



Charity Sponsorship Pack

See inside for details on how to sponsor the largest
Asian cultural event in all of East Anglia

Friday 26th February 2016
Guildhall, Market Hill, Cambridge CB2 3QJ

Proudly Supporting



Bhagini Nivedita Pratishthan Pune

MASTANA 2016

Mastana is a fusion charity show organised by the Cambridge University Hindu Cultural Society. We are proud to say it is the largest Asian cultural event in all of East Anglia, drawing people from around the UK to experience the finest singing, dancing, acting, comedy and fashion that Cambridge has to offer.

This is Mastana's 20th year, and in the past, it has attracted more than 500 people and regularly raises over £5,000. It promises to be a huge success again this year!



As always, 100% of the profit made by Mastana will be donated to our chosen charity:

Bhagini Nivedita Pratishthan Pune

an organisation that seeks to improve the welfare of women and children in India. Their work involves running educational programmes to teach children to learn independently, and also helps women gain a stronger foothold in the community.

Time: 19:00

Date: Friday 26th February 2016

**Venue: Guildhall, Market Hill, Cambridge
CB2 3QJ**

It is only with the support of our **valued sponsors** that we are consistently able to raise the funds to contribute significantly to this amazing cause.

Any contribution is massively appreciated and, of course, not without reward; Mastana represents a fantastic way to **increase the awareness of your business** and we offer some competitive sponsorship packages, the details of which may be found on the next page.

MASTANA 2016

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR (EXCLUSIVE) - £1500

- 'Mastana 2016 in association with *your business*' used on all advertising platforms
- Full-colour double-page spread centred in the Mastana brochure
- Company trailer/video played onstage during the show's interval
- Company logo displayed on all hoodies, flyers, posters, handouts, show tickets and raffle tickets
- Company literature placed on each seat
- Branded freebie of your choice distributed at show (e.g. pens, water-bottles, goodie-bags, etc.)
- Advertisements on the Facebook event
- Opportunity to speak about your business during the Opening Ceremony
- Opportunity to have a stall at the entrance of the show , handing out literature etc.

Platinum Sponsor (limited availability) - £750

- Mention of support during the show
- Company banners located across the venue
- Full-colour page in the Mastana brochure
- Company logo displayed on screens during the show's interval
- Advertisements on the Facebook event

Gold Sponsor - £150

- Mention of support during the show
- Full-colour half-page in the Mastana brochure
- Company logo displayed on screens during the show's interval
- Advertisements on the Facebook event

Silver Sponsor - £50

- Full-colour quarter-page in the Mastana brochure
- Company logo displayed on the Facebook event



If you are interested in sponsoring but would like to explore some other options, we are more than happy to discuss creating **a personalised package** for your business – please don't hesitate to ask!



CAMBRIDGE UNIVERSITY HINDU CULTURAL SOCIETY

Please feel free to contact Sajan Rajani on
skr37@cam.ac.uk or 07956 307837