

SOUTH ASIAN SHOWDOWN



SPONSORSHIP PACKET



2.29.20



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SOUTH ASIAN SHOWDOWN *xi*



Dear Prospective Sponsor,

South Asian Nation, Inc. is a non-profit organization dedicated to promoting South Asian culture and enriching the socio-ethnic identity of our youths. On **February 29th, 2020**, South Asian Nation is proud to host **South Asian Showdown** in its **11th year** at the iconic John Hancock Hall in downtown Boston. This dance competition is an exciting event for the organization as well as a unique opportunity for you as a potential sponsor.

South Asian Showdown has been a consistent success selling out to thousands of attendees every year. The competition has been regarded in the same way: one of the most well-run Bollywood Fusion competitions in the nation- an amazing honor to the South Asian Nation staff, board, and community at large.

As a sponsor, your organization or business will have the chance to gain valuable exposure through this event. This will be one of the largest South Asian events in New England- and in our 11th year, we expect it to be one of the top Bollywood Fusion competitions in the US. Depending on the chosen sponsorship level, your name could be promoted for months preceding/following the competition to thousands of people!

Our organization has a deep and sincere interest in our mission to fortify and foster our South Asian identity. We view this event as a mutually beneficial opportunity for South Asian Nation as well as our sponsor- perhaps even the beginning of a long-term relationship in the future.

This packet includes all information regarding our sponsorship opportunities. In addition to pre-existing sponsorship packages, we are more than willing to discuss individual and customized packages to work out the most beneficial package. Keep in mind: we are a legitimate 501(c3) company, and any contribution made to South Asian Nation, Inc. is tax deductible!

Feel free to contact us at sponsor@southasianshowdown.com with any questions, comments, or concerns. We look forward to hearing from you!

Thank you,

Rohit Bhambi
President



WHAT IS SOUTH ASIAN DANCE?

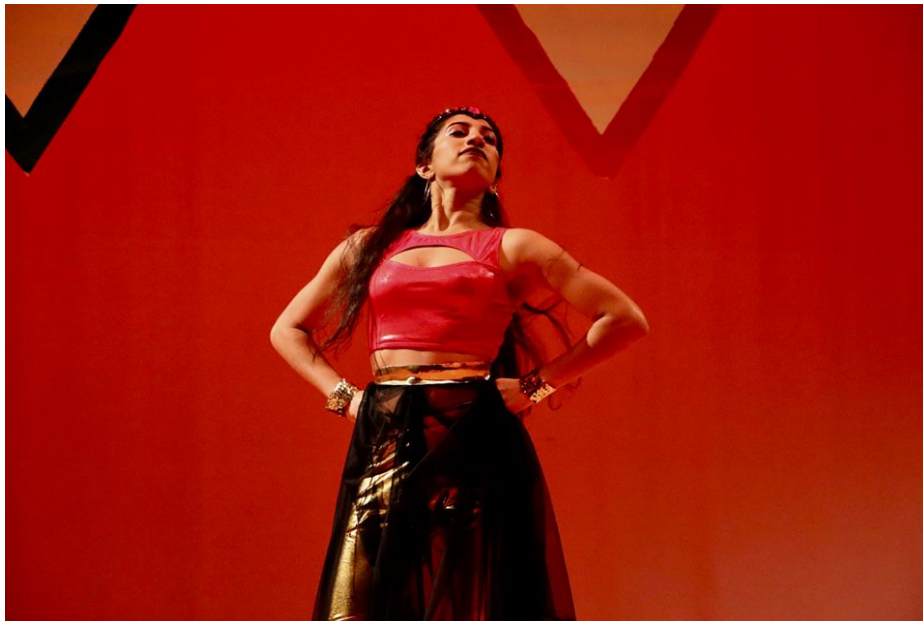
South Asian dance takes on many forms. South Asian Showdown aims to highlight one of the most popular and entertaining types: Bollywood Fusion. Bollywood is a dance form that originates from the Mumbai based film industry of the same name. Bollywood-Fusion is the combination of various styles of dance including classical, contemporary, Bhangra, Hip-Hop, etc. As time progressed, Bollywood-Fusion became a popular choice for many modern and young dancers.

WHY IS SOUTH ASIAN NATION HOSTING THIS EVENT?

South Asian Nation (SAN) is a non-profit dance and mentorship organization based in Boston, MA. It consists of young professionals, undergraduate, and graduate students ready and excited to share the South Asian culture.

SAN has hosted this event for the past 10 years with a tremendous amount of success. All 10 years have sold out with almost 1,500 in attendance.

Since the beginning, South Asian Nation, Inc. has continued to uphold ambitious and well-planned missions for its future.





WHAT IS SOUTH ASIAN SHOWDOWN?

South Asian Showdown is a show displaying the lively and energetic dance of South Asian-Bollywood-Fusion. The concept of SAS is to bring the most popular forms of South Asian dance to one stage to be crowned the champions of South Asian Showdown. The competitors and audience typically comprise of students, professionals, families, entrepreneurs, and people from all walks of life.

The show is guaranteed to attract the attention of the entire country as a high energy, high impact night of fun. In its 11th year of existence, South Asian Showdown plans to exceed all expectations and create an event that is truly unforgettable.

WHY SPONSOR SOUTH ASIAN SHOWDOWN?

South Asian Showdown has a far-reaching presence in both the Northeast region as well as across the continent. Sponsorship provides an unprecedented opportunity for exposure to the South Asian market. Besides enriching the cultural and social community, there are immeasurable benefits to you, not limited to the following:

- Chance to publicize to 4,000+ individuals at SAS events
- Exposure in a market comprised of young and middle-aged consumers
- Exposure in a rapidly growing South Asian market with many affluent South Asian entrepreneurs
- Entrance into the collegiate market in Boston as well as other US universities
- Opportunity to reach a diverse cross-section of families and youths, both of Asian and American ethnicity
- Exposure to 13,000+ unique hits per month on SAS websites
- Higher priority given for upcoming SAS initiatives
- Tax-deductible contributions to South Asian Nation, an official non-profit (501c3)
- Potential for future involvement and investment





SOUTH ASIAN SHOWDOWN *xi*



We have created multiple levels of sponsorship to accommodate the varying ability of our many South Asian Showdown sponsors. Sponsorship package guidelines have been listed below for your convenience.

Our sponsorship options are by no means limited to the options listed below and are available for customization. We are eager to involve community businesses, associations, and individuals. Please feel free to reach out to our sponsorship committee at sponsor@southasianshowdown.com





SOUTH ASIAN
SHOWDOWN *xi*



sponsorship levels:

GRAND SPONSOR

DIAMOND SPONSOR

PLATINUM SPONSOR

GOLD SPONSOR

SILVER SPONSOR

BRONZE SPONSOR

INDIVIDUAL SPONSOR



GRAND SPONSOR (\$10,000 Contribution)

- The donor's name and logo will appear on the following:
 - On each show ticket (equivalent to handing your business card to 1,200 people at the events)
 - Official T-shirts
 - Press releases (TV, radio, print) sent to American and Asian media sources
 - Over 10,000 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
 - Over 20,000 electronic postings distributed in the US and Canada
 - 1,500 event programs
 - South Asian Showdown webpage
- Package also includes:
 - 1 minute video played during show
 - 2 minutes of dedicated stage time (short speech/promotion)
 - Promotion at official after party
 - Top promotional priority
 - Plaque of appreciation
 - Banner hung in John Hancock Hall
 - Opportunity to announce winner and present trophy on stage
 - Name projected on stage screen during the show
 - Name announced at start of competition
 - Reservation of 10 VIP seats
 - Booth at the John Hancock Hall during event
 - Full page sponsor recognition in event program in color (preferred placement i.e. inside cover)
 - Web banner on South Asian Showdown webpage
 - Link to donor website on South Asian Showdown webpage



DIAMOND SPONSOR (\$8,000 Contribution)

- The donor's name and logo will appear on the following:
 - Official T-shirts
 - Press releases (TV, radio, print) sent to American and Asian media sources
 - Over 10,000 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
 - Over 20,000 electronic postings distributed in the US and Canada
 - 1,500 event programs
 - South Asian Showdown webpage
- Package also includes:
 - Promotion at official after party
 - Top promotional priority
 - Plaque of appreciation
 - Banner hung in John Hancock Hall
 - Opportunity to announce winner and present trophy on stage (depending on number of Grand Sponsors)
 - Name projected on stage screen during the show
 - Name announced at start of competition
 - Reservation of 8 VIP seats
 - Full-page sponsor recognition in event program in color
 - Web banner on South Asian Showdown webpage
 - Link to donor website on South Asian Showdown webpage



PLATINUM SPONSOR

(\$5,000 Contribution)

- The donor's name and logo will appear on the following:
 - Press releases (TV, radio, print) sent to American and Asian media sources
 - Over 10,000 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
 - Over 20,000 electronic postings distributed in the US and Canada
 - 1,500 event programs
 - South Asian Showdown webpage
- Package also includes:
 - Opportunity to announce winner and present trophy on stage (depending on number of Grand/Platinum Sponsors)
 - Banner hung in John Hancock Hall
 - Name projected on stage screen during the show
 - Name announced at start of competition
 - Reservation of 6 VIP seats
 - Full-page sponsor recognition in event program in color
 - Web banner on South Asian Showdown webpage
 - Link to donor website on South Asian Showdown webpage



GOLD SPONSOR

(\$2,500 Contribution)

- The donor's name and logo will appear on the following:
 - Over 10,000 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
 - Over 20,000 electronic postings distributed in the US and Canada
 - 1,500 event programs
 - South Asian Showdown webpage
- Package also includes:
 - Name projected on stage screen during the show
 - Name announced at start of competition
 - Reservation of 6 VIP seats at show
 - Web banner on South Asian Showdown webpage
 - Link to donor website on South Asian Showdown webpage

SILVER SPONSOR

(\$1,000 Contribution)

- The donor's name and logo will appear on the following:
 - Over 20,000 electronic distributions in the US and Canada
 - 1,500 event programs
 - South Asian Showdown webpage
- Package also includes:
 - Reservation of 4 VIP seats at show
 - Full-page in event program
 - Web banner on South Asian Showdown webpage
 - Link to donor website on South Asian Showdown webpage

BRONZE SPONSOR

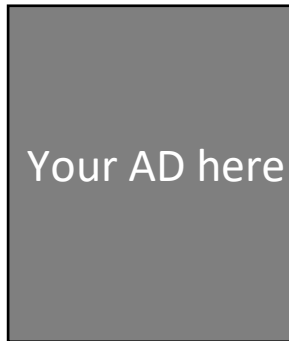
(\$500 Contribution)

- The donor's name and logo will appear on the following:
 - 1,500 event programs
 - South Asian Showdown webpage
- Package also includes:
 - Reservation of 2 VIP seats at show
 - Half-page in event program
 - Web banner on South Asian Showdown webpage
 - Link to donor website on South Asian Showdown webpage

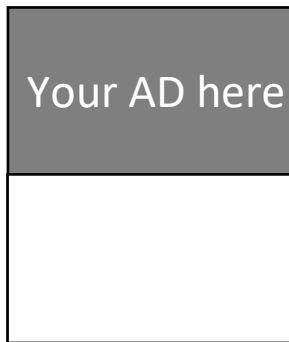


INDIVIDUAL SPONSOR

- **\$300-** Full-page in event program or web banner on the website (160 x 60 pixels)



- **\$200-** Half-page in event program





SUMMARY TABLE

	GRAND	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
PRIOR TO SHOW:						
Show Ticket Mention	X					
Official T-shirt	X	X				
Radio Ad	X	X				
Press Releases	X	X	X			
Over 10,000 Flyers/Posters	X	X	X	X		
Over 20,000 Electronic Postings	X	X	X	X	X	
Banner on Competition Website	X	X	X	X	X	X
Link to Your Website	X	X	X	X	X	X
DAY OF SHOW/AFTER:						
1 Minute Video	X					
2 Minutes on Stage	X					
Booth at Venue	X	X				
Promotion at Afterparty	X	X				
Top Promotional Priority	X	X				
Plaque of Appreciation	X	X				
Banner in Auditorium	X	X	X			
Monthly Newsletter Banner	X	X	X			
Opportunity to Announce Winner	X	X	X			
Name Projected on Screen	X	X	X	X		
Name Announced at Show	X	X	X	X	X	
VIP Tickets	10	8	6	6	4	2
Full Page Color Ad	X	X	X	X		
Full Page B&W Ad					X	
Half Page B&W Ad						X