

SPONSORSHIP PACKET



Est. 1985



To who it may concern,

Our names are Anya Sikri, Lilah Navale, and Janush Shah, and we are the Fundraising Chairs for the Indus South Asian Association Board at UC Berkeley. In Spring 2024, we will be hosting Anahat Acappella, a singing competition, and Bollywood Berkeley, a Bollywood-fusion dance competition for college teams. Our goal is to spread cultural diversity through such events but we can't do it without the help of our sponsors!

How will the sponsorship benefit your organization or business?

- A unique means of advertising your business to the UC Berkeley & Bay Area community (50,000+ students/staff)
- Opportunity to publicize to nearly 2,000 people in attendance as well as thousands more before and after the show
- Nationally advertise to university students, faculty, and a diverse group of community members
- Each college team from across the country also advertises to their schools as part of a competition we have implemented
- Be seen as recognizing and promoting the importance of having a multicultural society

Please select from one of our available sponsorship packages! If none of the packages seem appealing, feel free to look through our marketing capabilities and we can create a personalized package.

Thank you for your support, and please feel free to reach out to us at anytime. We look forward to hearing from you to further discuss the opportunity to build a mutually advantageous relationship.

Sincerely,

Anya Sikri, Lilah Navale, and Janush Shah

WHY SPONSOR US?

Sponsors will receive prominent endorsement in our newsletter, reaching a broad audience within the Bay Area South Asian community, extending to Bay Area High School Bollywood Teams and Bollywood Fusion. The sponsorship transcends local borders, with acknowledgment from national teams representing areas such as Southern California, Pennsylvania, and Georgia Moreover, this opportunity ensures visibility among the Berkeley student and alumni population.

The ultimate goal of this sponsorship effort is to actively contribute to the celebration of the South Asian community, placing a special emphasis on its rich artistic background in dance and related cultural expressions. Your support will be instrumental in achieving this collective endeavor.



OFFERINGS

BB + Anahat Offerings:

- Page in pamphlet
- Logo on a T-shirt
- Inclusion of organization flyers in tabling and outreach efforts
- Playing videos during intermission/end of the show



Social Media Offerings:

- Paid collaborations with accounts
- Promotion of local businesses (restaurants, clothing stores, etc.)
- Features on UCB Indus, Bollywood Berkeley Instagram, and Indus TikTok
- Product reviews for South Asian companies
- Inclusion on Indus website



BOLLYWOOD BERKELEY



SPONSORSHIP LEVELS

Item Included	Silver (\$250)	Gold (\$500)	Platinum (\$1000)	Diamond(\$1500)
Social Media Advertising				
Event Shoutout				
Linked Company Logo on Website				
Complimentary Show Tickets				
Inclusion in Tabling Efforts, Newsletter, Ticketing Outreach				
Name/Logo on all performer & team t-shirts				
Advertisement in Event page	1/4 page	1/4 page	1/2 page	1/2 page

CUSTOMIZABLE SPONSORSHIP PACKAGE

Other Offerings:

- Free tickets
- Free T-shirt
- Hosting events with your organization (recruiting seminar, product marketing seminar for Berkeley students)
- Selling items on behalf of the organization (artisanal crafts, clothing, etc.)

This is a robust set of offerings that covers various aspects of engagement and promotion. It's likely to attract potential collaborators or sponsors by providing a diverse range of benefits across different platforms and mediums. Feel free to choose among these options to best fit your organizations needs.

Other ways you can support us include food sponsorships, item contributions, transportation, water, food, clothing, and allowing us to sell your products or distribute sample products.



WHERE ARE OUR TEAMS FROM



Teams from all over the country
are represented at **Bollywood Berkeley** and **Anahat**.

2k+ attendees & **3k+** live streamers per event

50+ volunteers & **400+** dancers

Our events have a massive reach across the Bay Area, California, and even the United States! Running for over 20+ years, we can connect your business directly to the broader South Asian population.

SPONSORSHIP PACKET

Business Name: _____

Contact Information _____

Name: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Please note down below the sponsorship package you would like to select:



THANK YOU!

UC Berkeley Indus thanks you for considering this partnership!

As a sponsor, you enable events such as Bollywood Berkeley and Anahat that encourage awareness and education about the South

Asian community throughout the larger UC Berkeley campus.

Your support will be invaluable not only in hosting these events,

but accomplishing our mission.

