

The Largest South Asian Comedy Festival In America





Our vision is to showcase the funniest South Asian comedians from around the globe and create a unique live comedy experience for the South Asian diaspora.



PAST PERFORMERS



RAJIV SATYAL

- Creator of "I am Indian"
- Featured on NPR



SHAZIA MIRZA

- Featured on The BBC
- Featured on 60 minutes



SANJAY MANAKTALA

- Featured on Forbes
- Comedy Central India



KABIR SINGH

- Featured on Comedy Central
- Writer for Family Guy



SAAD HAROON

- Featured on Conan
- Featured at The Laugh Factory



MONA SHAIKH

- Featured in Huffington Post
- Creator of Minority Reportz



MONROK

- Featured on HBO's The Brink
- Last Call with Carson Daly



NAVEED MAHBUB

- Comedy Central Asia
- Creator-Naveed Mahbub show



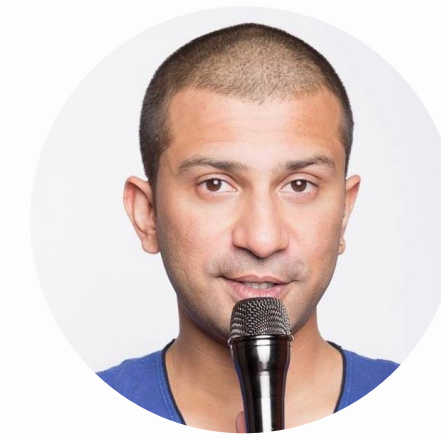
PRIYA PRASAD

- Last Comic Standing
- Boston Comedy Festival



MELISSA SHOSHAHI

- Featured on Laughs on Fox
- Toured with Maz Jobrani



SUNDEEP RAO

- India's only blind comedian
- Vir Das Comedy Festival



PAUL VARGHESE

- Featured on Comedy Central
- Last Comic Standing

+ 70 OTHER COMEDIANS THAT HAVE PERFORMED AT OUR FESTIVAL FROM 2014-2016

WISH LIST OF FUTURE PERFORMERS



RUSSELL PETERS

- Top 10 highest paid comedians
- Multiple Netflix Specials



AZIZ ANSARI

- First South Asian SNL host
- Multiple Netflix specials



HASAN MINHAJ

- Daily Show
- One man show on Broadway NYC



VIR DAS

- Featured on Conan
- 5.4 Million+ Twitter followers



KUMAIL NANJIANI

- Featured on HBO's Silicon Valley
- Host of Comedy Central's Meltdown



AIB

- Multiple viral video sketches
- 5M+ Twitter followers



[SUPERWOMAN] (LILY SINGH)

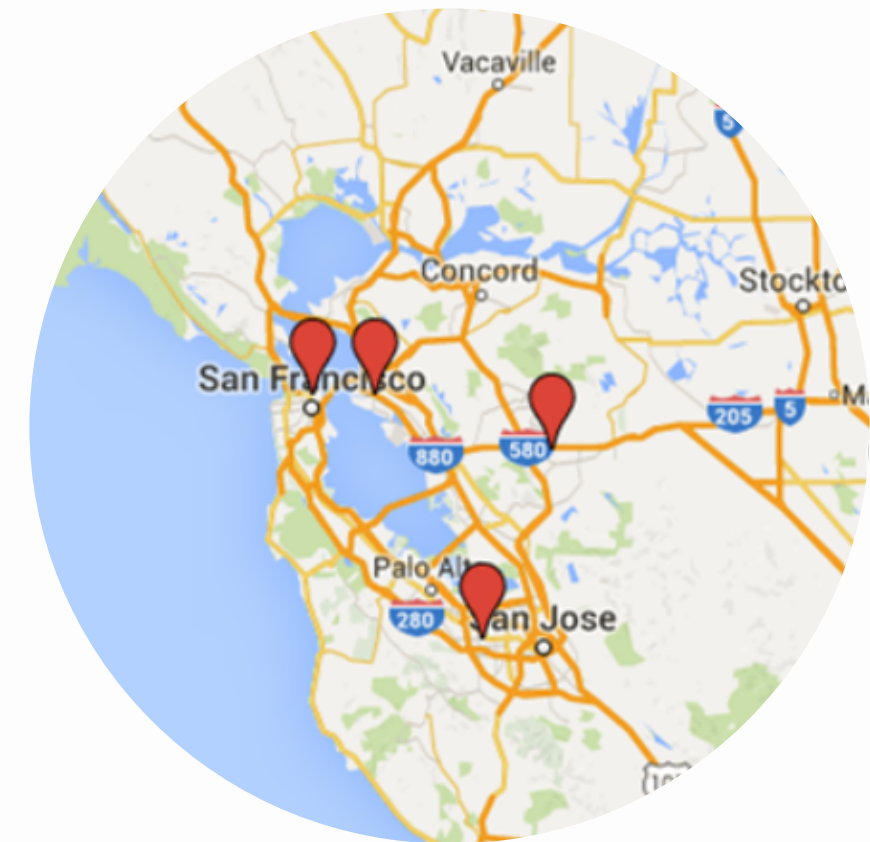
- Top trending YouTuber
- 11 Million + subscribers



AASIF MANDVI

- Featured on The Daily Show
- Creator of HBO Show 'The Brink'

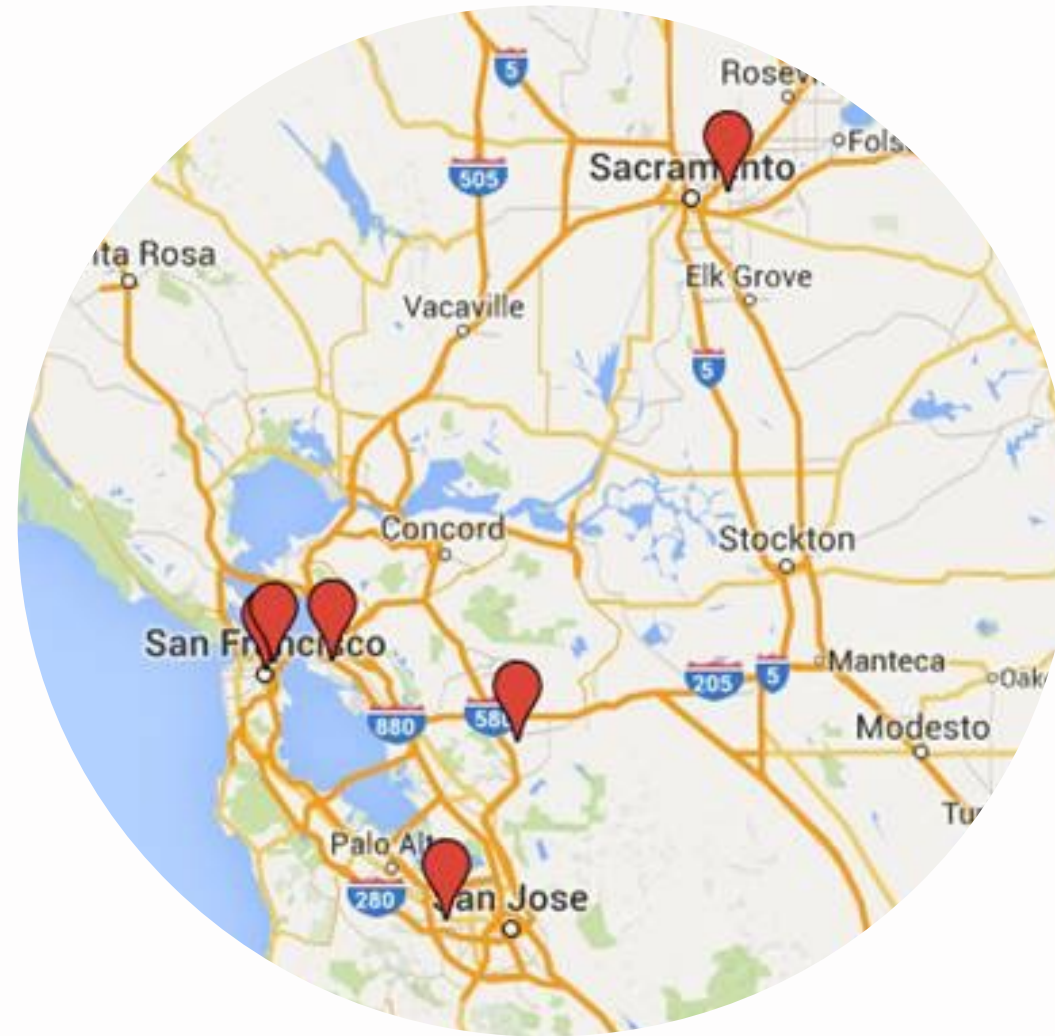
FESTIVAL HISTORY & GROWTH



2014

4 cities, 4 shows

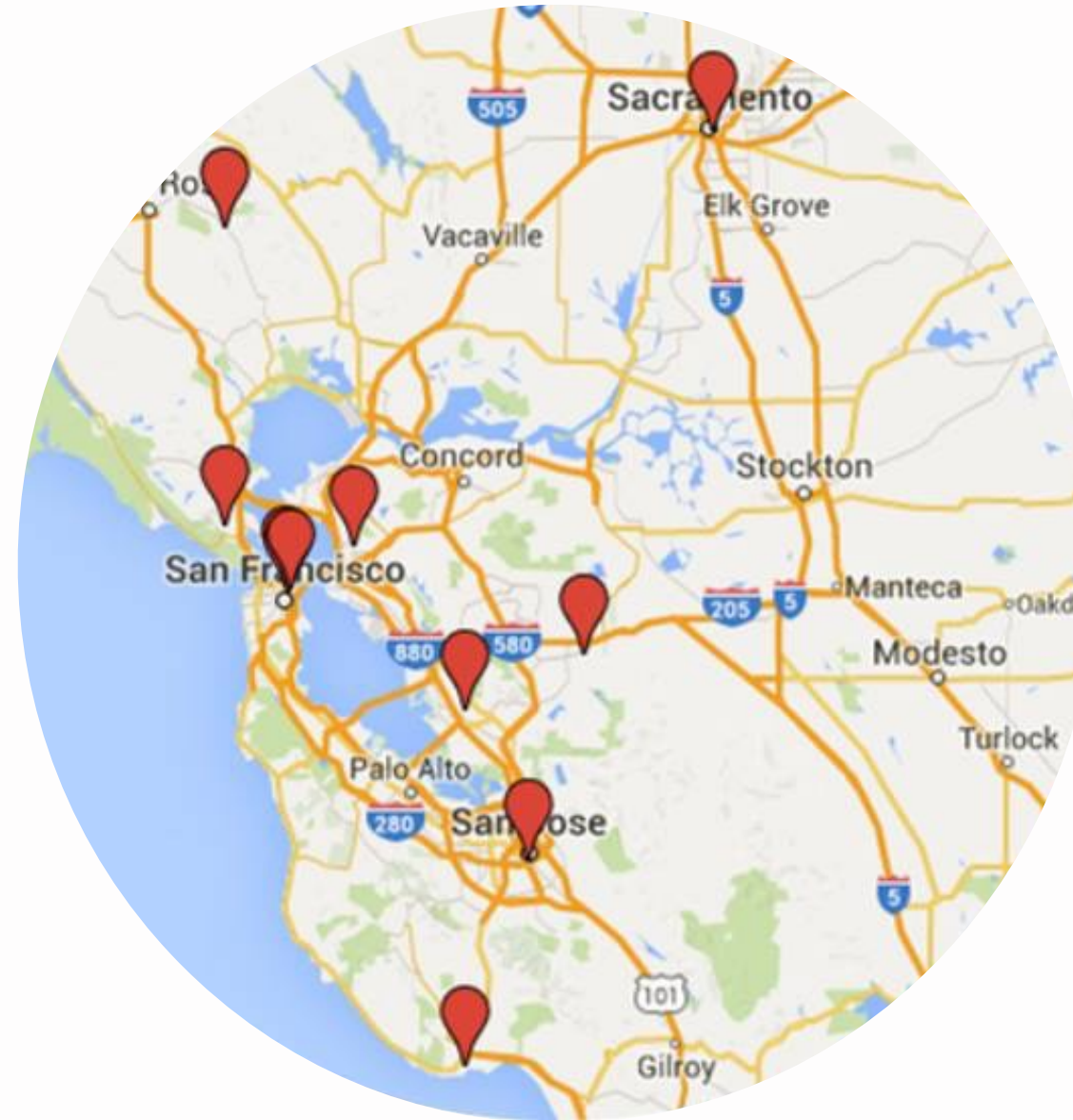
700 attendees



2015

5 cities, 8 shows

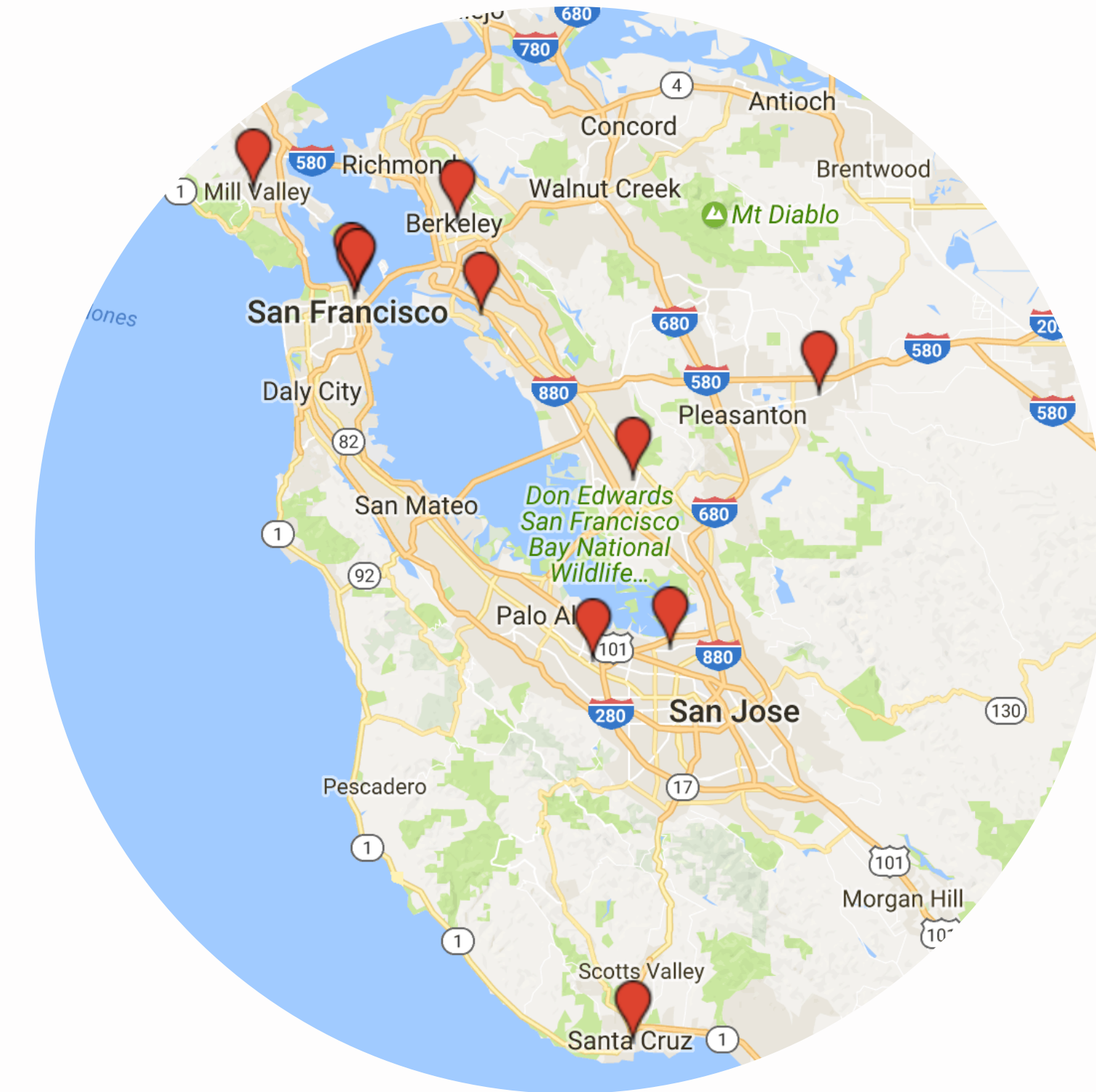
1200 attendees



2016

9 cities, 11 shows

2000 attendees



2017

9 cities, 11 shows

4000 attendees



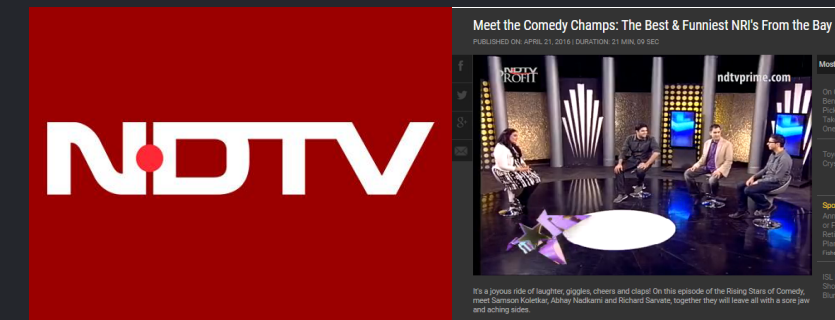
HIGHLIGHTS FROM OUR SHOWS IN 2014-16



P R E S S



THE
HUFFINGTON
POST



INDIAWEST
Best Indian Newspaper in Print & Online



San Francisco
Chronicle

The Mercury News

FOUNDERS



ABHAY NADKARNI

- San Francisco based comedian originally from Bangalore
- Producer of The SetUp, voted one of the best comedy shows in San Francisco by Timeout and Thrillist.
- Finalist at the Burbank comedy festival in 2014 and 2015
- Featured on NDTV's Rising Stars of Comedy, CBS, SF Chronicle and Huffington Post.



SAMSON KOLETGAR

- World's only Indian Jewish comedian originally from Mumbai
- Producer of Comedy Oakland voted "2016 Best Place for Comedy" by East Bay Express and featured in SF Chronicle
- Winner of 2015 International Society of Humor Studies and 2010 Asian American Theater Company comedy competitions
- Featured on NDTV's Rising Stars of Comedy, CBS, NBC, NPR.

2017 COMEDY FESTIVAL VENUES

SAN FRANCISCO, MARINES MEMORIAL
CAPACITY 570

SANTA CLARA CONVENTION CENTER
CAPACITY 600

LIVERMORE, BANKHEAD
CAPACITY 500

FREMONT, JAMES LOGAN PAC
CAPACITY 600

BERKELEY, FREIGHT & SALVAGE
CAPACITY 500

SAN FRANCISCO, COBBS COMEDY CLUB
CAPACITY 400

AND MORE



A U D I E N C E M A R K E T S I Z E

Our festival audience is the fastest-growing, best-educated and most-affluent segment comprised of
Bay Area's South Asian Tech and Entrepreneur Community



5.5M+

Total Available Market

Total Asian population in California

672K

Target Market

South Asian Diaspora in California

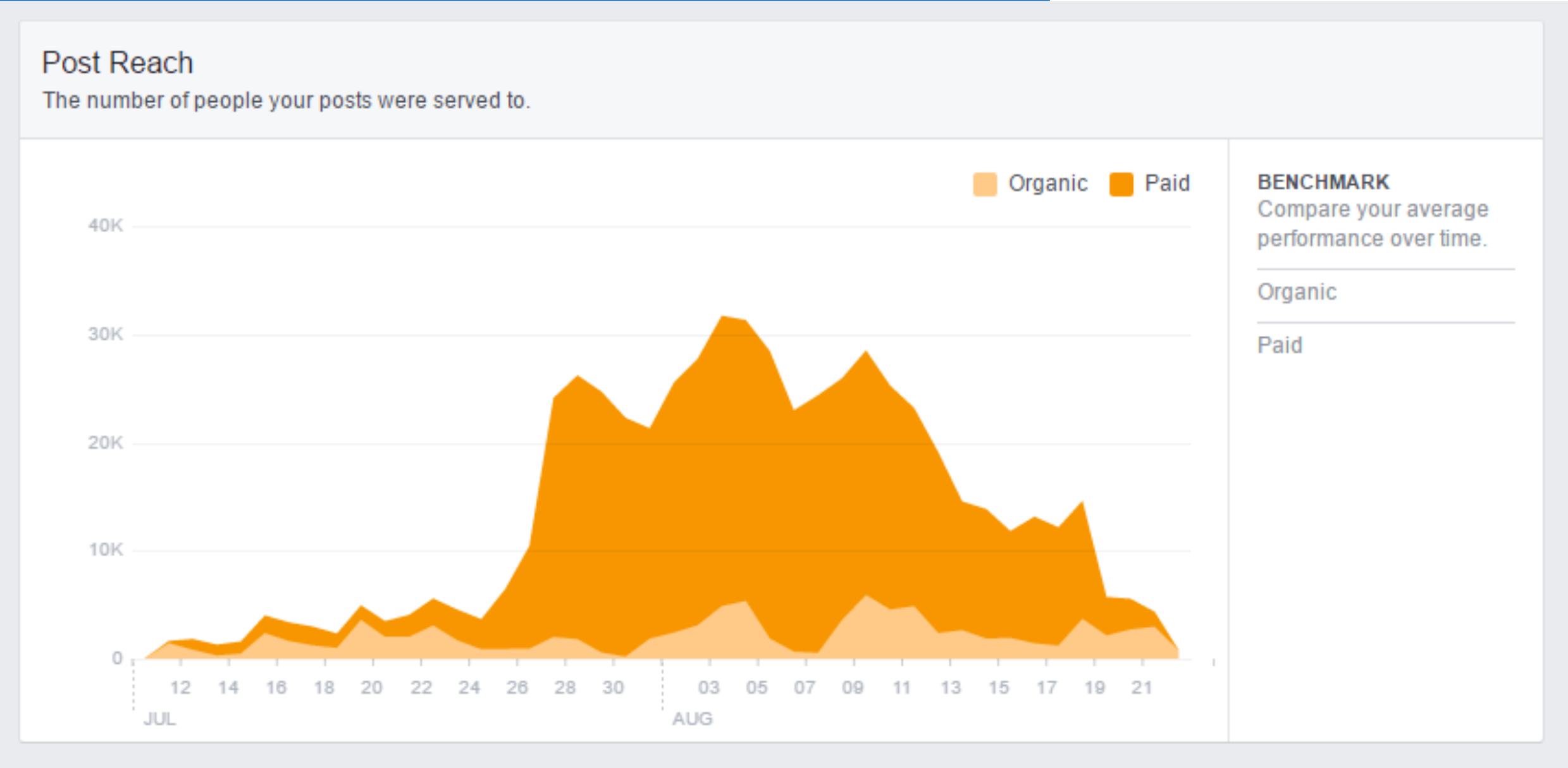
8K

Current Market Size

Festival Attendees 2014- 2017

SOCIAL MEDIA PRESENCE

METRIC	TOTAL REACH
FACEBOOK	30,000
TWITTER	1,300
EMAIL	14,000
ONLINE REACH	100,000+
OUTREACH THROUGH PRESS, MEDIA PARTNERS, AND ADVERTISERS	1M+ AUDIENCE



Top Videos <div>Most viewed videos on your Page watched for 3 seconds or more, for videos posted between Jul 1, 2016 and Sep 30, 2016.</div>						<div>➔ Video Library</div>
Published	Video	Targeting	Reach	Views		
07/31/2016 2:30 am	Zee TV Desi Comedy Fest Aug 11th-21st as featured on HuffPo: aoo.al/dtAflr Don't miss this Mega Event!		19K <div></div>	9.1K	<div></div>	
09/20/2016 1:00 pm	Sundeep Rao (www.sundeeprao.com) was one of the hiahlights of Desi Comedy Fest 2016. Check out this		18.1K <div></div>	5.9K	<div></div>	
08/03/2016 4:15 pm	Desi Comedy Fest -Meditate in VR ! Filmed by Amit Gupta and written by Richard Sarvate featuring Mon		17.4K <div></div>	5.6K	<div></div>	
09/26/2016 11:53 am	Sanjay Manaktala is a truly versatile international comedian. His unique brand of comedy is relatable to		17.3K <div></div>	5.3K	<div></div>	
08/09/2016 1:40 am	Don't miss out on the biggest south asian comedy festival in America! A MEGA event!		16.2K <div></div>	4.9K	<div></div>	
08/08/2016 11:54 am	Don't miss out on the biggest comedy event coming to Fremont! Friday Aug 19th!		13.9K <div></div>	4.8K	<div></div>	
07/31/2016 1:59 pm	Zee TV Desi Comedy Festival is the largest South Asian Comedy Festival in America! August 11th- 21st!		12.5K <div></div>	2.9K	<div></div>	
08/09/2016 1:20 am	Don't miss the Zee TV Desi Comedy Fest!		7.3K <div></div>	2.1K	<div></div>	
08/18/2016 10:06 am	Desi Comedy Fest 2016 has been sensational! We have four more shows to go starting with San Jose.		7.8K <div></div>	2.1K	<div></div>	
08/09/2016 1:49 am	50 comedians from 9 countries @ The Kuumbwa Jazz Center!		9.3K <div></div>	2.1K	<div></div>	

SPONSORSHIP PACKAGES

BENEFITS	FESTIVAL SPONSOR (\$50K)	PLATINUM SPONSOR (\$25K)	CITY SPONSOR (\$5K)	ASSOCIATE CITY SPONSOR (2.5K)	BOOTH (\$1K)	BANNER/STANDEE (\$500)
Official Festival Sponsor	"Company Name" Presents the Desi Comedy Fest!		Co-Sponsored by "Company Name"	-	-	-
Corporate show*	2	1	Discount rate	-	-	-
Creative Services**	Discount Rate	Discount Rate	Discount Rate	Discount Rate	-	-
VIP Seats	30 overall	15 overall	5 overall	2 overall	-	-
Booth at the event	1 at every show	1 at every show	1 at 1 show	1 at 1 show	1 at 1 show	-
Exclusive after party access	30 overall	15 overall	5 overall	2 overall	-	-
Advertisement in the DCF Festival Guide	Center Fold Double Page	Full Page	Half Page	Quarter Page	-	-
Your Company Logo on the DCF Website	Premium placement	Secondary placement	Yes	Yes	Yes	Yes
Co- Branded Social Media Promotions	Included overall	Included overall	1 post on FB +Twitter+Instagram	-	-	-
Advertise in DCF Email campaigns	Premium placement of logo	Secondary placement of logo	Logo included	Logo included	-	-
Banner/Standee	1 at every show	1 at every show	1 at 1 show	1 at 1 show	1 at 1 show	1 at 1 show

* CORPORATE SHOWS INCLUDE ARTIST FEES FOR 2-3 ARTIST FOR 60-90 MINUTES PERFORMANCE. DOES NOT INCLUDE TRAVEL AND ACCOMMODATION COSTS. SHOWS MUST BE HELD BY JULY 31, 2018.

** FOR OUR SPONSORS WE WILL ALSO PROVIDE ADDITIONAL CREATIVE SERVICES AT A DISCOUNTED RATE. E.G. PUNCHING UP PRESENTATIONS, CREATING FUNNY CAPTIONS AND MEMES.



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www.DesiComedyFest.com



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