table for brand activation
- One pop-up banner at your booth
- Gift bag or table inserts and promo materials
- Logo on website and event banners
- One social mention and stage recognition
- Direct website URL link



## VENDOR OPPORTUNITIES

# PUT YOUR BRAND IN THE FLOW OF TRAFFIC.

8×8 booth space in high traffic location

FOOD VENDOR

**\$399**

BAZAAR VENDOR

**\$125**

NON-PROFIT

**\$350**

- Vendors bring their own outdoor extension cord, tent, chairs & table
- Special needs can be coordinated in advance
- Designed for direct product discovery and consumer interaction

**5,000+ EXPECTED ATTENDEES**

**RADIO5 EVENTS**

READY TO PARTNER?

# LET'S BUILD A CATEGORY-DEFINING ACTIVATION.

We are excited to help your brand grow through a festival experience designed for attention, culture and community.

**MANDEEP@RADIO5EVENTS.COM**