



Circle City Bhangra Competition

Sponsorship – General Information

Dear Prospective Sponsor,

The Circle City Bhangra Committee is an Indianapolis-based organization formed for the purpose of promoting awareness, education, and preservation of the South Asian Culture. On April 7, 2018, the Circle City Bhangra Competition will be hosted at the Franklin Central High School Auditorium in Indianapolis, IN. The very first Circle City Bhangra Competition was hosted this past year in 2017, and due to the widespread success, the organization is looking forward to putting on an even larger event in 2018! The Circle City Bhangra Committee is comprised of individuals who have successfully hosted similar competitions in previous years, with over 1,000 individuals in attendance. Our diverse audience of local students, alumni, parents, young professionals and community leaders have made these events a rousing success in the past and will continue to do so in the future.

Circle City Bhangra will consist of 8 competing teams from across the nation as well as exhibition acts performed by collegiate and non-collegiate teams. We expect this event to be one of the largest South Asian events of its kind in the Midwest when combining the charm of Indianapolis and the fan base that currently exists in the local area. The competing teams will also bring with them loyal fans and proud parents who will come to watch the show but also to enjoy the stunning city of Indianapolis. With your sponsorship, we would like to further enhance the Circle City Bhangra show atmosphere as well as promote the local businesses that have so graciously donated to our organization and contributed to the success of this event.

As a sponsor, you will be encouraging youth at the university and local levels to experience culture through the performing arts. This event seeks to accomplish continued awareness of the South Asian culture and unification of our entire, global community.

Please do not hesitate to contact us with any questions or concerns. We hope that you will join us in our cause, and we look forward to seeing you on April 7, 2018 at our Circle City Bhangra Competition.

Sincerely,

Circle City Bhangra Committee



Circle City Bhangra Competition

Sponsorship – Advertisements

Of course, with your sponsorship kit, your donations will not go uncompensated for. Here are ways your group can be recognized:

Recognition During the Show:

We will recognize you as a gracious sponsor at the end of the show, before announcing the winners of the competition.

Free Tickets with Preferred Seating:

We will provide free tickets to the show where you will have the first choice of seats.

Logo and/or Name on Website & Social Media:

Your logo and/or name will be advertised on the competition website as well as on all social media channels that are utilized to market the event (Facebook, Instagram, Twitter, etc.).

Logo and/or Name on Flyers:

Three thousand flyers will be ordered and passed around campus advertising the Circle City Bhangra Competition event. Your logo and/or name will be advertised on every flyer. The organization will distribute flyers to local apartments, universities, restaurants, businesses, and other locations throughout the Spring 2018 semester. These are the flyers specific to the Circle City Bhangra event.

Logo and/or Name on T-shirt:

Two hundred T-shirts will be ordered advertising the Circle City Bhangra Competition event. Your logo and/or name will be advertised on the back of every T-shirt.

Half Page Program Advertisement:

Advertisements may occupy one half of a page in the Circle City Bhangra Competition program of events (pamphlets). This space can be used up for any form of advertisement such as a coupon, logo and/or directory listing at your discretion. One thousand programs will be handed out free of charge to all those in attendance at the door.



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Sponsorship – Advertisements

Full Page Program Advertisement:

Advertisements may occupy one full page in the Circle City Bhangra Competition program of events (pamphlets). This space can be used up for any form of advertisement such as a coupon, logo and/or directory listing at your discretion. One thousand programs will be handed out free of charge to all those in attendance at the door.

On Screen Advertisement & Banner Display:

30 minutes before the show, 15 minutes during intermission and 15 minutes after the show a projection screen above the stage will be clearly visible to those patrons in attendance. 15-second time slots will be given to those who donate for advertising in the form of a slide show or video. This slide show or video will be continuously repeated during the 3 show times listed previously. Time slots will be limited in order to maximize screen time for sponsors. We will also showcase a business banner or display in a visible area for audience exposure.

Personal Announcement During Show:

At the conclusion of the show, prior to announcing the winners of the competition, you may make a personal announcement regarding your business/entity for advertisement purposes. You will be allotted 5 minutes of speaking/advertisement time.

Table/Booth Display During Show:

We will provide a table and a designated area for you to set up marketing or promotional materials throughout the duration of the show. Materials may include (not limited to): banners, posters, flyers, business cards, etc.

Distribute Business Ads/Business Cards:

We will distribute your business advertisement or business card to local apartments, universities, restaurants, businesses, and other locations throughout the Spring 2018 semester. These advertisements are specific to your business/entity which can consist of coupons, sales, business cards, etc.



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Sponsorship – Prices and Packages

SPONSORSHIP BENEFITS	Bronze \$250	Silver \$500	Gold \$1,000	Platinum \$2,500
Recognition at Show	★	★	★	★
Free Tickets with Preferred Seating	2	4	6	10
Logo/Name on Website & Social Media		★	★	★
Logo/Name on Flyer		★	★	★
Logo/Name on T-Shirt			★	★
Pamphlet Advertisement			Half Page	Full Page
On Screen Advertisement & Banner Display			★	★
Personal Announcement/Speech During Show				★
Table/Booth Display During Show				★
Distribute Business Ads/Business Cards				★

Gold & Platinum Sponsors Only (Limit 2)
 Acknowledged as Host Partner of Event
+\$2000



Circle City Bhangra Competition

Sponsorship – Enclosed Ad & Donation

Please check ONE of the following:

ADVERTISEMENT INCLUDED

§ Please email or mail advertisement (coupon, business flyer, etc) if you have one pre-made to circlecitibhangra@gmail.com or to the address below.

ADVERTISEMENT NOT INCLUDED

§ If you do not have an advertisement, flyer, etc. pre-made, please type out a brief, formal description for our committee to use when advertising your business/entity.

Please write the name of the package you choose: _____

Total Enclosed Checks Payable to Amrit Singh \$ _____ . _____

Please mail payments to:

Amrit Singh
7550 Huddleston Dr. West
Indianapolis, IN 46217



Circle City Bhangra Competition

Sponsorship – Contact Information

Name: _____

Business Name: _____

Address: _____

Business Address: _____

URL: _____

Email: _____

Phone: _____

Signature: _____

Date: _____



Circle City Bhangra Competition

Sponsorship – Optional Donation

Optional Donation

Donation Amount: _____

Donor/Business Name: _____

Donor Signature: _____ Date: _____



Circle City Bhangra Competition

Sponsorship – Contact Us

For any questions or concerns please do not hesitate to contact us at circlecitybhangra@gmail.com.

Thank you for your support in the Circle City Bhangra Competition! We look forward to working with you.

Best Regards,

Amrit Singh **Neal Patel**
Co-Director Co-Director

Circle City Bhangra Committee
Email: circlecitybhangra@gmail.com
Phone: 317-643-4422