



Lake Norman

Diwali

Oct 11th 2025

Saturday



Lake Norman Diwali 2025

The Festival of Lights - Celebrating the light within



In partnership with

Huntersville Parks and Recreation



Event Info & Sponsorship Proposal Report

Celebrating cultures and traditions around the world

October 11, Saturday

3:00 PM to 7:00 PM

Veteran's Park

201 Huntersville-Concord Rd, Huntersville, NC 28078

Organizer Contact

| | |
|-----------------|--|
| Name | Heart2Harmony Inc. |
| Org Type | 501 (c)(3) Nonprofit in North Carolina |
| Phone | 980-766-9830 |
| E-mail | connect@heart2harmony.org |
| Website | www.heart2harmony.org |



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FOREWORD

At Heart2Harmony, we believe that every culture carries beautiful stories that deserve to be seen, heard, and celebrated. Our mission is to create meaningful spaces where people of all ages come together through the performing arts – to share traditions, learn from each other, and build bridges of understanding.

This event is more than a celebration; it is a powerful platform for connection, education, and cultural preservation. Through vibrant performances, interactive experiences, and opportunities for dialogue, we bring our community together in a way that honors the past, energizes the present, and inspires the future.

As we look ahead, we are committed to making this event even more impactful – expanding its reach, deepening community engagement, and ensuring it remains accessible to all. To do this, we seek strong partnerships with organizations and individuals who share our vision.

Lake Norman Diwali'2025 is first of many such connections we are honored to be presenting.

We invite you to be part of this journey, as a champion of community, culture, and connection.

Priya Jayaram

Founder & CEO

Heart2Harmony Inc. (Lake Norman Diwali Event Host)


priya@heart2harmony.org

EVENT DESCRIPTION



Objective & Background |
Activities | Layout | Partners |

EVENT OBJECTIVE & BACKGROUND




Create an Interactive space to experience culture

Provide immersive cultural experiences, performances, and interactive activities for the community to come together



Support Local with least environmental impact

Support local businesses and showcase local talent.
Engage sustainable partners and practices



Celebrate Diversity in a Respectful Environment

To foster an environment of respect, acceptance, and inclusion for all participants, regardless of their backgrounds or beliefs.

Diwali symbolizes the victory of good over evil, and is one of the most celebrated traditions in the world—
a reminder to shine the light within brighter;
a time of joy, unity, respect and hope.

Huntersville will come alive with the sights, sounds, and flavors of this beautiful cultural festival with patrons from in and around Charlotte and further. This milestone marks not only a cultural celebration, but also a step towards building deeper connections within our vibrant and diverse community.

EVENT ACTIVITIES

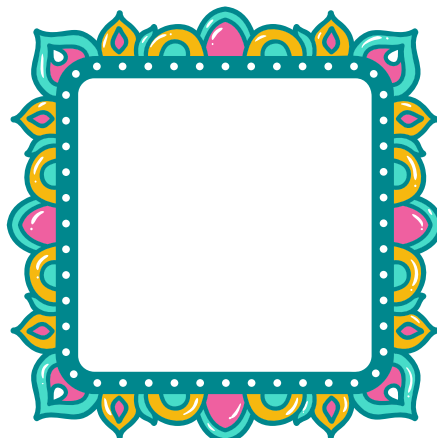
A vibrant celebration and display of Indian culture, heritage, and traditions through an immersive experience.

- **Dance Performances** from teams in and around Charlotte. Best choreography and Best dressed awards will be announced at the event.
- **Fashion walk** showcasing costumes from diverse states across India. Most vibrant presentation will be recognized at the event
- **Community Diya (Lamp) lighting** to enunciate the spirit of light within each of us and victory of good over evil/ light over darkness
- Celebrate the light within through the creativity of the **art competition winners**
- Hit the **dance floor**, feel the beat, and let loose to the **DJ's upbeat tunes**
- Explore one-of-a-kind finds from local vendors



EVENT ACTIVITIES (CONTD...)

- Treat your taste buds to delicious dishes from diverse food vendors
- Unique opportunity for attendees to sign up and adorn **"Indian Attire Try-on Experience"**– options for girls and boys of all ages through sign ups.
- Decorated Photo booths and **360 Photo booths** to make impressive memories





EVENT LAYOUT REPRESENTATION

Veterans Park

201 Huntersville-Concord Rd
Huntersville, NC 28078
(980) 766-9830

Vendor Booths

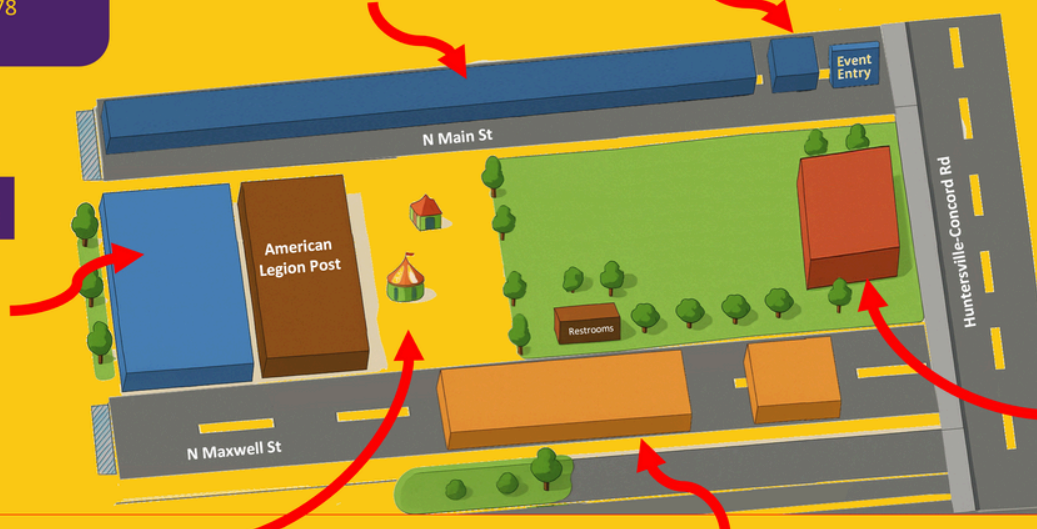
Shopping & Crafts – Local vendors, henna, and artisan stalls

Welcome Booths

Community diya lighting

Food Vendors

Food & Flavors – Multi-cuisine food trucks and catering



Stage

Cultural performances, fashion walk, DJ, dance floor, and more!

Kids Activities

Exciting amusement activities for the little ones and a spotlight on our art competition champions!

Interactive Cultural Exp

Immerse yourself in the magical fabrics of tradition and culture, such as Saree, Ghagra, Sherwani, and Turban

www.diwali-huntersville.com

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*Illustrative plan, not to scale

PARTNERS

(as of content creation date)

Co-Host



Host



Venue Partner



Post 321

Print Media Sponsor



Cornelius, Mooresville and Lake Norman area

Supporters



Concord



Note: The most updated list of partners and supporters can be found on www.diwali-huntersville.com

SPONSORSHIP INFO



- Why Sponsor?
- Sponsorship Levels & Privileges

WHY SPONSOR?

By sponsoring this event, your organization will play a vital role in **strengthening our community** while enjoying **significant brand visibility**.

Your support will help advance **cultural enrichment**, education, and local arts initiatives, **promoting diversity and inclusion**.



Estimated number of attendees
1000–2000+

ENHANCE BRAND VISIBILITY & BRAND IMAGE

Great opportunity to showcase your support towards diversity and multi-cultural understanding

Win-Win:

Enjoy the benefits of tax deductible contributions

Heart2harmony Inc. is a 501(C)(3) IRS certified nonprofit.

We will provide a donation acknowledgement letter.

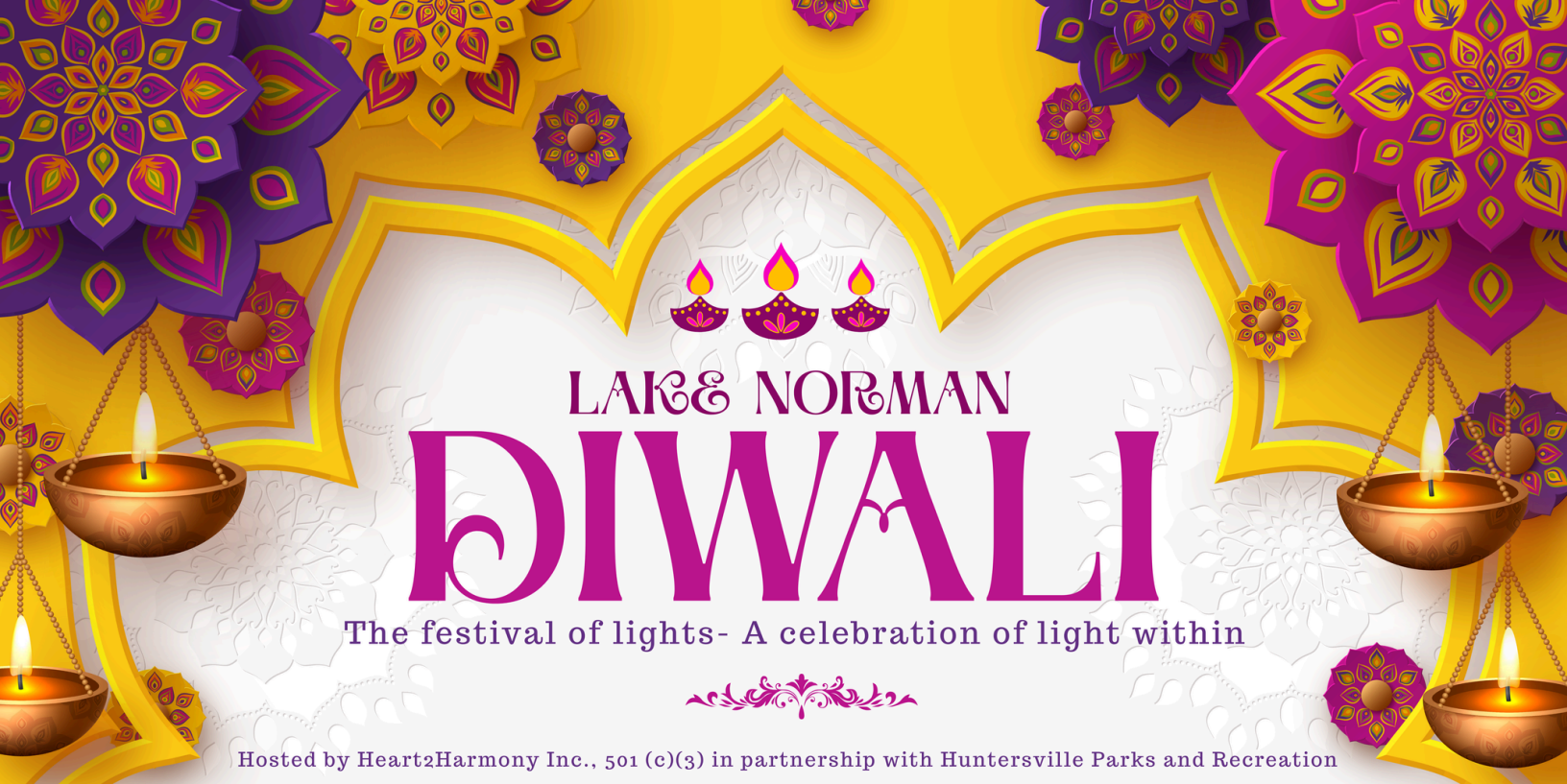
SPONSORSHIP LEVELS & PRIVILEGES (Baseline suggestion)

| Benefit | Platinum | Gold | Silver | Bronze | Indiv. Supporters |
|--|---|--|--|------------------------|-----------------------|
| | \$2500+ | \$1500 to \$2499 | \$1,000 to \$1,499 | \$500 to \$999 | \$100+ |
| Name & Logo Placement | Premier placement | Prominent placement | Select placement | Shared placement | — |
| On-Site Locations | Stage, signage, flyers, print and digital materials | Select signage and print materials | Select signage | Shared sponsor signage | — |
| Stage Recognition | Premier recognition during stage announcements + a 2 minutes speaking opportunity | Prominent recognition during stage announcements + a 1-minute speaking opportunity | Recognition during stage announcements | Group acknowledgment | — |
| Social Media Recognition | Featured spotlight post + group acknowledgment | Featured support post + group acknowledgment | Group acknowledgment | Group acknowledgment | Thank you post |
| Event Booth Presence | Complimentary 10x10 booth option with choice of location | Complimentary 10x10 booth option | — | — | — |
| Post-Event Release | Prominent inclusion | Inclusion | Mention | — | — |
| Website Recognition | Logo/link for 9 months | Logo/link for 6 months | Logo/link for 3 months | Logo/link for 1 month | Logo/link for 1 month |
| Materials in Welcome Area | ✓ | ✓ | ✓ | ✓ | — |
| Tax-Deductible Letter-501(c)(3) Donation | ✓ | ✓ | ✓ | ✓ | ✓ |

Open to **sponsorship customizations** based on organization's size.

You can choose to contribute towards a specific item such winner price money or recognitions, gift cards etc.

Please reach out to the organizer to explore collaboration opportunities and alignment.
priya@heart2harmony.org



Hosted by Heart2Harmony Inc., 501 (c)(3) in partnership with Huntersville Parks and Recreation



Lake Norman Diwali Celebration' 2025

Oct 11, 2025, Saturday

3pm to 7pm

Veteran's Park

201 Huntersville-Concord Rd

Huntersville, NC 28078



About the FOUNDER & CEO- Priya Jayaram

Priya is a PMI certified Project Management Professional and serves as **Director of Programs** PMI-Charlotte Metro Region.

She also serves on the Environmental Sustainability Committee as an **Advisory Board Member** with the Town of Huntersville.

Growing up in various cities and cultures surrounded by diverse traditions, Priya saw how music, dance, and storytelling could bring people together, inspire empathy, and build lasting connections.

Heart2Harmony (a IRS certified 501(c)(3) Nonprofit organization is her way of creating spaces where those connections can happen - where enthusiasts share their heritage, explore their identities, communities learn from one another and cultural diversity becomes a source of joy for everyone through understanding, respect and celebration.



About us: <https://heart2harmony.org/about.html>



THANK YOU!!

Let's shine our lights
brighter for a better
stronger community11

Registrations Open

until 9/30/25 - Spots are limited

www.diwali-huntersville.com

| Dance Performers |

**| Fashion walk Models (All genders
welcome) |**

| Emcee | Volunteers |

| Vendors | Food Vendors |



Organizer Contact

Phone 980-766-9830 (Priya Jayaram
E-mail connect@heart2harmony.org
Website www.diwali-huntersville.com
Address Huntersville, NC 28078



Lake Norman Diwali

Festival of Lights- Celebrating the light within

In partnership with
Huntersville Parks and Recreation

No matter the distance, no matter how far - come gather around,
right where we are.

Oct 11th Saturday, 2025
3pm to 7pm

Veteran's Park 201 Huntersville-Concord Rd, NC 28078

Event open to all. Free admission.

RSVP here:



One-of-a-kind Indian Attires Try-on Experience , DJ Dance Floor, Dance Performances, Fashion Walk,
360 Photo Booth , Community Diya Lighting, Food Vendors, Artisan Vendors and More



Participants sign up
Performers, Models,
Volunteers, Emcee

Vendor sign up
Small Business vendors,
Food vendors



Donation/ sponsorship opportunity available | (980) 766 9830 priya@heart2harmony.org