

**South Asian Behavioral Health
and Training (SABH) Foundation**
2249 Pacheco Street, Concord, CA 94520
PHONE: (925) 285-9881 FAX: 925-887-6791

**15th ANNUAL SPRING DIVERSITY FESTIVAL (BAISAKHI)
2018**

SATURDAY, APRIL 28TH, 2018
10:00AM- 5:00PM
(DOWN TOWN CONCORD)
At the corner of Willow Pass and Grant Street

Hosted by:

South Asian Behavioral Health and Training (SABH) Foundation Inc.
(SABH Foundation: A Non-Profit Mental Health Organization)
&
Interfaith Council of Contra Costa County

Supported by:

Therapeutic Residential Care Services Inc., FIA-NC
Indo-American Community Federation

CHIEF GUEST: Concord Mayor: Edi E. Birson

Other Prominent Guests: Interfaith Council of Contra Costa County Leaders.

For more information, Please Call:

Dr. Harmesh Kumar (925) 285-9881

**South Asian Behavioral Health
and Training (SABH) Foundation**
2249 Pacheco Street, Concord, CA 94520
PHONE: (925) 285-9881 FAX: 925-887-6791

A Brief History of Diversity Spring Festival in Concord, California

The Diversity Spring Festival was envisioned 15 years ago by Dr. Harmesh Kumar, Founder of SABH Foundation (A Non-profit Organization) in collaboration with Interfaith Council of Contra Costa County and other faith organizations of the Bay Area to create harmony and goodwill among different faith groups. As we all know that every culture and faith thinks nobody is like them and they are the model culture or faith. However very few people try to create harmony among different faith communities. This festival is small attempt to build bridges and understanding between each faith community and to showcase the talents and culture of each faith. It is an attempt to promote goodness and service for humanity without any expectations. The Sikh religion was founded on April 13, 1699 by the Tenth Guru of Sikhs, Guru Gobind Singh Ji, in the State of Punjab in India to eradicate the discrimination based on religion and caste, race and social and economic status. The Sikh Gurus championed for the **Human Rights** of everyone including the so-called untouchables in the Indian Society. Therefore, they were tortured and killed for creating awareness of Human Rights violations for socially disadvantaged and powerless. **Jesus** had the same principles and fought for human dignity, human rights, equality and freedom for all. We are also proud to be citizens of United States of America where human rights of all American irrespective of creed, race, caste, religion, nationality and sexual orientation are respected and promoted; there is no better place to celebrate this festival especially during current political situation. The universal message for every Sikh (meaning Seeker of truth) is to live a simple life and work hard and share the fruits of his/her hard work with others. We at the festival acknowledge and promote nurturing, caring and loving values inherent within all of us. We further strive to protect and preserve the integrity and mutual respect of individuals and organizations we work with by maintaining these principles. We also want to thank City of Concord, California, its mayor, council members, staff and local businesses especially Todos Santos Business Association and all citizens for embracing us in a loving manner. We as a group look forward to providing meaning to Social Responsibility by supporting individuals and sponsoring businesses that strive towards improving the quality of life and building bridges within our local communities, consisting of diverse people with different faiths, cultures and ethnicities. We know that ignorance breeds misunderstanding and prejudice and it leads to acting out and violence against each other as it leads to many violent incidents all over our country. This was our attempt to bring children and their parents together from different ethnic groups so that we can provide them a venue to get to know each other's faith and positive contributions they make in making our human race more loving, caring and peaceful in years to come.

Dr. Harmesh Kumar,
Founder and President -, SABH Foundation
Chair- Festival Committee

**South Asian Behavioral Health
and Training (SABH) Foundation**
2249 Pacheco Street, Concord, CA 94520
PHONE: (925) 285-9881 FAX: 925-887-6791

MISSION STATEMENT

South Asian Behavioral Health and Training Foundation Inc (SABH Foundation: A Non-Profit Mental Health Organization) provides therapeutic, residential and mental health services to persons with physical, mental, developmental disability and with other behavior challenges. SABH Foundation also provides consultation (behavioral) services to licensed Board and Care Homes, Assisted Living facilities, Skilled Nursing Facilities and professionals serving the population in those facilities and collaborates with other individuals and organizations promoting the same mission.

We promote nurturing, caring and loving values inherent within all of us and in our culture. We further strive to protect and preserve the integrity and mutual respect of individuals and organization we serve by strictly maintaining these principles. We as a group, look forward to give a true meaning to the socially responsible principles and message of individuals and sponsoring businesses to improve the quality of life and build bridges in our communities of different faiths and ethnicities to live in peace.

**South Asian Behavioral Health
and Training (SABH) Foundation**
2249 Pacheco Street, Concord, CA 94520
PHONE: (925) 285-9881 FAX: 925-887-6791

“ALL HUMAN RACE IS ONE”

Dear Business Associates,

We've got an exciting promotional opportunity for you. South Asian Behavioral Health and Training Foundation Inc. ([SABH Foundation: A Non-Profit Organization](#)) and Interfaith Council of Contra Costa County wishes to extend the opportunity for exposure at the 15th Annual Spring Festival. **As per our great experience for the last 15 years, we expect great attendance topping 5000+ people from all over the Bay Area. People from all faiths, communities and background attend this festival every year.** Our group has earned the merit of a dependable organization exemplifying strong integrity. We will work our level best to make this an exceptional value for your promotional and sponsorship dollars.

We will provide a wide variety of activities and entertainment for the people.

- 100+ booths (Fashion Clothing, electronics, Insurance Companies, Financial, health and Information etc.)
- Quality Cultural shows with message from elected officials.
- Large gathering of Families and friends from the Bay Area.
- Cultural and entertainment activities in the form of Dance items & Singings by various ethnic groups.
- School children Dance competition and other fun games for small kids.
- Special Heena arrangements for Women and Girls.

This event will provide a unique marketing opportunity for corporate sponsors. We will keep the sponsors limited and assure that there is not unnecessary overlap. High visibility is guaranteed.

Enclosed is a listing of the corporate sponsorship levels we have available. Once you've had a chance to review, we will contact you to discuss how you can participate in our Festival. We look forward to discussing your sponsorship very soon!

Sincerely,

Dr. Harmesh Kumar,
Founder and President -, SABH Foundation
Chair- Festival Committee
(925)-356-0122

**South Asian Behavioral Health
and Training (SABH) Foundation**
2249 Pacheco Street, Concord, CA 94520
PHONE: (925) 285-9881 FAX: 925-887-6791

Sponsorship Packages:

Grand Sponsor \$10,000+

- Mention in all Advertising and Promotions in Print & Electronic media e.g. Newspapers & Radio.
- Banner at Entrance (provided by sponsor)
- Banner at Cultural Program Stage (provided by sponsor)
- Recognition with award/plaque on stage as the Grand Sponsor of the event
- Mention in all media ads and letters
- Handouts to people throughout the festival with Sponsor Information
- Your Name with Logo bigger than other sponsors on the Festival Signs
- Social Media Advertising

Gold Sponsor \$ 5000

- Banner at walk-way and cultural program site
- Mention in all media ads
- Handouts throughout the festival with Sponsor Information
- Your Name with Logo on the Festival Signs
- Name recognition with award/plaque on stage
- Social Media Advertising

Silver Sponsor \$3,500

- Banners at the cultural walk-way and at the Festival
- Mention in all media ads
- Handouts throughout the festival with Sponsor Information
- Social Media Advertising

Bronze Sponsor \$2,000

- Banners at the cultural walk-way and at the Festival
- Handouts throughout the festival with Sponsor Information
- Social Media Advertising

**South Asian Behavioral Health
and Training (SABH) Foundation**
2249 Pacheco Street, Concord, CA 94520
PHONE: (925) 285-9881 FAX: 925-887-6791

Booth Rental Agreement

Please download your form from this site and submit to the concerned person.



**15th Annual Diversity
Spring Festival**
April 28, 2018 10:00 am to 5:00 pm
Todos Santos park Plaza
Concord, CA



Dr. Harmeh Kumar

SABH FOUNDATION

