



INDIA LEAGUE OF AMERICA - MICHIGAN

AQL INDIA DAY 2025

MICHIGAN'S LARGEST
INDIA DAY PARADE

SATURDAY
AUGUST **16th 2025**

SUBURBAN COLLECTION SHOWPLACE, NOVI, MI

www.ilamichigan.org/indiaday | <https://www.facebook.com/ilamichigan>



India League of America – Michigan (ILA)

- Non-profit, Secular and Nonpartisan organization established in 1978 to celebrate Indian traditions & culture
- Instrumental in bringing the Indo American community together with various cultural & social events
- ILA's Mission: "To strengthen bonds between Indian heritage and American values through cultural celebration, economic partnership, and community engagement."



About ILA

- Established in Michigan, 1978
- Celebrating India's 78th Independence Day
- Represents over 138,000 individuals in Michigan
- Anticipated attendees: 30,000 – 35,000; with about 2000-4,000 from outside Michigan
- Profile of Attendees:
 - 92% College Graduates
 - 20% Medical, 65% IT and Engineering, 12% Business and 3% Other professionals
 - \$88,000 Median Income
 - \$120,000 Annual household Income



Commitment to Diversity & Inclusion

India Day reflects the rich Indo-American identity, embracing unity in diversity. ILA is committed to creating inclusive spaces where diverse voices come together to celebrate culture, innovation, and community. We welcome sponsors who champion equity and inclusiveness in their values and operations.



Objectives of ILA - Michigan

- Bring together Indo American organizations across Michigan to strengthen collaboration and shared initiatives.
- Organize large-scale cultural events that foster greater understanding and appreciation of Indian heritage.
- Build goodwill and foster connections between the Indian and broader Michigan communities.
- Facilitate conversations around important issues affecting the Indian community and the state of Michigan.
- Host economic and government delegations promoting business and commerce between India and Michigan.
- Welcome and support economic and governmental delegations to enhance India-Michigan business ties.
- Represent and advance the community's social, economic, and civic interests across the state.



Why India Day is celebrated ?

**Celebrate India's
Independence day**

**Showcase Indian
Traditions**

**Cross-Cultural
Promotion**

**Entertainment &
shopping**

**Food, Fun &
Socializing**

**30K + moving crowd from diverse
backgrounds**



Chief Celebrity Guest for 2025



Mahima Chaudhry
(Chief Celebrity Guest)



Showcase and Expand your brand at India Day 2025

Outreach to different communities and new audience





India Day Sponsorship Packages

Grand Sponsorship

\$16,000

* 20 Banquet Tickets (2 Tables) Two Pages of Color Ads in Souvenir – Inside Front and Back Covers * Space for 4 Cubicles (10'x10' Each) or Equivalent Space* Display up to 4 Banners (4'x6') During Event * Display Ad Banner on India Day Section of ILAMichigan.org Website Until 10/31/26 and Logo on India Day Posters * Recognition and 3 Min. Stage Time During the India Day & Banquet * Complimentary Lunch and Parking Passes for India Day (Up to 8)

Platinum Sponsorship

\$12,000

* 10 Banquet Tickets (One Table) * One Page Color Ad in Souvenir * Space for 3 Cubicles (10'x10' each) or Equivalent Space * Display up to 3 Banners (4'x6') During Event * Display Ad Banner on India Day Section of ILAMichigan.org Website Until 10/31/2026 and Logo on India Day Posters * Recognition and 3 Min. Stage Time During the India Day & Banquet * Complimentary Lunch and Parking Passes for India Day (Up to 6)



India Day Sponsorship Packages

Gold Sponsorship

\$6,000

* 8 Banquet Tickets (1 Table) * One Full-Color Page Ad in Souvenir * Space for 2 Cubicles (10'x10' Each) or Equivalent Space * Display Up to 2 Banners (4'x6') During Event * Display of Ad Banner on India Day Section of ILAMichigan.org Website Until 10/31/2026 and Logo on India Day Posters * Recognition and 2-Minute Stage Time During the Event & Banquet * Complimentary Lunch and Parking Passes for India Day (Up to 4)

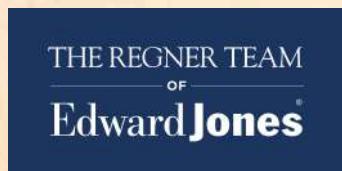
Silver Sponsorship

\$4,000

* 4 Banquet Tickets * One Full Page Color Ad in Souvenir * 1 Exhibit Space (10'x10') OR Equivalent Space * Display of 1 Banner (4'x6') During Event Recognition During Banquet & India Day * Logo on India Day Section of ILAMichigan.org Website Until 10/31/2026 * Complimentary Lunch During the Event and Parking Passes for India Day (Up to 3)



Our Esteemed Sponsors



DTE Energy



INDIA LEAGUE OF AMERICA - MICHIGAN (ILA)



EXHIBITS AT AQL INDIA DAY



Experience over 150 vibrant exhibits showcasing:
Food, Apparel, Jewelry, Novelties, Gifts, Arts & Crafts, Wedding
Collections — and much more!



Festive, Fun-filled & a Fabulous Event



INDIA LEAGUE OF AMERICA - MICHIGAN (ILA)



New Automobiles Display on AQL INDIA DAY





Opening Ceremony at AQL INDIA DAY



INDIA LEAGUE OF AMERICA - MICHIGAN (ILA)



Meet our Guest of Honours



US Rep. Debbie Dingell



Governor Gretchen Whitmer



Lt. Governor Garlin Gilchrist II



State Rep. Ranjeev Puri



State Senator Mike Webber



Sanator Garry Peters



Meet Our Chief Celebrity Guest at AQL India Day.



S. Milkha Singh



R. Madhavan



Anupam Kher



Vivek Oberoi



Sonu Sood



Jimmy Shergill



The Great Khali

INDIA LEAGUE OF AMERICA - MICHIGAN (ILA)



Experience the Spirit of Incredible India!

INDIA DAY 2025

**Date: Saturday August 16th , 2025 (10am to 6pm)
at Suburban Collection Showplace, Novi, MI**

**Fun Filled Family Event for All Ages
** FREE ADMISSION ****

For more information please contact:

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Vice Chair: Sponsorship Committee
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Email: indiaday@ilamichigan.org

OR

Visit: <http://www.ILAMichigan.org/IndiaDay>

Thank you

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