



UPASNA

Preserve the Culture ♦ Secure the Language ♦ Serve the Community

Sponsorship Package

Uttareeya Pradesh Antarashtriya Samiti of North America

www.UPASNA.org

'UPASNA' - Uttareeya Pradesh Antarashtriya Samiti of North America, translates to International Association of North Indian States of North America, is the largest North Indian non-profit 501 (c)(3) organization in North America.

Mission

- Preserve and promote the cultural & social heritage of north Indian (Hindi speaking) states of Bharat (Republic of India).
- Encourage its members to actively engage in philanthropic activities.
- Foster friendship and understanding among the people from Indian subcontinent of different linguistic and geographical territories.

Objective

- UPASNA shall promote friendly international relations and understanding of united India through educational, charitable and cultural activities.
- UPASNA shall serve and fulfill the educational, cultural, and social needs of Indian Diaspora.
- UPASNA shall coordinate and cooperate with other community organizations in programs and activities of mutual interest.

Yearly Events or Functions

- ❖ Holika Dahan & Rango Ka Milan – Holi Milan
- ❖ Dussehra Milan
- ❖ Day Picnic with Indian Games – Let's show our Childhood
- ❖ Art, Culture & History – Programs From:
 - USDC (UPASNA Scholars Development Committee)
 - USS (UPASNA Sangeet Samiti)
 - UKS (UPASNA Kala Samiti)
- ❖ Organizing Charities
- ❖ UPASNA DAY – Major Annual Event

UPASNA DAY

Just like the vibrant colors of a rainbow lighten up the entire sky, the multitude facets of Sangeet, Saahitya & Kala of India enchants & unifies all Indians living abroad. UPASNA DAY (DFW) is an attempt to further resonate this wonderful blend of Literature, Culture & Music in the Dallas-Fort Worth area. It is a day of learning, socializing, celebration, networking & top-notch entertainment – for all the members of your family- adults & your young ones, too. Best of all, it is FREE! Please look at the attached flyer to see all the wonderful & beneficial things we are lining up for you throughout the day.

Your family & you are therefore cordially invited to come participate in this meaningful event – either as an audience or as an active participant. Come, be a part of the group that propagates the rich culture of India amongst your children and other members of DFW area.

UPASNA DAY

Target Audience:

Around 5000+ rolling audience is expected due to nature of this event

Advertising:

Heavy on Social Media, Other Community Organization Collaborations, Radio, Print & Electronic Media, etc.

Date:

April 08, 2017 (Saturday)

Time:

Event starts from 10:00 AM till 11:00 PM

Venue:

MacArthur High School
3700 N MacArthur Blvd, Irving, TX 75062

SPONSORSHIP PACKAGES - Yearly

❖ Presenting Sponsor	\$15,000
❖ Platinum Sponsor	\$10,000
❖ Gold Sponsor	\$7,500
❖ Silver Sponsor	\$5,000
❖ Bronze Sponsor	\$2,500
❖ Scholarship Sponsor	\$1,000
❖ Corporate Sponsor	\$750
❖ Benefactors Sponsor	\$500
❖ Ambassadors Sponsor	\$250

Presenting Sponsor - \$15,000

- ❖ Sponsor-provided banner displayed inside the Arena & Auditorium in a prominent place (away from stage).
- ❖ Seating with Chief Guest / Key Note Speaker
- ❖ Opportunity to speak to VIP reception attendees
- ❖ Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- ❖ Sponsor listing on all at-event signage and in the event program
- ❖ Sponsor recognition and link from the event page on UPASNA's website
- ❖ Company name mentioned in all media advertising: print, online and radio
- ❖ Logo display on Main Stage Banner
- ❖ Brochure or Flyer Published in UPASNA Booklet (Full Page)
- ❖ 6 Premium Booth Space
- ❖ 16 VVIP Seats
- ❖ Special mention during the program & while presenting Scholarship.
- ❖ Stage Recognition by MC, Commemorative Trophy and opportunity to address the audience from the main stage
- ❖ Email blast of flyer with your logo to thousands of subscribers
- ❖ Presentation Slides to be shown in the Auditorium
- ❖ Website advertising for full one year
- ❖ Social Media & Face book Promotion
- ❖ Meet & Greet with Artists & Scholars over Lunch or Dinner
- ❖ Business Name on Volunteers T-Shirt / Goody Bags
- ❖ Open to customize & implement any specific requirements of your business

Platinum Sponsor - \$10,000

- ❖ Sponsor-provided banner displayed inside the Arena & Auditorium in a prominent place (away from stage).
- ❖ Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- ❖ Sponsor listing on all at-event signage and in the event program
- ❖ Sponsor recognition and link from the event page on UPASNA's website
- ❖ Company name mentioned in all media advertising: print, online and radio
- ❖ Logo display on Main Stage Banner
- ❖ Brochure or Flyer Published in UPASNA Booklet (Full Page)
- ❖ 4 Premium Booth Space
- ❖ 12 VVIP Seats
- ❖ Special mention during the program & while presenting Scholarship.
- ❖ Stage Recognition by MC and Commemorative Trophy
- ❖ Email blast of flyer with your logo to thousands of subscribers
- ❖ Presentation Slides to be shown in the Auditorium
- ❖ Website advertising for full one year
- ❖ Social Media & Face book Promotion
- ❖ Meet & Greet with Artists & Scholars over Lunch or Dinner
- ❖ Business Name on Volunteers T-Shirt / Goody Bags

Gold Sponsor - \$7,500

- ❖ Sponsor-provided banner displayed inside the Arena & Auditorium in a prominent place (away from stage).
- ❖ Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- ❖ Sponsor listing on all at-event signage and in the event program
- ❖ Sponsor recognition and link from the event page on UPASNA's website
- ❖ Company name mentioned in all media advertising: print, online and radio
- ❖ Logo display on Main Stage Banner
- ❖ Brochure or Flyer Published in UPASNA Booklet (Half Page)
- ❖ 2 Premium Booth Space
- ❖ 8 VVIP Seats
- ❖ Special mention during the program & while presenting Scholarship.
- ❖ Stage Recognition by MC and Commemorative Trophy
- ❖ Email blast of flyer with your logo to thousands of subscribers
- ❖ Presentation Slides to be shown in the Auditorium
- ❖ Website advertising for full one year
- ❖ Social Media & Face book Promotion
- ❖ Meet & Greet with Artists & Scholars over Lunch or Dinner

Silver Sponsor - \$5,000

- ❖ Sponsor-provided banner displayed inside the Arena & Auditorium in a prominent place (away from stage).
- ❖ Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- ❖ Sponsor listing on all at-event signage and in the event program
- ❖ Sponsor recognition and link from the event page on UPASNA's website
- ❖ Company name mentioned in all media advertising: print, online and radio
- ❖ Logo display on Main Stage Banner
- ❖ Brochure or Flyer Published in UPASNA Booklet (Quarter Page)
- ❖ 1 Premium Booth Space
- ❖ 6 VVIP Seats
- ❖ Special mention during the program & while presenting Scholarship.
- ❖ Stage Recognition by MC and Commemorative Trophy
- ❖ Email blast of flyer with your logo to thousands of subscribers
- ❖ Presentation Slides to be shown in the Auditorium
- ❖ Website advertising for full one year
- ❖ Social Media & Face book Promotion

Bronze Sponsor- \$2,500

- ❖ Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- ❖ Sponsor listing on all at-event signage and in the event program
- ❖ Sponsor recognition and link from the event page on UPASNA's website
- ❖ Company name mentioned in all media advertising: print, online and radio
- ❖ Logo display on Main Stage Banner
- ❖ Brochure or Flyer Published in UPASNA Booklet
- ❖ 1 Premium Booth Space
- ❖ 2 VVIP Seats
- ❖ Stage Recognition by MC and Commemorative Trophy
- ❖ Email blast of your logo to thousands of subscribers
- ❖ Presentation Slides to be shown in the Auditorium
- ❖ Website advertising for full one year
- ❖ Social Media & Face book Promotion

Scholarship Sponsor - \$1,000

- ❖ Special Stage Recognition by MC
- ❖ Name Printed in UPASNA Booklet
- ❖ 4 VVIP Seats
- ❖ Presentation Slides to be shown in the Auditorium
- ❖ Website advertising for full one year
- ❖ Social Media & Face book Promotion

Corporate Sponsor - \$750

- ❖ 6 VIP Seats
- ❖ Company name mentioned in all media advertising: print, online and radio
- ❖ Email blast of flyer with your logo to thousands of subscribers
- ❖ Logo display on website, invitations, brochures, flyers, social media
- ❖ Company Name Published in UPASNA Booklet
- ❖ Presentation Slides to be shown in the Auditorium
- ❖ Website advertising for full one year

Benefactors Sponsor - \$500

- ❖ 4 VIP Seats
- ❖ Name Printed in UPASNA Booklet
- ❖ Presentation Slides to be shown in the Auditorium
- ❖ Website advertising for full one year
- ❖ Social Media & Face book Promotion

Ambassadors Sponsor - \$250

- ❖ Name Printed in UPASNA Booklet
- ❖ 2 VIP Seats

Other Sponsoring Opportunities

- ❖ Kids Mela Area
- ❖ Palm / Mind Readers
- ❖ Food Area
- ❖ Magic/Science/Acting /Music Workshops
- ❖ Face Painting & Clowns
- ❖ Games & Snacks
- ❖ Pottery Painting/Lessons
- ❖ Photo Booth

SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to **Anjani Baranwal** by email at Events@upasna.org or by fax at **(469) 574-5911** or by mail at **3805 Morningside Drive, Plano, TX 75093**.

CONTACT INFORMATION:

_____	_____
Company Name	Contact Person
_____	_____
Contact E-mail Address	Contact Phone Number
_____	_____
Address	City/State/Zip Code

Thank You for giving us the opportunity to serve you and to build a healthy partnership to help promote each other.

SPONSORSHIP PACKAGES:

- \$15,000 Presenting Sponsor
- \$10,000 Platinum Sponsor
- \$7,500 Gold Sponsor
- \$5,000 Silver Sponsor
- \$2,500 Bronze Sponsor
- \$1,000 Scholarship Sponsor
- \$750 Corporate Sponsor
- \$500 Benefactors Sponsor
- \$250 Ambassadors Sponsor

PAYMENT INFORMATION:

- Please send me an invoice
- I have enclosed a check made payable to "UPASNA"
- Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

Card Number

Expiration Date Security Code

Once we receive your completed sponsorship form, UPASNA Member will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to Events@upasna.org. All materials will be sent for your approval before going to print.

\$ _____

Total Sponsorship Cost Signature Date

Contact Information

To discuss sponsorship opportunities, please contact the following individuals:

R. K. Panditi: (972) 516-8325

Sanjeev Jaiswal: (508) 369-7639

Rohit Singh: (940) 367-9581

E-Mail: events@upasna.org