

The University of Pittsburgh  
presents:

# Dhirana 2018



## SPONSORSHIP PACKET

March 17<sup>th</sup>, 2018



# What is Dhirana?



**To promote awareness of Indian classical dance, provide a platform for collegiate dancers to continue pursuing the art, and better the Pittsburgh community through philanthropy and service.**

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 northeast region while giving back to the local Pittsburgh community. A tradition started by hosting Laasya 2012, 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 well as raise funds for a local Pittsburgh charity. 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, Kathak, and Odissi.

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.

## **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 2018 a success!
- Contribute to the arts in Pittsburgh and in India.
- Support your local community through donating to the Birmingham Free Clinic.
- Promote the art of Indian classical dance.



# The Birmingham Free Clinic

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

## The Birmingham Free Clinic Offers:

- Community based collaboration that provides care to uninsured groups
- Unbiased care with dignity, compassion, and understanding
- Range of clinical services has **expanded** to ophthalmology, cardiology, smoking cessation, endocrinology, pulmonary, audiology, GI consult, and neurology consult
- 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



## Dhirana has raised over \$40,000 for the clinic!

- Funded a **12-lead EKG** for the Birmingham Free Clinic
- Funded medications for patients – their **entire** medications budget only comes from 3 fundraisers, one of which is Dhirana
- Audience of over **2,000 people**
- **200 student participants** from all over the nation



*"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."*

*–Patient*



# Sponsorship Tiers



	Copper	Bronze	Silver	Gold	Platinum	Lead
5 Minute Speech at Show						×
1 Minute Video at Show						×
Info Booth (Intermission)					×	×
Banner (if provided)				×	×	×
Logo on T-Shirts				×	×	×
Logo on Website			×	×	×	×
Name in Program	×	×	×	×	×	×
Ad in Program		1/4 page	1/4 page	1/2 page	1 page	1 page
VIP Show Tickets	1	3	4	5	7	10
Donation Amount	\$50-150	\$151-250	\$251-500	\$501-750	\$751+	Highest Contributor

**Separate Program Ads & Messages:** Full Page: \$250    Half Page: \$150    Quarter Page: \$100

## DHIRANA 2018 Contact Information:

**Audreela Deb & Bianca Charity**

Sponsorship Chairs

978-844-7519

[dhirana.sponsorship@gmail.com](mailto:dhirana.sponsorship@gmail.com)

**On behalf of the entire Dhirana 2018 Board, we'd like to thank you for your generous contribution to our cause! We look forward to seeing you at the show!**

## Dhirana 2018 Sponsorship Response Form

### Contact Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**Sponsor Type:**   ☐ Corporate   ☐ Individual

### Benefit Package:

- ☐ Lead    ☐ Platinum    ☐ Gold  
☐ Silver    ☐ Bronze    ☐ Copper

### Ad Preference:

- ☐ Full Page    ☐ Half Page    ☐ Quarter Page

**PAYMENT METHODS:** Payments **MUST** be made by March 1<sup>st</sup>, 2018 to receive sponsorship benefits.

CHECKS: Payable to the "**University of Pittsburgh**" with "**Dhirana 2018**" in the memo. Checks can be mailed to:

**Rohan Shah**  
**222 Melwood Ave. Apt. 106**  
**Pittsburgh, PA 15213**



*Dhirana Presents*

**The 2nd  
Annual  
Sponsorship  
Gala**

**December 9th, 2017**

**William Pitt Union Assembly Room**

**6:30-9:30 PM**

*Dhirana cordially invites you to join us for an evening of Indian classical dance, food, and giving back! Hope to see you there!*