

The University of Pittsburgh presents...

DHIRANA 2016



Sponsorship Packet

What is Dhirana?

Dhirana is a national intercollegiate Indian classical dance competition created by students of the University of Pittsburgh to bring a unique cultural tradition to the region while giving back to the local community. A tradition started by hosting Laasya 2012, Dhirana reflects the commitment to exhibit talent and hard work by both dancers and organizers. The Pittsburgh community's support for Laasya and the enthusiastic involvement from University of Pittsburgh students led Pitt Nrityamala to create Dhirana, an annual competition to foster interest in Indian classical dance. As an opportunity to network dancers and artists across the country, this competition provides collegiate classical dance teams with a platform with which to showcase their talents during an unforgettable weekend experience. Not only is Dhirana the first large-scale, student-run dance competition hosted by the University of Pittsburgh, it is also one of the only nationally-recognized competitions that features various classical Indian dance styles and art forms including Bharatanatyam, Kuchipudi, and Kathak.



Pitt Nrityamala 1st Place



Pitt Nrityamala 2nd Place

Each year, the competition features eight nationally recognized collegiate teams who are evaluated by world-renowned dance teachers in the community. These judges are committed to preserving tradition and culture in a new generation of students. Every year, thousands of attendees from all over the nation enjoy this spectacular showcase of culture and art. Thus, our sponsors are associated with a cultural and philanthropic organization and benefit from a growing audience that extends far beyond the University of Pittsburgh.



University of Pittsburgh, Nrityamala Team

Dhirana represents:

- ❖ Tradition at the modern level
- ❖ Student representation at the community level
- ❖ Interaction with dancers from across the country
- ❖ Introduction of culture to the greater Pittsburgh area

The Competition:

- ❖ Eight nationally recognized collegiate teams
- ❖ Thousands of attendees
- ❖ Soldiers & Sailors Memorial Hall
- ❖ February 20th, 2016



Dhirana 2014 Competitors: University of Maryland, John Hopkins University, North Carolina State University, University of California Berkeley, Rutgers University, Georgia Tech University, Penn State University, The College of New Jersey

Why Should You Sponsor?

By sponsoring Dhirana, a non-profit organization, you will contribute to the growth of a Pittsburgh event that tirelessly works to support the Birmingham Clinic, Indian classical arts, and students all around the nation.

Sponsors:

- ❖ As a corporate sponsor, introduce your brand to thousands at the local and national level
- ❖ Enjoy a tax-deductible donation
- ❖ Support student achievement throughout the process of making Dhirana 2016 a success event
- ❖ Contribute to the arts in Pittsburgh and India
- ❖ Support your local community through donating to the Birmingham Clinic
- ❖ Promote the art of Indian classical dance



UC Berkeley (Dhirana 2015)



Rutgers University (Dhirana 2015)

Past Successes



University of Maryland (Dhirana 2015)

Laasya 2012, Dhirana 2013, Dhirana 2014, and Dhirana 2015 enjoyed resounding success. Student participation was and continues to be the heart of the competition, with competing teams coming from as far away as Georgia, Texas, and California to participate in this high-caliber event.

- ❖ Over **\$32,000** raised for local and national charities
- ❖ Dhirana 2014 met its goal of funding a **12-lead EKG** for the Birmingham Clinic and Dhirana 2015 surpassed this amount with over \$10,000 raised
- ❖ Audience of approximately **2,000 people**
- ❖ **200 student participants** from all over the country

The Birmingham Free Clinic

"I love all of you here at the clinic. You treat me with respect, dignity, and a true sense of caring and concern. Never at any medical facility have I been anything except for a number. Here, I am a name and am treated like I'm part of your family. Thank you all," tells a patient.

The Birmingham Free Clinic Offers:

- ❖ Community based collaboration that provides care to uninsured groups
- ❖ Unbiased care with dignity, compassion, understanding
- ❖ Range of clinical services, ear nose and throat, dermatology, pediatrics, smoking cessation, diabetes, and gynecology
- ❖ Services for Spanish-speaking families
- ❖ Exclusively volunteer team of physicians, pharmacists, and nurses
- ❖ More than 3,000 patients in a year, and the number is increasing



Sponsorship Tiers

Lead Sponsor (Highest Contribution)

The Lead Sponsor for Dhirana 2016 will receive the status of official sponsor. The Lead Sponsor will enjoy the following benefits:

- ❖ Name in program and Commemoration at show
- ❖ 5 minute speech from representative of organization during the show
- ❖ 1 minute video of the organization during the show
- ❖ Banner of company (if provided) placed near the entrance
- ❖ Full page advertisement in program
- ❖ Information booth during intermission
- ❖ Logo of organization on all Dhirana-related flyers, posters, website, and official T-shirts
- ❖ Reservation of 10 VIP tickets **
- ❖ HD DVD of show



Georgia Institute of Technology
(Dhirana 2015)

Platinum Sponsors (\$1000+)

Platinum Sponsors will enjoy the following benefits:

- ❖ Name in program and Commemoration at show
- ❖ Banner of company (if provided) placed near the entrance
- ❖ Pick 4 of your choice*
 - Full page advertisement in program
 - Information booth during intermission
 - Logo of organization on all Dhirana-related flyers, posers, and website
 - Logo on official T-shirts
 - Reservation of 7 VIP tickets**
 - HD DVD of show



Johns Hopkins University
(Dhirana 2015)

Gold Sponsors (\$501-\$1000)

Gold Sponsors will enjoy the following benefits:

- ❖ Name in program and Commemoration at show
- ❖ Banner of company (if provided) placed near the entrance
- ❖ Pick 3 of your choice*
 - Half page advertisement in program
 - Information booth during intermission
 - Logo of organization on all Dhirana-related flyers, posters, and website
 - Logo on official T-shirts
 - Reservation of 7 VIP tickets**



Silver Sponsors (\$251-\$500)

Silver Sponsors will enjoy the following benefits:

- ❖ Name in program and Commemoration at show
- ❖ Banner of company (if provided) placed near the entrance
- ❖ Pick 2 of your choice*
 - Half page advertisement in program
 - Information booth during intermission
 - Logo of organization on all Dhirana-related flyers, posters, and website
 - Logo on official T-shirts
 - Reservation of 5 VIP tickets**

Bronze Sponsors (\$151-\$250)

Bronze Sponsors will enjoy the following benefits:

- ❖ Name in program
- ❖ Pick 2 of your choice*
 - Quarter page advertisement in program
 - Information booth during intermission
 - Logo of organization on all Dhirana-related flyers, posters, and website
 - Logo on official T-shirts
 - Reservation of 4 VIP tickets**



Copper Sponsor (\$50-\$150)

Copper Sponsors will enjoy the following benefits:

- ❖ Name in program
- ❖ Reservation of 1 free general admission ticket **

Penn State University
(Dhirana 2015)

Separate Program Ads and Messages

We also offer space in the program for ads and messages:

Full Page: \$250

Half Page: \$150

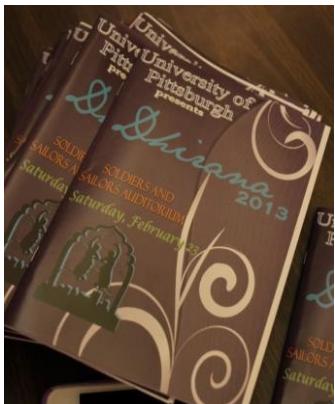
Quarter Page: \$100

*For any of the choices, you can pick multiple of the same thing (e.g., for platinum, one could receive just 20 VIP tickets.)

**To food/drink sponsors: Dhirana offers specialized advertising to fundraising events and other promotions sponsored by your product(s), which replaces the offer of VIP tickets

Sponsorship Benefits Summary

	Name in Program	Tickets	Ad in Program	Logo on Website	Commemoration at Show	Info Booth	Logo on T-shirts	Banner	1 Minute video	5 Minute Speech
Copper	X	1								
Bronze	X	3	1/4 page							
Silver	X	4	1/4 page	X						
Gold	X	5	1/2 page	X	X	X	X	X		
Platinum	X	7	1 page	X	X	X	X	X	X	
Lead	X	10	1 page	X	X	X	X	X	X	X



Sponsor Benefit-Program



Sponsor Benefit-Information Table



Sponsor Benefit-Banner

Dhirana Sponsorship Response Form

Contact Information:

Company Name _____

Primary Contact Person _____

E-mail Address _____

Phone Number _____

Check all that apply:

Corporate

Individual

Full Page Ad

Half Page Ad

Quarter Page Ad

Lead Sponsor

Platinum Sponsor (Pick 4 of your choice)

- Full page advertisement in program
- Information booth during intermission
- Logo of organization on all Dhirana related flyers, posters, and website
- Logo on official T-shirts
- Reservation of 7 VIP tickets **
- HD DVD of show

Gold Sponsor (Pick 3 of your choice)

- Half page advertisement in the program
- Information booth during intermission
- Logo on all Dhirana-related flyers, posters, and website
- Logo on official T-shirts
- Reservation of 5 VIP tickets *

Silver Sponsor (Pick 2 of your choice)

- Quarter page advertisement in the program
- Reservation of 4 VIP tickets **
- Logo of organization on Dhirana Website

Bronze Sponsor (Pick 1 of your choice)

- Quarter page advertisement in the program
- Reservation of 3 VIP tickets **

Copper Sponsor

- Name in program
- Reservation of 1 VIP Ticket

To get your logo on the t-shirt and advertisement in the program, all materials must be in by
February 1st, 2016

Please choose one of the following payment methods:

1) Make checks payable to the University of Pittsburgh with "Dhirana 2016" in the memo line and sent to the following address:

Kamalini Ghosh
101 N. Dithridge Street, Apt. 506 Pittsburgh, PA 15213

2) Online payment: Google Wallet

Google Wallet works as a payment through Google accounts. All that is required is a debit/credit card in order to make payments. Payments can then be sent to Dhirana2016@gmail.com.

Dhirana Contact Information

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Thank you!

Dhirana