

2012 Boston Bhangra

Sponsorship Packet



Contact: _____



Table of Contents

Cover Letter	2
What is Bhangra?	3
What is Boston Bhangra?	3
What is The Boston Bhangra Competition?	4
Why Sponsor Boston Bhangra?	4
Sponsorship Levels	5
Appendix: Summary Table of Sponsor Tiers	11
Boston Bhangra Executive Board	12



Sponsorship Packet

Boston Bhangra Competition 2012

Dear Prospective Sponsor,

Boston Bhangra, Inc. is a non-profit organization dedicated to promoting South Asian culture and enriching the socio-ethnic identity of youths. On November 10th, 2012 Boston Bhangra is hosting *The Boston Bhangra Competition*, its 9th annual international Bhangra (Dance) competition at the world renowned Orpheum Theatre in downtown Boston. It is an exciting event for the organization as well as a unique opportunity for you as a sponsor.

The first two shows took place at the John Hancock Hall in Boston and all of the remainder have taken place at the Orpheum Theatre and were all a phenomenal success! All eight events sold out, and everyone involved had a great time. The competitions have been regarded in the same way: one of the most well run Bhangra competitions in the country, and deemed by many performers, as the best competition they had ever been to. This is a compliment to the Boston Bhangra staff, board, and community at large.

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 Bhangra 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 Boston Bhangra as well as our sponsors – perhaps even the beginning of a long-term relationship in the future.

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 a legitimate 501 (c3) company, and any contribution made to Boston Bhangra, Inc is tax deductible.

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

Thank You,
Amit Bhambi - President



What is Bhangra?

Bhangra is an energetic folk dance and type of music that comes from the North Indian state of Punjab and Pakistan. Bhangra is a dance that is performed at celebrations such as a good harvest season and has evolved into one of the fastest growing and popular forms of music and dance in India and the rest of the world. Currently there are hundreds of Bhangra teams in the United States and UK, and new teams are emerging every year with members from all parts of the world. Let alone being prominent at all South Asian events, Bhangra music has become popular as a newly emerging music that has been playing on radio stations across the county, MTV, and night clubs. Thus, Bhangra is both a prominent part of South Asian culture and a growing part of popular culture in the United States.

What is Boston Bhangra?

Boston Bhangra is a non-profit dance and youth mentorship organization based in Boston, MA. It consists of young professionals who come from all over the world, as well as college and graduate students. Boston Bhangra receives support and membership from community at large, and colleges such as Harvard, MIT, Northeastern, Tufts, Boston University and many other universities.

The group participates in Bhangra competitions on an international level, placing first at Southern Bhangra Stampede, South Beach Bhangra, Bruin Bhangra, and Bhangra Fusion. In addition, Boston Bhangra is heavily involved in local community service, teaches Bhangra classes weekly, and holds youth conferences.

In existence since 2000, Boston Bhangra has ambitious and well-planned missions for its future. It is an exciting time for the organization and those affiliated with it.



What is The Boston Bhangra Competition?

The Boston Bhangra Competition is a show displaying the lively and energetic dance of Punjab - Bhangra. Many participants will come from around the country to participate in the show for the honor to be crowned the champion of The Boston Bhangra Competition. 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 Boston Bhangra?

Boston Bhangra 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 4,000 individuals at the Boston Bhangra 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
- Boston Bhangra's website hits of over 13,000 unique hits per month
- Higher priority given to your group for upcoming Boston Bhangra initiatives
- Contributions being tax-deductible as Boston Bhangra is an official non-profit (501c3)
- Potential for future involvement and investment



Multiple levels of sponsorship have been formed to accommodate the varying ability of our many sponsors to be involved in *The Boston Bhangra Competition*. 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@bostonbhangra.com

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 3000 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
 - 1,500 event programs
 - Boston Bhangra webpage
- Package also includes:
 - 1 minute video
 - Two minutes of dedicated stage time (short speech/promotion)
 - Promotion at Official Afterparty
 - Top promotional priority
 - Plaque of appreciation
 - Banner hung in Orpheum
 - 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 Orpheum during event
 - Full page sponsor recognition in event program in color (preferred placement i.e. inside cover)
 - Web banner on Boston Bhangra webpage
 - Link to donor website on Boston Bhangra webpage



DIAMOND SPONSOR

(\$8,000 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
 - 1,500 event programs
 - Boston Bhangra webpage
- Package also includes:
 - Promotion at Official Afterparty
 - Top promotional priority
 - Plaque of appreciation
 - Banner hung in Orpheum
 - 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 Boston Bhangra webpage
 - Link to donor website on Boston Bhangra 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
 - Boston Bhangra webpage
- Package also includes:
 - Opportunity to announce winner and present trophy on stage (depending on number of Grand/Platinum Sponsors)
 - Banner hung in Orpheum
 - 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 Boston Bhangra webpage
 - Link to donor website on Boston Bhangra 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
 - Boston Bhangra 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 Boston Bhangra webpage
 - Link to donor website on Boston Bhangra 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
 - Boston Bhangra webpage
- Package also includes:
 - Reservation of 4 VIP seats at show
 - Full-page in event program
 - Web banner on Boston Bhangra webpage
 - Link to donor website on Boston Bhangra webpage

BRONZE SPONSOR

(\$500 Contribution)

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



INDIVIDUAL SPONSOR

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



- **\$100** – Half-page in event program





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"/>	
1,500 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"/>
Boston Bhangra 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 Orpheum	<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 Orpheum	<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 Boston Bhangra 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"/>



Boston Bhangra Executive Board

Amit Bhambi

President

Rohit Bhambi

Treasurer and Sponsorship Chair

Priya Bhambi

Operations Chair

Chris Brady

Technology Chair

Payal Agrawal

Administration Chair

Sharmeen Browarek

Operations Lead

Thank You for your time and consideration