



THE INDIAN SUB-CONTINENTAL CLUB

at the

UNIVERSITY OF CALIFORNIA, IRVINE

proudly presents

Garba Attitude

15th Annual Intercollegiate Garba Competition

SPONSORSHIP PACKET

Garba  Attitude

garbawithattitude@gmail.com

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Dear Potential Sponsor,

The Indian Sub-Continental Club at the University of California, Irvine will be hosting its fifteenth annual intercollegiate Garba/Raas competition, Garba With Attitude (GWA). Garba with Attitude is the largest Garba/Raas competition on the west coast, and the only one in California. Garba and Raas are Indian forms of dance that originated in the Gujarat region. Raas is a form of dance that uses two wooden sticks, or dandiyas. The merger of these two dances has formed the high-energy dance that is seen today in competitions such as Garba with Attitude and all across the world.

The Indian Sub-continental Club (ISC) at the University of California, Irvine has been an influential and active non-profit student organization for over 25 years. The goal of ISC is to unite the students of UCI whose cultural roots come from different countries within the Indian Sub-continent such as: Bangladesh, Bhutan, India, the Maldives, Nepal, Pakistan, and/or Sri Lanka. In our 2015 competition, we had a full house with 10 talented competing teams from around the nation and an amazing audience to cheer them on. It was truly an encouraging sight to see Garba/Raas teams from various parts of the country come together on one stage!

In order for this show to be as successful as it has been in the past, the support of our sponsors has played a crucial role. ISC's goal is to rally the local and national communities' support for these one of a kind productions. We believe that it is imperative for America's expanding business members to take an active interest in events such as these to not only benefit their organization, but to aid their neighboring communities as well. We would like to express our utmost gratitude in inviting any and all businesses, organizations,

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corporations, and individuals to become involved in our events. The pages that follow contain information regarding the sponsorship packages. We thank you for your interest and look forward to hearing from you soon. Please feel free to contact us with any questions or concerns.

Sincerely,

Janki Patel and Niraly Patel
 Directors
garbawithattitude@gmail.com
 Janki Patel: (310) 892 2136
 Niraly Patel: (951) 427 4764

About the Indian Sub-Continental Club

The Indian Sub-Continental Club (ISC) at the University of California, Irvine has been an influential and active non-profit student organization for over twenty-five years. The goal of ISC is to unite the students of UC Irvine whose cultural roots come from different countries within the Indian Sub-continent such as: Bangladesh, Bhutan, India, the Maldives, Nepal, Pakistan, and/or Sri Lanka. Every year, ISC hosts numerous activities to spread cultural awareness and provide a place where students from similar backgrounds can meet and interact. It also nurtures an environment which stimulates cultural awareness through various ISC-sponsored activities and events such as our Garba With Attitude competition, Culture Show, South Asian Awareness Week, Philanthropy Events and Cultural Dinners.

What is Garba with Attitude?

For the past fourteen years, the Indian Sub-Continental Club (ISC) at the University of California, Irvine has hosted Garba With Attitude (GWA), a national Garba/Raas (Indian folk dance) competition, attracting student formed teams, audience members of various ages, and organizations from across the nation. This year GWA will be on Saturday, February 11th, 2017.

GWA has grown to become America's premier Garba/Raas competition and is the only competition of its kind on the West Coast. In its fifteenth year, its focus not only lies in exhibiting the values and expressions of this form of dance, but also in promoting cultural awareness. It is a platform for philanthropic awareness, while fostering a competitive and professional atmosphere.

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In the past fourteen years, Garba With Attitude has grown from five universities participating within California to over 200 participants from ten different Universities nationwide. The show has had a record five year sell out point with over 1,000 audience members which include students, representatives from various organizations, family members of participants, show organizers, and garba enthusiasts.

Why Sponsor Garba With Attitude?

Marketing Benefits:

- Company name will be placed on marketing materials that reach out to over 50,000 people nationwide.
- Company will be able to create significant brand awareness among the South Asian Community.
- Company website link will be displayed on the ISC and GWA websites, which receives over 15,000 visits a year.
- Media coverage at GWA provides additional marketing advantages for your company.
- Your business will be marketed to a large audience at each show with average annual attendance of over 1200 audience members.

Target Audience:

- Philanthropic Organizations.
- Families of participating teams.
- Students of all ages across the nation.
- Community members from all across Southern California.
- Local Universities.
- Faculty, Staff and Professors at UC Irvine.
- Potential Investors

Community Service:

- All donations go towards a non-profit organization.

- All donations and sponsorships help support philanthropic events.
- Spread South Asian culture, promote diversity, and increase cultural awareness throughout our diverse community that these events cater to.

Sponsorship Packages

Gold Sponsor: \$1,000

- Booth set-up in main lobby of venue for GWA
- Six (4) Complimentary tickets in prime seating for GWA
- Sponsor's name announced and recognized during the show
- Name and logo placement on all official GWA show brochures, banners, booklets, and fliers
- One Full page advertisement in color in GWA Program Booklet (8 ½ x 11in)
- Slides in presentations at all quarterly ISC meetings
- Recognition at all events
- Sponsor advertisement projected on screen before and after show and during intermission
- GWA show commercial during intermission (30 seconds)
- Sponsor Website links and logo on our e-mails and official websites for GWA and ISC

Silver Sponsor: \$700

- Booth set up in main lobby of venue for GWA
- One-Half page Advertisement in color in GWA Program Booklet (8 ½ x 5in)
- Four (3) Complimentary tickets in prime seating for GWA
- Sponsor website links and logo on our e-mails and official websites for GWA and ISC
- Sponsor advertisement projected onto screen before and after show and during intermission
- Recognition at all events
- Recognition in newspaper coverage and radio press across North America

Bronze Sponsor: \$350

- One-Fourth page Advertisement in color in GWA Program Booklet (4 x 5.5in)

- Two (2) Complimentary tickets in prime seating for GWA
- Sponsor website link and logo on our e-mails and official website for GWA
- Sponsor advertisement projected onto screen before and after show and during intermission
- Recognition at all ISC events

Sponsorship Options

Individual Options*:

- Full page (8 ½ x 11in) size advertisement in color (GWA Program).....\$375
- Half page (8 ½ x 5.5in) size advertisement in color (GWA Program).....\$250
- *Quarter page (4 x 5.5in) size advertisement in color (GWA Program).....\$150
- *Eighth page (4 x 2in) size advertisement in color (GWA Program).....\$100
- *Company Logo and website link on GWA website.....\$75
- *Company Logo website link on ISC website.....\$75
- 60 Second commercial before and after show and during intermission.....\$250
- 30 Second commercial before and after show and during intermission.....\$125
- Booth in main lobby of venue for GWA.....\$400
- Sponsor name and logo on GWA participant T-Shirt (250).....\$250
- Media (Video or Audio) on GWA website.....\$150

*All prices are negotiable.

Please Note:

- If you do not have an advertisement already made, we can make one for you according to your specifications and needs
- All banners & commercials must be provided by the company/sponsor

Special Note:

- If none of the packages appeal to you, we will be more than happy to customize a package that fits your needs. Please contact, Janki Patel and Niraly Patel at garbawithattitude@gmail.com for more information.

Attention All Potential Sponsors/Partners:

- If you would like to be involved in Garba With Attitude, but feel that monetary contribution is not your preferable medium of support, then we also appreciate support in other forms, such as gifts for our participants, transportation, food, other necessary supplies for our

competing teams, and publicity for our competition. Thank you for your continued interest!

1/2 Page Advertisement

(8 1/2 in. x 5 1/2 in.)

1/8 Page Advertisement

(4 in. x 2 in.)

1/4 Page Advertisement

(4 in. x 5 1/2 in.)

Sponsorship Form

Garba With Attitude
Janki Patel and Niraly Patel
3900 Parkview Ln.
Irvine, CA 92612

Yes, My company or I would like to be a sponsor of Garba With Attitude.

Company/Individual Name: _____

Package Type: (please check one)

- ☐ Gold
- ☐ Silver
- ☐ Bronze
- ☐ Individual
- ☐ Custom

If the sponsorship package is individual or Custom, please attach package specification to this form.

Additional Friendly Donation Amount (optional):

\$ _____

Full Name and or Company Name:

Primary Address:

Phone Number: _____

Email Address: _____

Total Amount Enclosed: \$ _____

Make checks payable to "Janki Patel" or "Niraly Patel"

I/We agree to pay Garba With Attitude the amount indicated above. I/We have read and understood what I/We will receive in return for my sponsorship, according to the attached sponsorship packet.

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Signature of Sponsorship Partner

Date

Printed Name of Sponsorship Partner

Date