

THE UNIVERSITY OF
PITTSBURGH PRESENTS

DHIRANA 2020

22 FEBRUARY 2020



SPONSORSHIP PACKET

WHAT IS DHIRANA?

Dhirana is a national intercollegiate Indian classical dance competition hosted by students of the University of Pittsburgh. Dhirana brings an ancient and unique cultural tradition to the northeast region while giving back to the local Pittsburgh community.



After hosting Laasya 2012, Pitt Nrityamala created Dhirana with the community's support and the enthusiastic involvement from college students to foster interest in Indian classical dance as well as raise funds for a local Pittsburgh charity.

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 featuring Indian classical dance styles such as Bharatanatyam, Kuchipudi, Kathak, and Odissi.



OUR MISSION

- Provide a platform for collegiate dancers
- Promote awareness of classical Indian dance
- Give back to the Pittsburgh community through philanthropy and service



Each year, the competition features eight collegiate teams from across the country who portray stories through Indian classical dance. World-renowned judges, committed to preserving the tradition of this ancient art form, evaluate the teams on nritta - intricate footwork, mudras- hand gestures, abhinaya - facial expressions, and other aspects of the dance. Hundreds of attendees enjoy this spectacular show and are immersed in a powerful storytelling experience.

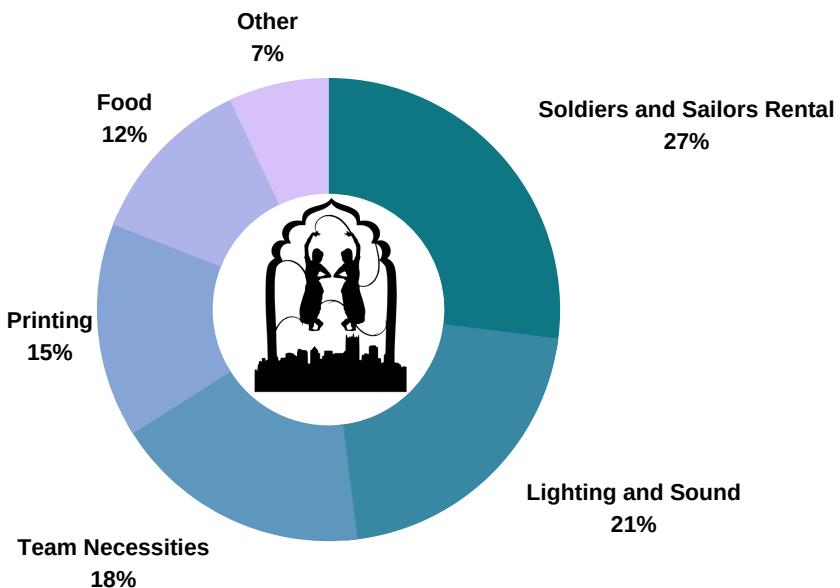
This year, we are proud to host eight teams at Dhirana on:
22 February 2020
at the Soldiers and Sailors Memorial Hall and Museum.

WHY SPONSOR?

- Join the revival and expansion of ancient Indian classical art
- Support student achievement by making Dhirana 2020 a success
- Be an integral part of supporting healthcare in your local community
- Contribute to the foundation of Indian culture and art in Pittsburgh and the country
- As a corporate sponsor, expand your brand to thousands at the local and national level
- Enjoy a tax-deductible donation



WHERE WILL YOUR DONATION GO?



**Total Cost:
\$20,778.50**

Your generosity will allow us to fund vital components needed to run Dhirana 2020 and put on a successful show. Having as many funds as possible allows us to make Dhirana more professional for our performers and more accessible to people in the Pittsburgh community. Overall, we will be able to reach a wider audience and help support our mission of empowering young classical dancers and benefitting the Birmingham Free Clinic.

All proceeds from ticket sales to Dhirana will benefit the Birmingham Free Clinic

DHIRANA & THE BIRMINGHAM FREE CLINIC

The Birmingham Free Clinic, located on South 9th Street right here in Pittsburgh, offers

- ° Community based collaboration that provides care to uninsured groups
- ° Unbiased care with dignity, compassion, and understanding
- ° Range of clinical services including cardiology, guerrilla eye service, ear nose and throat, dermatology, pediatrics, smoking cessation, diabetes, and gynecology
- ° Services for Spanish-speaking families

The Birmingham Free Clinic utilizes exclusively volunteer teams of physicians, pharmacists, and nurses to provide their services. In a single year, the clinic provides treatment to more than 3,000 patients, and the number is increasing.



Dhirana has donated over \$80,000 to the Birmingham Free Clinic, and over the past 7 years, our donations have:

- Funded a 12-lead EKG for the clinic
- Covered medication costs for patients
- Provided a consistent source of income for the clinic's annual budget
- Impacted the lives of thousands in the Pittsburgh area

SPONSOR BENEFITS

	Copper	Bronze	Silver	Gold	Platinum	Lead Sponsor
Donation Amount	\$100 - \$200	\$201 - \$350	\$351 - \$500	\$501 - \$750	\$751 - \$900	N/A
VIP Tickets¹	2	3	3	4	5	10
Name in Program³	✓	✓	✓	✓	✓	✓
Ad in Program^{*3}			1/4 page	1/2 page	Full page	Full page
Logo in Newsletter			✓	✓	✓	✓
Logo on Website²				✓	✓	✓
Banner³					✓	✓
Info Booth³						✓
1 Minute Video³						✓
5 Minute Speech³						✓

***Separate Program Ads & Messages:**

Full page: \$250 Half-page: \$150 Quarter-page: \$100

- 1 - VIP Tickets include a reception with dinner before the show and preferred seating at the show
- 2 - Logo will be displayed on our website, www.dhirana.com, for one year after donation date
- 3 - These benefits will reach our audience at the show on February 23, 2019



CONTACT INFO



Anupama
Jayachandran
Sponsorship
Chair
(724) 900 - 1169

Sahana
Sangappa
Sponsorship
Chair
(732) 740 - 6097

dhirana.sponsorship@gmail.com

Aditi Sharma Co-Director (412) 432 - 6892	Amika Patel Co-Director (585) 773 - 2863	Shaunak Digambar Business Manager (610) 246 - 8598	Nithya Ganesh Secretary (510) 305 - 8802	Anagha Arunkumar Nrityamala Rep (412) 915 - 3916
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dhirana.pitt@gmail.com

On behalf of the entire Dhirana 2020 Board, we would like to thank you for your generous contribution! We look forward to seeing you at the show!

.....RESPONSE FORM.....

<input type="checkbox"/> Individual	<input type="checkbox"/> Corporate	Tier Selection:
Name in Program:		<input type="checkbox"/> Copper
Primary Contact:		<input type="checkbox"/> Bronze
Email Address:		<input type="checkbox"/> Silver
Phone Number:		<input type="checkbox"/> Gold
Donation Method:		<input type="checkbox"/> Platinum
<input type="checkbox"/> Check (please make check payable to <i>University of Pittsburgh</i> , Memo <u>Dhirana 2020</u>)		Separate Ads & Messages:
<input type="checkbox"/> Credit (please visit :)		<input type="checkbox"/> Full page
		<input type="checkbox"/> Half page
		<input type="checkbox"/> Quarter page

Please send completed form and donation to:

Anu Jayachandran
101 N. Dithridge St, Apt 818
Pittsburgh, PA 15213