

2012 South Asian Showdown

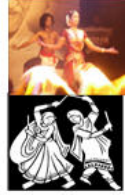


Sponsorship Packet

Contact: _____



South Asian Showdown



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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 youth. On February 11th, 2012 they will host their third annual South Asian Culture Showdown Dance competition at John Hancock Auditorium in Boston, MA. The first two years sold out with close to 1,400 people in attendance and everybody enjoyed the show! It is an exciting event for the organization and a unique opportunity for you as a sponsor.

South Asian Nation has chosen to work to promote cultural diversity and look for this event to become one of the largest events in North America. The concept of Showdown is to bring all forms of South Asian dance to one stage where judges have the unenviable task of determining the best teams among each genre and the overall best team of the day. The genres include Bhangra, Garba/Raas, Hindi-Film & South-Asian Fusion.

As a sponsor, your organization or business will have the chance to gain valuable exposure through the success of this event. This will be one of the largest South Asian events in New England and one of the top dance competitions in the US. Depending on the sponsorship level chosen, your name could be promoted for months preceding and following the competition.

Our organization has a deep and sincere interest in our mission, and we view this event as a mutually beneficial opportunity for our sponsors as well as our organization – perhaps even the beginning of a long-term relationship.

This packet includes information on the levels of sponsorship opportunities. In addition to the pre-set sponsorship packages, we are willing to discuss individual arrangements with you. Your sponsorship means a great deal to us and motivates us to be as flexible as possible. Depending on the type of company you belong to, we can work out the most beneficial forms of recognition for you. Also keep in mind that we are legitimate 501(c3) institution, and any contribution made to this cause are 100% tax deductible.

Feel free to contact us at sponsor@southasianshowdown.com with any questions, comments, or concerns.

Thank You,
South Asian Nation



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What is South Asian Dance?

South Asian dance can take on many forms. Bhangra is an energetic folk dance and type of music that comes from the North Indian state of Punjab and Pakistan. Garba/Raas is the traditional folk dance from Gujarat depicting scenes of Holi and other religious holidays. Bollywood is the dance form that originates from the Mumbai based film industry with many popular Hindi songs. Fusion is the potential combination of any of the above, classical, or any other South Asian mixture of dance. There are other forms of South Asian dance, however, these are the ones we have chosen to focus on for this competition.

These forms of dance help to show the most popular songs and types of South Asian dance that are performed throughout the world. These forms of dance/music are taught throughout the world and are used throughout the world in movies, and songs.

Why is South Asian Nation hosting this Event?

South Asian Nation (SAN) is a non-profit organization dedicated to promoting the rich South Asian culture throughout the United States. South Asian Nation is the parent company of Boston Bhangra which runs the very successful Boston Bhangra Competition annually. This has grown from the John Hancock Auditorium to the Orpheum Theatre and is seen as an annual must-see event in Boston.

South Asian Nation has hosted this event the past 2 years with a tremendous amount of success. Both years the event sold out with close to 1,400 people in attendance. Not just was the event sold out, but the events have run flawlessly and have awed both sponsors and patrons that have to watch the event.

This previous history of success, along with the enhanced market reach will help benefit teams, the audience, and of course, our sponsors.



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What is the South Asian Showdown?

The South Asian Showdown competition is a show displaying the lively and energetic dances from South Asia. The concept of Showdown is to bring all forms of South Asian dance to one stage where judges have the unenviable task of determining the best teams among each genre and the overall best team of the day. The genres include Bhangra, Garba/Raas, Bollywood & South-Asian Fusion. Many participants will come from around the country to participate in the show for the honor to be crowned the champion of the South Asian Showdown. The competitors and audience will be composed 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. The energy and enthusiasm of the show will only be rivaled by the energy of the audience.

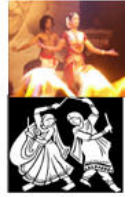
Why Sponsor the South Asian Showdown?

South Asian Nation has a far-reaching presence in both the Northeast region as well as across the continent. This is a rare opportunity to develop an association with an organization that holds tremendous exposure into the South Asian market, as well as relationships with numerous universities. Besides enriching the cultural and social community, there are immeasurable benefits to you, not limited to the following:

- Chance to publicize to 2,000 individuals at the 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 very diverse cross-section of families and youths, both of Asian and American ethnicity
- Website hits of over 13,000 unique hits per month
- Higher priority given to your group for upcoming initiatives
- Contributions being 100% tax-deductible as South Asian Nation is a non-profit (501c3) organization
- International exposure through television exposure of the event
- Potential for future involvement and investment



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Multiple levels of sponsorship have been formed to accommodate the varying ability of our many sponsors to be involved in *the South Asian Showdown*. The various classes of sponsorship have guidelines that we have created for our many sponsors. Sponsorship options are by no means limited to the tiers listed below. We are eager to involve community businesses, associations, and individuals. Please get in touch with our sponsorship committee at: sponsor@southasianshowdown.com

SPONSORSHIP LEVELS:

**GRAND SPONSOR
DIAMOND SPONSOR
PLATINUM SPONSOR
GOLD SPONSOR
SILVER SPONSOR
BRONZE SPONSOR
INDIVIDUAL SPONSOR**



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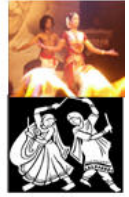
GRAND SPONSOR

(\$5,000 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 video, cd and T-shirt
 - 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
 - 1,200 event programs
 - South Asian Nation webpage
- Package also includes:
 - 1 minute video
 - Two minutes of dedicated stage time (short speech/promotion)
 - Booth at the John Hancock Auditorium during event
 - Promotion at Official Afterparty
 - Top promotional priority
 - Plaque of appreciation
 - Banner hung in John Hancock Auditorium
 - 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
 - Full page sponsor recognition in event program in color (preferred placement i.e. inside cover)
 - Web banner on South Asian Nation webpage
 - Link to donor website on South Asian Nation webpage



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DIAMOND SPONSOR

(\$4,000 Contribution)

- The donor's name and logo will appear on the following:
 - Official video, cd and T-shirt
 - 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
 - 1,200 event programs
 - South Asian Nation webpage
- Package also includes:
 - Booth at the John Hancock Auditorium during event
 - Promotion at Official Afterparty
 - Top promotional priority
 - Plaque of appreciation
 - Banner hung in John Hancock Auditorium
 - 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 Nation webpage
 - Link to donor website on South Asian Nation webpage



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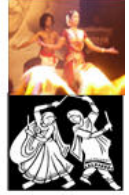
PLATINUM SPONSOR

(\$3,000 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
 - 1,200 event programs
 - South Asian Nation 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 Auditorium
 - 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 Nation webpage
 - Link to donor website on South Asian Nation webpage



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GOLD SPONSOR

(\$2,000 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
 - 1,200 event programs
 - South Asian Nation 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
 - Full-page in event program
 - Web banner on South Asian Nation webpage
 - Link to donor website on South Asian Nation 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
 - 1,200 event programs
 - South Asian Nation webpage
- Package also includes:
 - Reservation of 4 VIP seats at show
 - Full-page in event program
 - Web banner on South Asian Nation webpage
 - Link to donor website on South Asian Nation webpage

BRONZE SPONSOR

(\$500 Contribution)

- The donor's name and logo will appear on the following:
 - 1,200 event programs
 - South Asian Nation webpage
- Package also includes:
 - Reservation of 2 VIP seats at show
 - Half-page in event program
 - Web banner on South Asian Nation webpage
 - Link to donor website on South Asian Nation webpage



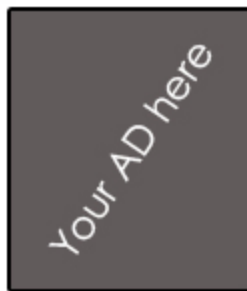
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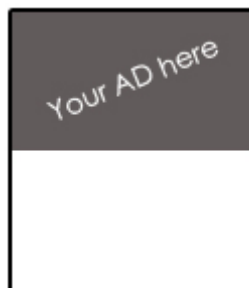
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INDIVIDUAL SPONSOR

- \$200 – Full-page in event program or large banner on the website (180x60 pixel)

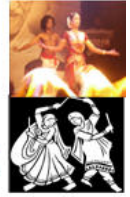


- \$100 – Half-page in event program





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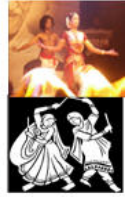
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Summary Table of Sponsorship Levels and Corresponding Recognition

	Grand	Diamond	Platinum	Gold	Silver	Bronze
NAME ON:						
Show ticket	<input checked="" type="checkbox"/>					
Video, cd & T-shirt	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Press releases	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Over 10,000 flyers/posters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Over 20,000 electronic postings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
1,200 event programs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
South Asian Nation webpage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
OTHER EXPOSURE:						
1 minute video	<input checked="" type="checkbox"/>					
Two minutes of dedicated stage time	<input checked="" type="checkbox"/>					
Booth at the John Hancock Auditorium	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Promotion at Official Afterparty	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Top promotional priority	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Plaque of appreciation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Banner hung in John Hancock Auditorium	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Opportunity to announce winner & present trophy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Name projected on stage screen	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Name announced at show	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Banner on South Asian Nation webpage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reservation of VIP seats	10	8	6	6	4	2
Full-page in event program	Choice	Choice	Choice	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Half-page in program						<input checked="" type="checkbox"/>
Quarter page in program						
Link to donor website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



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Contact Information:

Rohit Bhambi – South Asian Nation Sponsorship Lead
617-448-2508

Thank You for your time and consideration