

## KAGW Sponsorship Tariff / Guidelines

See below various KAGW Sponsorship opportunities and guidelines. If you are interested in becoming a KAGW sponsor, please contact Kutty Menon at 301-947-3587 email: [finance@kagw.com](mailto:finance@kagw.com) or Geetha Valiyil at 301-873-9772 email: [president@kagw.com](mailto:president@kagw.com). Thanks so much for your interest in becoming KAGW sponsor.

OPPORTUNITY	DESCRIPTION	PRICE
<b>KAGW Website</b>	The website advertisements for one full year. Top Ranked Washington Kerala Malyalee site, average unique hits/month over 3000. www.kagw.com, www.kagw.org, www.keralaassociation.com, all leads to the same site.	
1	Website Home Page: Banner below KAGW banner 1" * 10"	\$1000 Per Year
2	Website Home page Advertisement slots at bottom: 1.5" * 1"	\$300 Per Year
3	Website Home page : Side of page on Margins: 1.5" * 1"	\$500 Per Year
4	Website Page for Sponsors: Banner 2.0" * 1"	\$100 Per Year
<b>E-News Letter</b>	News letters are send to 1500 families in Metro DC area at least 6 times a year.	
5	¼ Page Advertisement	\$75
6	½ Page Advertisement	\$125
7	Full Page	\$200
<b>KAGW Magazine :</b>	1000 Magazines are distributed to Attendees of Onam Lunch and Cultural Programs.	
8	¼ Page Advertisement B/W	\$75
9	¼ Page Advertisement Color	\$100
10	½ Page Advertisement B/W	\$150
11	½ Page Advertisement Color	\$200
12	Full Page Inside B/W	\$200
13	Full Page Inside Color	\$300
14	Reverse of Front Page Cover :Color	\$500
15	Magazine Back Cover Color	\$750
<b>KAGW Event Booth:</b>	3 Major events, Spring Festival, Onam and Christmas Celebration. Programs to be covered by TV Channels such as Kairali USA/Asianet USA. Spring Festival and Christmas Programs will have over 500 guests; Onam will have over 1000 guests.	
16	Small Booth	\$200
17	Large Booth	\$300
<b>Stage Announcements:</b>	3 Major events, Spring Festival, Onam and Christmas Celebration. Programs to be covered by TV Channels such as Kairali USA/Asianet USA. Spring Festival and Christmas Programs will have over 500 guests; Onam will have over 1000 guests.	
18	By KAGW – ½ minute	\$100
19	By Sponsor – ½ minute	\$200
20	By Sponsor – 1 minute	\$300
21	Banner on the Stage	\$500

### **\$1500 – Gold Sponsor**

- Website ad - slots at bottom: 1.5" \* 1" (Value \$300 Per Year)
- Full Page advertisement on 2 KAGW News Letters (Value \$400)
- Magazine Ad: Reverse of Front Page Cover - Color (Value \$500)

- 1 Minute announcement by Sponsor at 1 event: (Value \$300)
- Free Large Booth at 1 event: (Value \$300)

### **\$1000 – Silver Sponsor**

- Website ad - slots at bottom: 1.5" \* 1" (Value \$300 Per Year)
- Full Page advertisement on 1 KAGW News Letters (Value \$200)
- 1 Minute announcement by Sponsor at 1 event: (Value \$300)
- Free Large Booth at 1 event: (Value \$300)

### **\$600 – Bronze Sponsor**

- Website ad - slots at bottom: 1.5" \* 1" (Value \$300 Per Year)
- Half Page advertisement on 1 KAGW News Letters (Value \$200)
- 1 Minute announcement by Sponsor at 1 event: (Value \$300)