



JHALAK 2013

SATURDAY, NOVEMBER 9TH 2013

SPONSORSHIP PROPOSAL

AN OVERVIEW OF JHALAK 2013

WHAT IS JHALAK?

The **Indian Cultural Association** (ICA), named Best Cultural Organization by the University of Texas Leadership Board for four consecutive years, is organizing its national signature event of the year. In accordance with our tradition, we have named the event **JHALAK**, to be held on Saturday, November 9th, 2013. This **Bollywood dance competition** brings together dance teams from **across the nation**, showcasing the Indian culture through their vibrant and energetic dances. The event will feature musical and dance performances, both contemporary and classical, demonstrating the very best of Indian performing arts. Our audience comes from **all over Texas**, including the metropolises of Austin, Houston, Dallas, and San Antonio. Through our live streaming of the show, we also attract a **nationwide audience**.

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We invite you to take part in this nationwide event by becoming an **official JHALAK sponsor**. You may choose from a variety of sponsorship levels, all guaranteeing **tremendous exposure** for your company or organization.





#### Want to learn more?

Check out our Facebook page at

<http://www.facebook.com/JhalakDanceCompetition>

## THE EVENT

### *Redefining the Idea of Dance*

The Indian Cultural Association of The University of Texas at Austin is proud to present **JHALAK 2013**, taking place on **Saturday, November 9th**. This event features the top Bollywood fusion dance teams from all over the United States, facing off in the **largest Bollywood fusion dance competition in the South**. Showcasing the talents of both the teams competing on the national Bollywood dance circuit and a wide variety of UT dance teams representing the various forms of traditional Indian dance, **JHALAK 2013 is a night to be remembered**. Our goal for the evening is to portray the rich culture of India through one of the most inspiring means: **dance**. This is ICA's thirteenth time organizing **JHALAK**, and the second one we are hosting as a nationwide dance competition, and we have been very pleased with the reception of this kind of event by the Texas community. For the past few years, our event has **completely sold out**. We plan to make **JHALAK 2013** one of the most widely attended events of its kind at UT Austin, and we aim to attract crowds from **all over Texas**. The expected budget of the event is \$30,000.

# HOW ICA AND JHALAK CAN HELP YOU

## WHY ICA?

- ICA reaches **3,000-4,000 students and professionals** in Austin, AND we target them multiple times over a semester through our events (see below).
- Our sponsors will gain at least **17,500 views** in a semester through our advertising.

## WHY JHALAK?

- Because we are the **most prestigious South Asian dance competition in the southern U.S.**, our event has **always sold out**, and that means your firm or organization will reach a physical audience of **1,200 people**.
- We are able to reach an even larger audience because we **live-stream our event**. Last year **more than 1,000 people** viewed our live-stream, and we expect an even bigger turnout this year after last year's success.
- We have been featured on the Austin affiliate of NBC, so we are definitely **a well-known presence** in Austin. View our appearance here:

<http://www.kxan.com/dpp/community/bollywood-competition-hits-ut-campus>

# ICA'S MARKETING POTENTIAL

| ICA Event                                     | Description                                                                     | Your Direct Reach         | Event Location                                    | Your Potential Exposure Through Event Publicity |
|-----------------------------------------------|---------------------------------------------------------------------------------|---------------------------|---------------------------------------------------|-------------------------------------------------|
| <b><i>Jhoom: An Indian Dance Workshop</i></b> | Provide students with the opportunity to learn new dance styles                 | 50 to 65 individuals      | University of Texas RecSports Center              | 700-1,000 students                              |
| <b><i>Rasoi: An Indian Kitchen</i></b>        | Sell catered Indian food in front of the UT tower to students all across campus | 150 to 250 individuals    | University of Texas West Mall                     | 1,000-1,500 students                            |
| <b><i>Bollywood Beats</i></b>                 | Let UT students dance to their favorite American and Bollywood tunes downtown   | 80 to 100 individuals     | Bars and Nightclubs on Austin's famous 6th Street | 700-1,000 students and professionals            |
| <b><i>Jhalak</i></b>                          | Increase awareness about Indian culture through a national dance competition    | 90,000-95,000 individuals | University of Texas Hogg Auditorium               | 3,000-3,500 students and professionals          |

# WE MAKE MARKETING WORK

## In addition to promoting sponsors at ICA events:

- We will promote your company or **organization on the ICA and Jhalak webpages**, <http://www.ut-ica.com> and <http://www.texasjhalak.com> respectively.
- We will also recognize your sponsorship on **DesiDanceTeams.com (DDT)**, a site averaging about **70,000 views per week**.
- In addition, we will market your company or organization through the **Facebook pages of ICA, Jhalak, and DesiDanceTeams.com**.  
ICA's Facebook page has a reach of **over 5,000 people**.  
Jhalak's Facebook page has a reach of **over 24,000 people**.  
DesiDanceTeams.com's Facebook page also has a reach of **over 24,000 people**.
- We also offer you the opportunity to put your logo and company name on **all of our publicity materials**.

This includes:

1. Handbills
  2. Flyers
  3. Teaser videos
  4. T-shirts
  5. Banners...
- ...and much more!

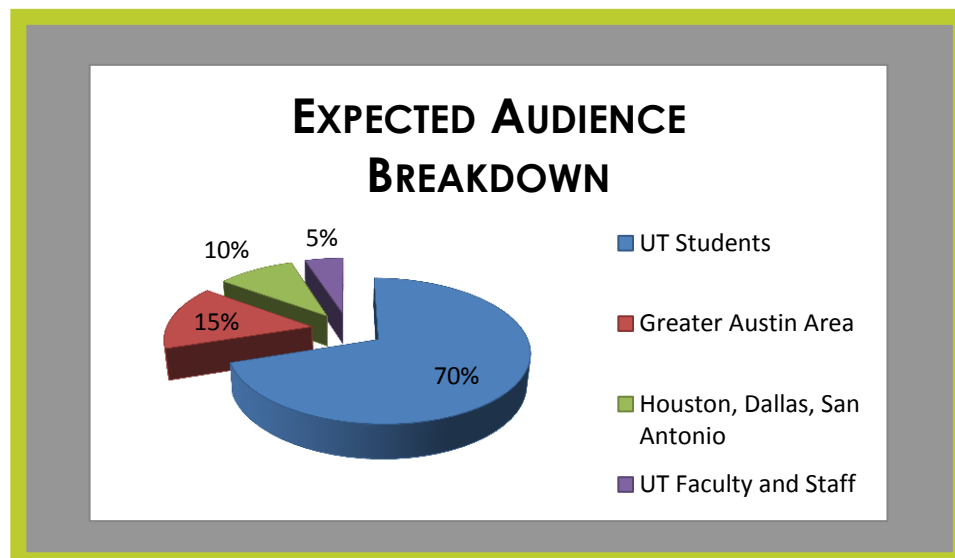


- In total, we distribute over **10,000 handbills and flyers** around Austin.
- We expect our teaser videos to reach **well over 1,000 views** on YouTube,
- We usually produce about **100 T-shirts** for our members and affiliates, who wear these shirts **every day** during the week before the show, painting the campus our event colors of black and yellow. This unique form of exposure **works**: students notice **waves of yellow all over the campus**.
- We will also have **a minimum of 200 shirts** distributed to JHALAK 2013 participants, **which means nationwide distribution of your company/organization logo**.

# IN CASE YOU'RE NOT CONVINCED...

## JHALAK appeals to a wide audience.

The audience for this event would be largely drawn from the population of the UT Austin community and will include students, faculty and staff members. This would include a large South Asian population, most of whom are doctors, software professionals, and small business owners. Seventy percent of the audience is student based; however, keep in mind that all these students come from **all over Texas**. A large percentage of them are originally from in Houston, Dallas, or Austin. Furthermore, over **1,000** individuals throughout the nation tune in to watch *Jhalak* via live streaming, demonstrating the **nationwide reach** *Jhalak* can offer a sponsor.



## It's for a good cause.

JHALAK is proud to continue its support of **Pratham USA**, a charity helping children across India get access to a great education. Therefore, your sponsorship of Jhalak will qualify your company or organization for various **tax benefits**. For more information about Pratham, please visit <http://www.prathamusa.org>.



**Pratham USA**

Every Child In School and Learning Well

# OUR PROPOSAL

We provide several different sponsorship packages for our sponsors:

## **Sponsorship Categories**

*Diamond Sponsorship (\$5,500+)*

*Platinum Sponsorship (\$3,500 – \$5,000)*

*Gold Sponsorship (\$1,500 – \$3,500)*

*Silver Sponsorship (\$500 – \$1,500)*

*Bronze Sponsorship (\$250 – \$500)*

In return for your sponsorship, we will advertise and promote your organization through several different means. Along with traditional advertising (print media and banners), we will include your company or organization's information on our JHALAK 2013 and ICA websites, and mention your company or organization's name as a sponsor during our email outreach campaigns.

Please note that in accordance with University policies, we are not allowed to display the logos of any non-UT affiliated organization on JHALAK 2013 t-shirts and flyers. We are permitted, however, to include the company's name and information in plain text.

## **INDEPENDENT ADVERTISEMENTS**

**You can also purchase only advertisement space in the program booklet, which is distributed to the audience at our event.**

|                     |              |
|---------------------|--------------|
| <b>FULL PAGE</b>    | <b>\$200</b> |
| <b>HALF PAGE</b>    | <b>\$150</b> |
| <b>QUARTER PAGE</b> | <b>\$100</b> |



# SPONSORSHIP OPPORTUNITIES

Please note that non-monetary donations, such as food or other items/products, will still be eligible for the same benefits according to the chart below based on their equivalent monetary value.

| <b>Sponsorship Levels:</b>          | <b>Diamond Status (\$5500+)</b> | <b>Platinum Status (\$3500+)</b> | <b>Gold Status (\$1500+)</b> | <b>Silver Status (\$500+)</b> | <b>Bronze Status (\$250+)</b> | <b>Viewership</b> |
|-------------------------------------|---------------------------------|----------------------------------|------------------------------|-------------------------------|-------------------------------|-------------------|
| Publicity at every ICA event        | ✓                               |                                  |                              |                               |                               | <b>30,000+</b>    |
| 1-2 minute speech                   | ✓                               | ✓                                |                              |                               |                               | <b>1,000+</b>     |
| Announce Winners & Present Trophies | ✓                               | ✓                                |                              |                               |                               | <b>1,000+</b>     |
| Logo on post-event videos           | ✓                               | ✓                                |                              |                               |                               | <b>100,000+</b>   |
| Company Banner at Event             | ✓                               | ✓                                | ✓                            |                               |                               | <b>1,000+</b>     |
| Product Demonstration/Booth         | ✓                               | ✓                                | ✓                            |                               |                               | <b>1,000+</b>     |
| 30 second Promo Video during Event  | ✓                               | ✓                                | ✓                            |                               |                               | <b>1,000+</b>     |
| Company Name on Event Shirts        | ✓                               | ✓                                | ✓                            |                               |                               | <b>Unlimited</b>  |
| Company name on slideshow           | ✓                               | ✓                                | ✓                            | ✓                             |                               | <b>1,000+</b>     |
| Email Marketing                     | ✓                               | ✓                                | ✓                            | ✓                             |                               | <b>600+</b>       |
| Social Media Promotion              | ✓                               | ✓                                | ✓                            | ✓                             |                               | <b>680,000+</b>   |
| Logo on ICA & DDT website           | ✓                               | ✓                                | ✓                            | ✓                             |                               | <b>130,000+</b>   |
| Logo on Program Booklet             | Full page                       | Full page                        | 1/2                          | 1/4                           | 1/8                           | <b>1,000+</b>     |
| Logo on Event Website               | ✓                               | ✓                                | ✓                            | ✓                             | ✓                             | <b>1,000+</b>     |
| Verbal Recognition                  | ✓                               | ✓                                | ✓                            | ✓                             | ✓                             | <b>1,000+</b>     |
| VIP Tickets                         | 8                               | 8                                | 6                            | 4                             | 2                             |                   |
| Actual Value                        | ----                            | <b>\$5260</b>                    | <b>\$3420</b>                | <b>\$1480</b>                 | <b>\$740</b>                  |                   |
| Return On Investment                | Unbelievable                    | Excellent                        | Great                        | Very Good                     | Good                          |                   |

## INTERESTED IN SPONSORING?

Fill out and return our **sponsorship form** on page 9 of this packet and contact **Varun Bhatnagar, JHALAK 2013 Finance Co-Chair** at [jhalak@ut-ica.com](mailto:jhalak@ut-ica.com) for more information.

**WE THANK YOU FOR YOUR SUPPORT.**



# SPONSORSHIP FORM

Please include this form with your sponsorship. All donations are tax-exempt.

We thank you for your support.

If you prefer, you may complete this form online at:

<https://docs.google.com/spreadsheet/viewform?formkey=dFZaZXNjSHdvQXIfaGl6RFkzZTIhSnc6MQ>

## CONTACT INFORMATION

Name of Sponsor:

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Primary Contact Person (leave blank if same as above):

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Mailing Address:

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Email Address:

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Phone Number:

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Please select your sponsorship level:

Diamond Status (\$5500+): \_\_\_\_\_

Platinum Status (\$3500+): \_\_\_\_\_

Gold Status (\$1500+): \_\_\_\_\_

Silver Status (\$500+): \_\_\_\_\_

Bronze Status (\$250+): \_\_\_\_\_

Other (please indicate amount): \_\_\_\_\_

If you have any questions,  
please contact **Varun  
Bhatnagar, JHALAK 2013  
Finance Co-Chair** at  
[jhalak@ut-ica.com](mailto:jhalak@ut-ica.com).

Thanks again for your  
generous contribution.

Do you have any restrictions on how your sponsorship donation can be used? If so, please indicate here: \_\_\_\_\_