



**BOSTON  
BHANGRA**



**SPONSORSHIP  
PACKET**



**12.02.23**



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## Dear Prospective Sponsor,

Boston Bhangra, Inc. is a non-profit organization dedicated to promoting South Asian culture and enriching the socio-ethnic identity of our youths. On **December 2<sup>nd</sup>, 2023**, Boston Bhangra is proud to host **The Boston Bhangra Competition** in its **20th year** at the world-renowned Strand Theatre in Boston. This international Bhangra dance competition is one of the longest standing competitions of its kind in the world! It is an exciting event for the organization as well as a unique opportunity for you as a potential sponsor.

Boston Bhangra Competition 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 Bhangra competitions in the nation- an amazing honor 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 this event. This will be one of the largest South Asian events in New England- and in our 19th year, we expect it to be one of the top Bhangra 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 Boston Bhangra 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 Boston Bhangra, Inc. is tax deductible!

Feel free to contact us at [info@bostonbhanga.com](mailto:info@bostonbhanga.com) with any questions, comments, or concerns. We look forward to hearing from you!

Thank you,

**Rohit Bhambi**  
President





## WHAT IS BHANGRA?

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Bhangra is an energetic folk dance and type of music originating from the North Indian state of Punjab and Pakistan. Bhangra is performed during celebrations (historically, after a good harvest season) and has evolved into one of the fastest growing and popular forms of music and dance across the globe.

Currently, hundreds of Bhangra teams in the United States and UK exist- learning, studying, and performing- with new teams emerging from all corners of the world. Not only has Bhangra become a staple to South Asian events, but it has also begun to play on radio stations, TV shows, and night clubs across the country. Bhangra is a prominent and important part of South Asian culture and identity and a growing part of popular culture in the US.

## WHAT IS BOSTON BHANGRA?

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Boston Bhangra is a non-profit dance and youth mentorship organization based in Boston, MA. It consists of young professionals, undergraduate, and graduate students ready and excited to share the South Asian culture. Boston Bhangra receives support and membership from the community at large and colleges such as Harvard, MIT, Boston University, and Northeastern.

Boston Bhangra Inc. is heavily involved in local community service, teaching weekly Bhangra and Bollywood classes to kids, high schoolers, and adults and doing events and performing throughout New England.

Since 2000, Boston Bhangra Inc. has continued to uphold ambitious and well-planned missions for its future.





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## WHAT IS BOSTON BHANGRA COMPETITION? ---

Boston Bhangra Competition is a show displaying the lively and energetic dance of Punjab-Bhangra. Participants come from around the world to participate in for the chance to be crowned the champion of Boston Bhangra Competition. 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 19th year of existence, Boston Bhangra Competition plans to exceed all expectations and create an event that is truly unforgettable.

## WHY SPONSOR BOSTON BHANGRA? ---

Boston Bhangra 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 2,000+ individuals at 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 diverse cross-section of families and youths, both of Asian and American ethnicity
- Exposure to 13,000+ unique hits per month on Boston Bhangra websites
- Exposure to social media platforms with over 10,000 unique followers!
- Higher priority given for upcoming Boston Bhangra initiatives
- Tax-deductible contributions to Boston Bhangra, an official non-profit (501c3)
- Potential for future involvement and investment





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We have created multiple levels of sponsorship to accommodate the varying ability of our many Boston Bhangra Competition 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 [info@bostonbhanga.com](mailto:info@bostonbhanga.com)





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## sponsorship levels:

GRAND SPONSOR

DIAMOND SPONSOR

PLATINUM SPONSOR

GOLD SPONSOR

SILVER SPONSOR

BRONZE SPONSOR

INDIVIDUAL SPONSOR





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## 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 1,400 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
  - Boston Bhangra 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
  - 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 theatre 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 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
  - Boston Bhangra webpage
- Package also includes:
  - Promotion at Official after party
  - Top promotional priority
  - Plaque of appreciation
  - 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
  - Booth at the theatre during event
  - Full-page sponsor recognition in event program in color
  - Web banner on Boston Bhangra webpage
  - Link to donor website on Boston Bhangra webpage



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## 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)
  - 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**

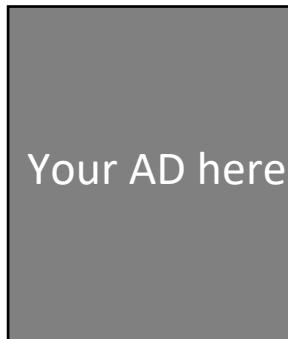
(\$500 Contribution)

- 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

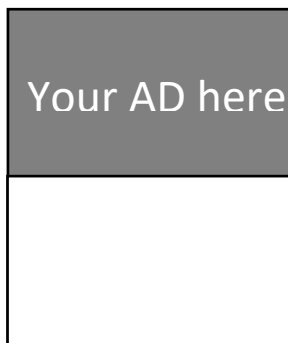


## INDIVIDUAL SPONSOR

- **\$400** - Full-page in event program or web banner on the website (160 x 60 pixels)



- **\$250** - Half-page in event program







## SUMMARY TABLE

	Grand	Diamond	Platinum	Gold	Silver	Bronze
<b>ADVANCE OF SHOW:</b>						
<i>Show ticket mention</i>	X					
<i>Official t-shirt</i>	X	X				
<i>Radio ad</i>	X	X				
<i>Press releases</i>	X	X	X			
<i>Over 10,000 flyers/posters</i>	X	X	X	X		
<i>Over 20,000 electronic postings</i>	X	X	X	X	X	
<i>Banner on competition website</i>	X	X	X	X	X	X
<i>Link to your website</i>	X	X	X	X	X	X
<b>DAY OF SHOW/AFTER:</b>						
<i>1 minute video</i>	X					
<i>2 minutes on stage</i>	X					
<i>Booth at venue</i>	X	X				
<i>Promotion at afterparty</i>	X	X				
<i>Top promotional priority</i>	X	X				
<i>Plaque of appreciation</i>	X	X				
<i>Monthly newsletter banner</i>	X	X	X			
<i>Opportunity to announce winner</i>	X	X	X			
<i>Name projected on screen</i>	X	X	X	X	X	
<i>Name announced at show</i>	X	X	X	X	X	
<i>VIP tickets</i>	10	8	6	6	4	2
<i>Full page color ad</i>	X	X	X	X		
<i>Full page b/w ad</i>					X	
<i>Half page b/w ad</i>						X