The University of Pittsburgh presents:

Dhirana 2018



SPONSORSHIP PACKET

March 17th, 2018



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:

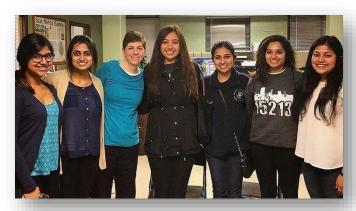
- Community based collaboration that provides care to uninsured groups
- Unbiased care with dignity, compassion, and understanding
- Range of clinical services has expanded to ophthalmology, cardiology, smoking cessation, endocrinology, pulmonary, audiology, GI consult, and neurology consult
- Services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



	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						Highest
Donation Amount	\$50-150	\$151-250	\$251-500	\$501-750	\$751+	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

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

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Contact Info	orm	ation:						
Comp	oany	Name:						
Prima	ary (Contact:						
E-ma	il Ac	ldress:						
Phone Number:								
Sponsor Type: Benefit Packago		Corporate		Individual	PAYMENT METHODS: Payments MUST be made by March 1 st , 2018 to receive sponsorship benefits.			
□ Lead		Platinum		Gold	CHECKS: Payable to the "University of			
□ Silver		Bronze		Copper	Pittsburgh" with "Dhirana 2018" in the memo.			
Ad Preference:					Checks can be mailed to:			
□ Full Page		Half Page		Quarter Page	Rohan Shah 222 Melwood Ave. Apt. 106 Pittsburgh, PA 15213			



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 9ndian classical dance, food, and giving back! Hope to see you there!