

**HOSTED BY:**  
NORTHVILLE IASA



# DESI TASHAN SPONSORSHIP PROPOSAL

2019 PROSPECTUS

# ABOUT US

The Northville Indian American Student Association (IASA) is a student led organization dedicated to preserving Indian culture and heritage while giving back to the community. Through meticulously planned fundraisers and events we are able to build relationships between students not only in Northville, but also students all around Michigan that are all dedicated toward a common cause.

**Every year, we host Desi Tashan, a high-school Bollywood dance competition. All proceeds from this event are donated to Vista Maria, a charity that helps abused girls in Detroit. Over four years, we have donated over \$41,000!**

Desi Tashan is the **biggest high school Bollywood dance competition** where teams from all over the Metro-Detroit area come to compete. Desi Tashan brings out the competitive side of high school dancers and is a platform where they can showcase cultural dance styles. All proceeds from the event are donated to Vista Maria, a charity that helps orphaned, abused, and trafficked children in Michigan. Every year, **Desi Tashan hosts over 1,200 enthusiastic audience members** - including teenagers, brothers and sisters, parents, grandparents, and friends - for a night everyone will remember.



# WHY SPONSOR US?

## AUDIENCE

Every year, Desi Tashan has a growing crowd with over 1,200 parents and students attending each year! Desi Tashan is where everyone comes together for a night of cultural celebration and showcase mixed with some friendly competition. The nature of Desi Tashan itself draws out a crowd of diverse individuals perfect for advertising any business, organization, or product.

## A GREAT CAUSE

For the past four years, Northville IASA has donated over \$41,000 to Vista Maria. Sponsoring this event will not only serve as an opportunity to showcase your business, but also allows you to help Vista Maria - an organization that directs all its efforts to providing care and security for vulnerable girls who were abused and trafficked.

## PROMOTE AND SHOWCASE

Due to the magnitude of Desi Tashan, this event is the perfect platform to present your business or organization to a crowd of prospective clients or customers. Desi Tashan draws out parents, students, friends and families from all over the Metro Detroit area in one place which presents a unique and promoting experience for your organization or product.

## ONGOING BENEFITS

Northville IASA is a growing and loving organization and a sponsorship is more than just a numerical value for us- you become a part of our family. We appreciate any and all donations you make and look forward to a long-lasting partnership.

# SPONSORSHIP PACKAGES

OPPORTUNITY	BRONZE \$250	SILVER \$500	GOLD \$750	PLATINUM \$1,000	DIAMOND \$1,500
Special Thanks on Website	✓	✓	✓	✓	✓
Name and Ad on Social Media	✓	✓	✓	✓	✓
Recognition of Business at Show	✓	✓	✓	✓	✓
Complementary Tickets	2	3	4	5	6
Advertisement in Event Program		1/4 pg.	1/2 pg.	1/2 pg.	Full pg.
Distribution of Business Card			✓	✓	✓
Video Advertisement at Show				1 min.	2 min.
Logo Before and After Show				✓	✓
Banner Advertisement Under Stage				✓	✓
Individual Post on Social Media				✓	✓
Company Name on Wristband				✓	✓

All sponsorship terms and packages are negotiable