



## **CULTIVATING HINDUISM, ARTS, CULTURE, SPIRITUALITY, & COMMUNITY**

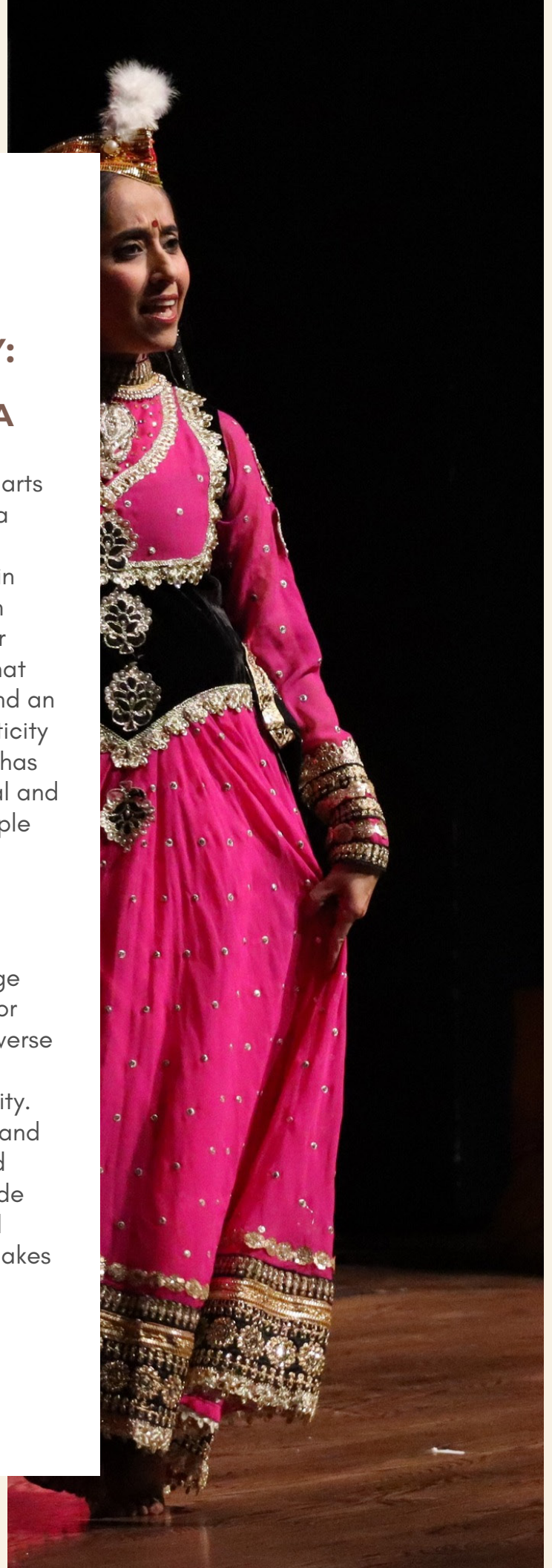
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The Hindu Society of Minnesota (HSMN) is a non-profit organization founded in 1978, dedicated to serving the religious, cultural, and educational needs of the Hindu community in the Twin Cities. With a splendid temple in Maple Grove, MN, housing 21 deities, HSMN is sustained by monetary donations and volunteer efforts. The organization's mission encompasses providing a place of worship, fostering community relations, offering scholarly discourse on Hindu philosophy, and hosting a range of activities to promote Hindu traditions, culture, and community service. Additionally, HSMN aims to educate members on the faith's history and development, encouraging participation and pride in their heritage.

## **PRESERVING LEGACY, EMBRACING COMMUNITY: HINDU CULTURAL FESTIVITIES IN MINNESOTA**

As the leading venue of Hindu cultural and arts events in Minnesota, we are proud to host a variety of cultural celebrations annually, highlighted by the Grand Holi Celebration in March and the Grand Diwali Celebration in October. These flagship events attract over 2000 attendees, offering a rich program that includes vendors, social hours, shopping, and an arts showcase. Our commitment to authenticity and enthusiasm in presenting these events has solidified their status as the premier cultural and arts experience in Minnesota, drawing people from across the state eager to immerse themselves in our traditions.

These gatherings are not only pivotal in celebrating and sharing our cultural heritage but also present a significant opportunity for advertising and outreach. The large and diverse audience provides an ideal platform for businesses and organizations to gain visibility. Our events serve as a vibrant marketplace and a cultural showcase, enabling sponsors and advertisers to effectively engage with a wide range of participants. This blend of cultural celebration and community engagement makes our events a valuable avenue for fostering cultural understanding and providing a substantial reach for our partners.



# UNLOCKING CULTURAL CONNECTIONS: EXCLUSIVE ADVERTISING OPPORTUNITIES

Advertising with our Hindu cultural festivities opens doors to an untapped market, offering advertisers a chance to connect with a broad and diverse audience. Our carefully tailored advertising packages ensure that partner brands gain visibility and resonate with attendees deeply engaged in our rich cultural traditions. This opportunity is not just about being seen; it's about integrating into a community that values and supports its cultural champions, making every advertisement a meaningful engagement.

Our advertising solutions extend beyond conventional exposure, providing a range of benefits designed for maximum impact. From prominent placements at our most celebrated events to interactive opportunities during various cultural showcases, our offerings are aimed at ensuring our partners reach their desired audience effectively. Embracing this chance means more than just advertising; it signifies joining a movement that cherishes tradition, community, and the arts, while tapping into a market with potential.





# CELEBRATE CULTURE, ARTS, & COMMUNITY: EXPLORE COLLABORATIVE ADVERTISING

01

## MAHAVAJRA

**\$15,000**

- Twelve-month advertisement on eTV
- Stage recognition by HSMN leadership and inclusion in presentation slides
- Full-page advertisement in the Annual Report
- Company logo featured on event brochures and presentation slides
- Exclusive booth space at both the Diwali and Holi events
- Six VIP tickets to both Diwali and Holi events
- Sponsor's Happy Diwali and Happy Holi wishes shared on our social media platforms

02

## AMBARA

**\$10,000**

- Eight-month advertisement on eTV
- Onstage shout-out and inclusion in presentation slides
- Full-page advertisement in the Annual Report
- Company logo featured on event brochures and presentation slides
- Exclusive booth space at both the Diwali and Holi events
- Four VIP tickets to both Diwali and Holi events

03

## SVARNA

**\$5,000**

- Six-month advertisement on eTV
- Half-page advertisement in the Annual Report
- Company logo featured on event brochures and presentation slides
- Exclusive booth space at both the Diwali and Holi events
- Four VIP tickets to both Diwali and Holi events

## CELEBRATE CULTURE, ARTS, & COMMUNITY: EXPLORE COLLABORATIVE ADVERTISING

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04

### RAJATA

**\$2,500**

- Three-month advertisement on eTV
- Half-page advertisement in the Annual Report
- Company logo featured on event brochures and presentation slides
- Exclusive booth space at both the Diwali and Holi events
- Two VIP tickets to both Diwali and Holi events

05

### KAMSYA

**\$1,500**

- Half-page advertisement in the Annual Report
- One-month advertisement on eTV
- Company logo featured on event presentation slides
- Exclusive booth space at the event

# ANNUAL REPORT ADVERTISING

Take advantage of our three tailored advertising packages to feature your brand in our Annual Report, distributed annually every October/November. This 40+ page document reaches a wide audience within our community, offering a prime opportunity to enhance your visibility. Select the perfect option to match your marketing needs and budget, and make a lasting impression in this comprehensive, yearly publication.

01

## FULL PAGE AD

### BENEFITS

Full page advertisement  
4 General Diwali tickets

**\$1,000**

02

## 1/2 PAGE AD

### BENEFITS

Half page advertisement  
2 General Diwali tickets

**\$500**

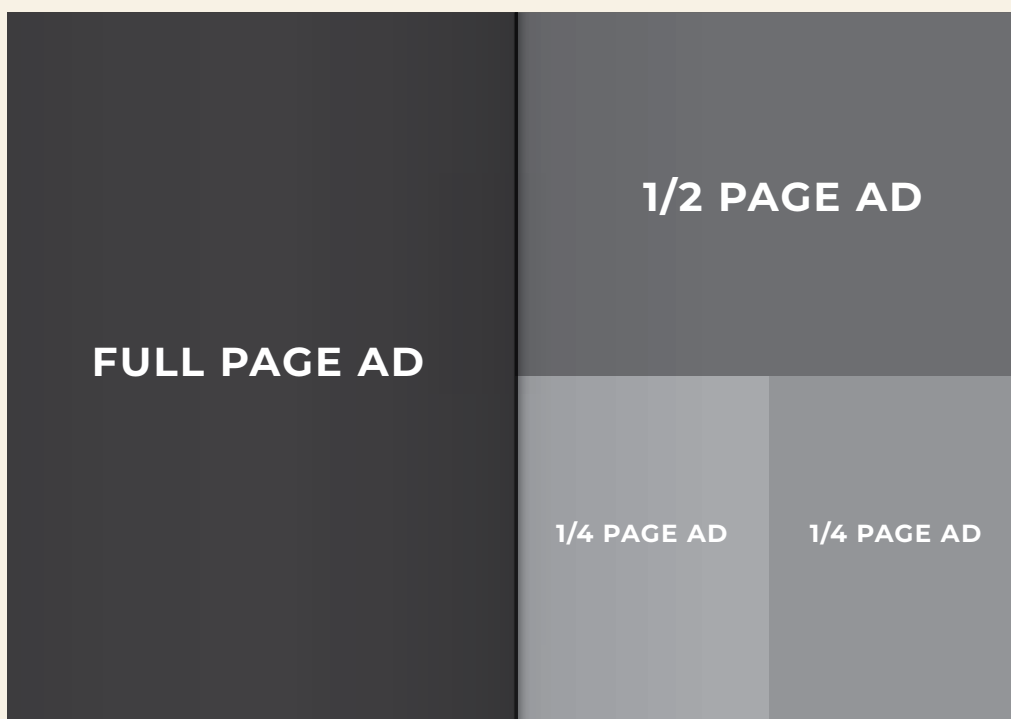
03

## 1/4 PAGE AD

### BENEFITS

Quarter page advertisement  
1 General Diwali ticket

**\$250**



## **E-TV ADS**

Reach a wider audience with advertising on our campus TVs strategically located around the campus, offering exposure to our community.

## **STAGE RECOGNITION**

Gain prominence at our events as we publicly acknowledge and bring sponsors on stage, featuring your logo on presentation slides for enhanced visibility.

## **AD IN THE ANNUAL REPORT**

Maximize your reach by having your advertisement prominently displayed in our comprehensive 40+ page Annual Report, distributed widely within our community.

## **LOGO ON EVENT BROCHURES**

Ensure your brand's visibility by having your logo prominently displayed on event brochures distributed to all attendees and on presentation slides during our events.

## **BOOTH SPACE**

Showcase your products or services with an exclusive booth space dedicated to your company at both our Diwali and Holi events.

## **VIP TICKETS TO BOTH DIWALI AND HOLI EVENTS**

Enjoy privileged access with designated VIP seats for your company at both Diwali and Holi events, providing an enhanced event experience.

## **SPONSOR'S HAPPY DIWALI AND HAPPY HOLI WISHES**

Extend your greetings to our 3000+ followers twice a year as we share Happy Diwali and Happy Holi wishes on our social media platforms on your behalf, increasing your online presence and engagement.

## **INTERESTED IN ADVERTISING WITH US?**

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### **CONTACT EXECUTIVE COMMITTEE - SECRETARY**

Dhruv Jain  
[ecsecretary@hsmn.org](mailto:ecsecretary@hsmn.org)

### **LEARN MORE ABOUT OUR ORGANIZATION**

[www.hsmn.org](http://www.hsmn.org)



# ETV ADVERTISING PACKAGES

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Maximize your brand's presence with our eTV advertising, broadcasting across strategically placed screens throughout our campus. These high-traffic locations ensure your message captures the attention of our community daily. Our eTV ads provide a dynamic platform for your brand to engage with students, faculty, and visitors alike, enhancing your reach and impact. Choose from our range of advertising durations to align perfectly with your campaign goals, and make a memorable statement in the vibrant campus life.

01

## 1-MONTH

Perfect for making a swift, powerful impression.

**\$127**

02

## 3 MONTHS

Illuminate your brand for a whole season.

**\$350**  
\$117/MONTH

03

## 6 MONTHS

Keep your brand in the spotlight for half a year.

**\$636**  
\$106/MONTH

04

## 9 MONTHS

Maximize your presence with extended visibility

**\$859**  
\$95/MONTH

05

## 12 MONTHS

Dominate the scene all year round, best value for a lasting impression.

**\$1,018**  
\$85/MONTH