

MAHA Onam 2025

EDITION 2

2025 September 7



ONAM WITH
CULTURE,
COLORS, AND
COMMUNITY!

Join us for Maha Onam 2025, the biggest Onam celebration in North America! Experience Kerala's vibrant culture, breathtaking performances, and traditional festivities at Toronto's Yonge-Dundas Square.

www.mahaonam.ca





EXCLUSIVE SPONSORSHIP INVITATION

Maha Onam 2025

Following the resounding success of Maha Onam 2024, we are thrilled to invite you to be a distinguished sponsor for Maha Onam 2025—the largest and most spectacular Onam celebration in North America. This is more than just an event; it is a grand cultural movement that unites communities, celebrates heritage, and fosters an unparalleled spirit of togetherness.

Last year, Maha Onam witnessed a high-profile gathering of dignitaries, influencers, and thousands of attendees, all coming together to revel in Kerala's vibrant traditions, mesmerizing performances, and cultural brilliance. From spellbinding traditional dances to electrifying musical showcases, the festival delivered an unforgettable experience of joy, unity, and heritage. In 2025, we are raising the bar even higher!

As a sponsor, your brand will be at the forefront of this cultural phenomenon, gaining massive visibility across TV, radio, digital media, and live on-site promotions at Toronto's iconic Yonge-Dundas Square. With strategic influencer collaborations, premium branding opportunities, and VIP event access, this is an unmissable chance to engage with an influential and diverse audience.

Let's join hands to make Maha Onam 2025 even grander, more vibrant, and truly historic. We look forward to discussing how this partnership can bring exceptional value to your brand.

CONTINUING TO PROMOTE INTERNATIONAL STUDENT SUCCESS AND INTEGRATION THROUGH FORGING SUSTAINABLE ACADEMIC AND COMMUNITY PARTNERSHIPS

International Youth Canada (IYC) has been striving to build bridges for International students from pre-departure through various stages of their progress in Canada by facilitating access to affordable resources and build support ecosystems to help in academic success, personal growth and integration into Canadian society. In this journey with them over the past three years IYC has evolved itself as a hub driven by students and involved thousands of students across Canada through virtual and in-person programs and services. Its signature resource-'The international Student Guide' continue to reach out to thousands of International students arriving in Canada with a target of 50,000 students more this year.

In this process, IYC has developed and continue to promote inclusive platforms, foster collaborations with educational institutions, businesses, service providers, community organizations, politicians and Government officials and Consulates on one side and journey forward connecting with student federations and community groups of students, and their leaders who walked through this path, through community engagement, and forging partnerships regionally and across Provinces.

We thank your institution for your valuable support over the past year that enabled us to enhance our capability to serve more international students ensuring inclusivity and diversity at the centre of all our initiatives.



S
Y
N
O
P
S
I
S

Major Programs and Networking Events from the Past Year



Various cultural events, exhibitions and fairs in association with community agencies, projecting International Student Guide.



Consultative events with the new Consul General of India on accessing consular support services and resources for success.



Virtual events for students like navigating the Canadian socio-political and economic landscape and exploring the Canadian healthcare system to tap need focused resources



International Student Summit
2022 October



'Chai with CGI' -to facilitate networking for International student leaders



International Women's Day - Commemorative event.

Consultative events with the New Consul General -Chai with CG 2.0 for discussing pressing issues and Challenges of International students and solutions.



Participation in collaborative initiatives with academic associations, student bodies and educational conference together with IMEC, at India International Trade Centre, sharing IYC's resources.

Unity Meet- A collaborative event with ICCC to enhance confidence of Indian Students in Canada in the wake of diplomatic tensions between India and Canada





➔ Watch Recent Podcast



OUR VISIBILITY

During the past year, we significantly enhanced our presence and visibility, tripling our outreach efforts. We received numerous invitations to give presentations and collaborate with social and community organizations.

Our student guide served as a valuable tool, enabling us to reach a wide audience. Additionally, we tripled our social media presence with short videos and resources to support international students.

We are committed to delving deeper into nurturing international students qualitatively and creating opportunities for their stabilization and integration into the social mainstream through newer and better programming in the coming year.

Our student guide served as a valuable tool, enabling us to reach a wide audience

MAHA ONAM MOMENTS

2024



WHAT DO WE AIM TO ACCOMPLISH?

PLANS FOR 2024-2025

IYC plans to establish a basic administrative mechanism to steer its day today and future administrative tasks, to develop and extend services to reach out. We also aim to mobilize sponsorship and get funded through community partnerships.



Bi-weekly virtual programs

IYC bi-weekly virtual programs provide a platform for delivering the essentials on various themes and subjects that matter for new students and those who are looking for resources and support.



International Student Summit 2024

International Student Summit 2024 and new in-person networking events will enable students to stabilize and focus on their academic success.



Skill Development

Fairs that support skill development, career enrichment and certifications are expected to support faster integration and sustenance. and new in-person networking events will enable students to stabilize and focus on their academic success.



'International Student Guide

IYC plans to upgrade the 'International Student Guide' with more and better resources making it a handbook for International students.



MahaOnam 2024

A Spectacle of Culture and Celebration
at Yonge-Dundas



1000+
Artists



12 Hours +
Entertainment



30000+
Attendees

With vibrant energy, soaring flags, and electrifying DJ beats, MahaOnam 2024 unfolded in spectacular fashion—twelve hours of uninterrupted music, dance, and cultural performances. Thousands gathered, while a stunning procession featuring traditional percussion and drum beats added to the festive atmosphere.



Yonge-Dundas, one of Canada's busiest intersections, transformed into a stage of celebration as Levitate made history. MahaOnam became a landmark event in North American Malayali heritage, captivating not only those in attendance but also viewers from around the world who watched it live.



The Biggest Chenda Melam - Pooram

The rhythmic beats of Chendamelam echoed through Yonge-Dundas, filling the air with electrifying energy. The traditional percussion ensemble captivated the crowd, blending power and precision, creating an immersive sonic experience

Thiruvathira: tradition and elegance into a mesmerizing performance!

Graceful and synchronized, Thiruvathira dancers swayed in a mesmerizing circle, celebrating Kerala's timeless traditions. Draped in elegant Kasavu sarees, they embodied the spirit of Onam, enchanting the audience with their rhythmic movements. Their delicate steps and soulful expressions added a touch of elegance, making MahaOnam 2024 a truly immersive cultural experience.



Pulikali (Tiger Dance): Roaring with tradition

Pulikali's vibrant tigers turned Yonge-Dundas into a spectacle of Kerala's folk heritage!

With vibrant tiger-striped costumes and fierce expressions, Pulikali performers took center stage, bringing the streets of Toronto alive with their playful yet powerful dance. Their bold movements and pulsating drum beats captivated spectators, offering a thrilling glimpse into Kerala's rich folk traditions. It was a roaring success at MahaOnam 2024!



MahaOnam 2024 was more than a celebration—it was a cultural bridge, uniting traditions and hearts. From Chendamelam's beats to Thiruvathira's grace and Pulikali's roar, Kerala's spirit captivated Canada like never before!

PARTNER WITH US

EXPERIENCE KERALA



Tradition, Cuisine &
Culture in Canada

Thunderous beats...
Electrifying energy...

Showcase your
brand at
North America's
grandest Malayali
celebration!



Sponsoring Maha Onam 2025, North America's largest celebration, offers prime visibility with millions of footprints, ideal for connecting with the South Indian community, especially newcomers and new graduates.



MAHA SPONSOR

Co-branded Sponsorship

(To be branded as Maha Onam 2025)

\$35,000



On Stage Presence | Opportunity to speak | Exclusively Branded Booth Space

As a Gold Sponsor of MahaOnam 2025, your brand will receive prime visibility throughout the event. Your company's logo will be prominently displayed on all marketing materials, volunteer T-shirts (100+), and mentioned in TV, radio, social media ads, and live streaming whenever "MahaOnam" is announced. This ensures widespread brand recognition across multiple platforms.



On Stage Presence

Gain visibility by addressing a large, engaged audience, showcasing your brand's leadership and connecting directly with the community.



Opportunity to speak

You will also receive VIP access to MahaOnam 2025, along with the opportunity to speak at all event stages, giving your brand a powerful voice to engage with the audience.



Branded Booth Space

Promote your products/services in a personalized space, ensuring maximum exposure and interaction with attendees in a premium setting.

PLEASE NOTE

First sign, First served. Competitors will not be placed in the top and second level sponsorships



GOLD SPONSOR

Co-presenter Sponsorship

(To be branded asMaha Onam 2025, Co presented by.....)

\$25,000



On Stage Presence/ Opportunity to speak Exclusively Branded Booth Space

As a Silver Partner of MahaOnam 2025, your brand will receive strong visibility throughout the event. Your company's logo will be prominently displayed on all marketing materials and the backside of 100+ volunteer T-shirts. Additionally, your business will be featured in TV, radio, social media ads, and live streaming whenever "MahaOnam" is mentioned.



On Stage Presence

Gain visibility by addressing a large, engaged audience, showcasing your brand's leadership and connecting directly with the community.



Opportunity to speak

You will also receive VIP access to MahaOnam 2025, along with the opportunity to speak at all event stages, giving your brand a powerful voice to engage with the audience.



Branded Booth Space

Promote your products/services in a personalized space, ensuring maximum exposure and interaction with attendees in a premium setting.

PLEASE NOTE

First sign, First served. Competitors will not be placed in the top and second level sponsorships



PREMIUM SPONSORS

\$10,000

(Maximum 4 brands/ services/ individuals- only one from the same filed. First sign, First served)



On Stage Presence, Booth Space

Your company will receive high-visibility branding throughout the event. Your logo will be prominently displayed across the venue, ensuring maximum exposure to attendees. Additionally, over 100+ volunteer T-shirts will feature your company name on the back, reinforcing brand recognition among event participants.



On Stage Presence

Gain visibility by addressing a large, engaged audience, showcasing your brand's leadership and connecting directly with the community.



Booth Space

Promote your products/services in a personalized space, ensuring maximum exposure and interaction with attendees in a premium setting.



SILVER SPONSORS

\$5,000

(Maximum 8 brands / services/ individuals- First sign, First served)



On Stage Presence

Maha Onam 2025, your company's logo will be prominently displayed throughout the event and featured on all marketing materials, ensuring extensive brand recognition. Additionally, your business will receive mentions in TV, radio, and social media ads whenever "Maha Onam" is referenced, maximizing exposure across multiple channels.



On Stage Presence

Gain visibility by addressing a large, engaged audience, showcasing your brand's leadership and connecting directly with the community.



DELUXE SPONSORS

\$3000

(Maximum 12 brands / services/ individuals- First sign, First served)



On Stage Recognition

At Maha Onam 2025, your brand will receive extensive visibility throughout the event. Your logo will be prominently displayed at the venue and featured on all marketing materials, reinforcing brand recognition



On Stage Recognition

Receive prominent acknowledgment during the event, enhancing brand credibility and fostering a strong emotional connection with the audience.



SUPPORTING SPONSORS

\$1,000

(Maximum 20 brands / services/ individuals- First sign, First served)



On Stage Recognition

At Maha Onam 2025, your brand will receive extensive visibility throughout the event. Your logo will be prominently displayed at the venue and featured on all marketing materials, reinforcing brand recognition



On Stage Recognition

Receive prominent acknowledgment during the event, enhancing brand credibility and fostering a strong emotional connection with the audience.

LEVITATE ENTERTAINMENT

LEVITATE ENTERTAINMENT is a dynamic Entertainment Company based in Canada, which primarily focus on discovering and showcasing local artist to the World. Our passion is to provide a platform for talented individuals to share their craft, connect with their community and reach new heights.

We Organize and promote Live cinemas, Stage Shows, Concerts and Festivals that showcases the local talents in Canada.

We offer diverse avenues for youth in Canada to engage with their passion and make a difference



Through collaborative projects, outreach initiatives, and partnerships, we strive to build strong connections that enrich the lives of youth and foster positive change in communities across Canada

SUCCESS STORIES of Levitate entertainment in 2024



Romancham 1: 300+ participants TORONTO



Romancham 2: 400+ participants WATERLOO



NEON GLOW :300+ participants OSHAWA



Trance :400+ Participants NIAGARA



ROCK N KOOTHU 400+ Participants TORONTO

LEVITATE LIVE

Mallu Dj night with Local artist lineup

An initiative taken by Levitate team to find and filter local artists from different cities.

A collaboration of Local artist lineup with a Headliner DJ.

By combining these two elements, Levitate Live creates a dynamic and inclusive platform that celebrates local creativity and artistic growth

BOAT CRUISE



First ever Mallu boat cruise 450+ participants

First ever CRUISE ONAM 450+ participants



APPAPPAUN MONUM PART -1 and 2

5000+ Participants

First ever Live cinema featuring 50+ local artist

BOLLYWOOD



Bollyvibe : 400+ participants



Diwali :300+ participants

15 EVENTS

TOTAL 30,000+ PARTICIPANTS



Thank You

We look forward to the opportunity to partner with you to make Maha Onam 2025 a memorable and successful event for all.