

SPONSORSHIP

2017

WELCOME

Dear Prospective Sponsor,

The Bhangra in the Burgh (BIB) Executive Committee is excited to present our eleventh annual bhangra dance competition on **Saturday, November 18th, 2017**. We are a non-profit, entirely student-run bhangra competition with Carnegie Mellon University as our parent organization. Since our inception in 2007, BIB has been a platform for top Bhangra teams from across the nation to showcase their talent - this colorful exhibition of the positive energy Bhangra represents helps us raise funds for a local Pittsburgh charity annually. Our sold-out shows and immense growth have raised over \$88,000 for charity and brought together students in the area and from across the nation, making us known as the largest student-run event in Pittsburgh.

This year, we are dedicating our efforts to Children's Hospital of Pittsburgh Foundation, and the funds raised will support the Creative and Expressive Arts Therapy program at Children's Hospital of Pittsburgh UPMC, which aims to help even the youngest patients cope and communicate. We are hoping to reach a total of \$10,000 to donate. We are thrilled to support Children's Hospital of Pittsburgh Foundation in their work to enable young children cope with their illnesses or trauma through creative outlets.

Our mission is to maximize our impact and reach in the Pittsburgh community. Thus, we turn to our community for support to help us run the vehicle for philanthropy Bhangra in the Burgh has become in Pittsburgh. We attribute our success over the years greatly to our generous, supportive sponsors. From small businesses to large corporations, we are inspired by the donations we receive annually to help us make a difference in our community. The financial support and donated goods that we receive help us cover the operating costs of the event, providing an experience that everyone involved can look forward to every year. With the support we receive from our sponsors, we can dedicate greater portions of our revenue to our philanthropic mission.

We are seeking a mutually beneficial, sustainable partnership with you that takes advantage of the reach and popularity of Bhangra in the Burgh to make a meaningful impact close to home. Sponsors have the unique opportunity to attract both local and national audiences, including Carnegie Mellon students, faculty, alumni, and the Pittsburgh community as a whole.

The attached sponsorship packet delineates our various sponsorship levels and provides you with more information regarding Bhangra, BIB and the Children's Hospital of Pittsburgh Foundation. Thank you for your time and interest in sponsoring Bhangra in the Burgh, please feel free to contact us, through the information provided in this packet, with any questions or concerns.

With your support, we can celebrate eleven years of serving our community through dance!

Sincerely,
Sudeep Raj and Sahiti Alavala
Sponsorship Chairs, Bhangra in the Burgh 11
bhangraintheburgh@gmail.com

BHANGRA

Bhangra is a lively and energetic folk dance that is usually performed in celebration of the annual harvest. It originates from a region extending from Northwest India to East Pakistan, known as Punjab. The dance is accompanied with a combination of various classical instruments, such as the 'dhol', along with traditional lyrics. By fusing with Western elements, such as hip-hop and reggae, bhangra has been dramatically transformed in recent years. The growing influence of contemporary bhangra has captured the attention not only of the Punjabi diaspora, but of larger communities as well, primarily in the United Kingdom, Canada and the United States.

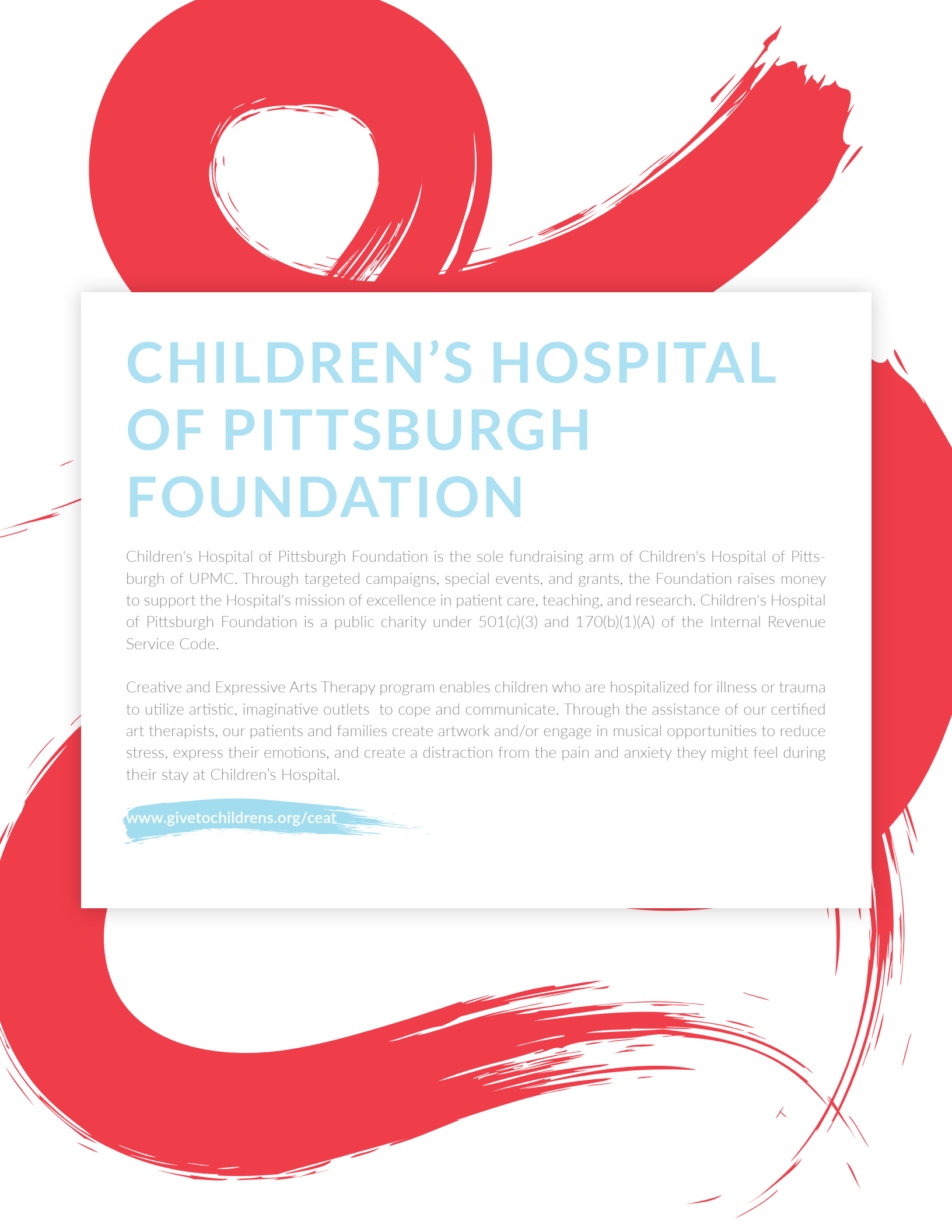
Bhangra has become a popular activity in many universities around the United States with over 30 Bhangra competitions and more than 65 collegiate Bhangra teams. South Asian clubs and organizations in these universities form teams and hold annual Bhangra competitions in major US cities. Bhangra has hugely expanded its audience and is quickly becoming one of the most popular dance styles in the country.





BHANGRA IN THE BURGH

Bhangra in the Burgh brings together the top bhangra teams from across the nation to compete on one stage in a night of music, dance, and South Asian culture. Since the competition started in 2007, it has only continued to grow in popularity and acclaim. The competition, now deemed the largest student run event in Pittsburgh, has attracted a sold out crowd of 2,500 people for the past six years so it is no doubt that the art of bhangra is truly a sight to see. The Bhangra in the Burgh organization uses the competition as a vehicle to raise money every year for a local charity, this year to Children's Hospital of Pittsburgh Foundation. We have raised over \$80,000 over a period of ten years and we hope to go to unprecedented heights this year. Together, we can use Bhangra in the Burgh to make a significant, meaningful impact on the Pittsburgh community.

The background of the page is white, decorated with large, expressive red brushstrokes. One large stroke forms a thick, curved shape at the top left, resembling a stylized 'C' or a heart. Another stroke sweeps across the top right. A third, more complex stroke curves along the bottom and right side of the page. A white rectangular box with a subtle drop shadow is centered on the page, containing the text.

CHILDREN'S HOSPITAL OF PITTSBURGH FOUNDATION

Children's Hospital of Pittsburgh Foundation is the sole fundraising arm of Children's Hospital of Pittsburgh of UPMC. Through targeted campaigns, special events, and grants, the Foundation raises money to support the Hospital's mission of excellence in patient care, teaching, and research. Children's Hospital of Pittsburgh Foundation is a public charity under 501(c)(3) and 170(b)(1)(A) of the Internal Revenue Service Code.

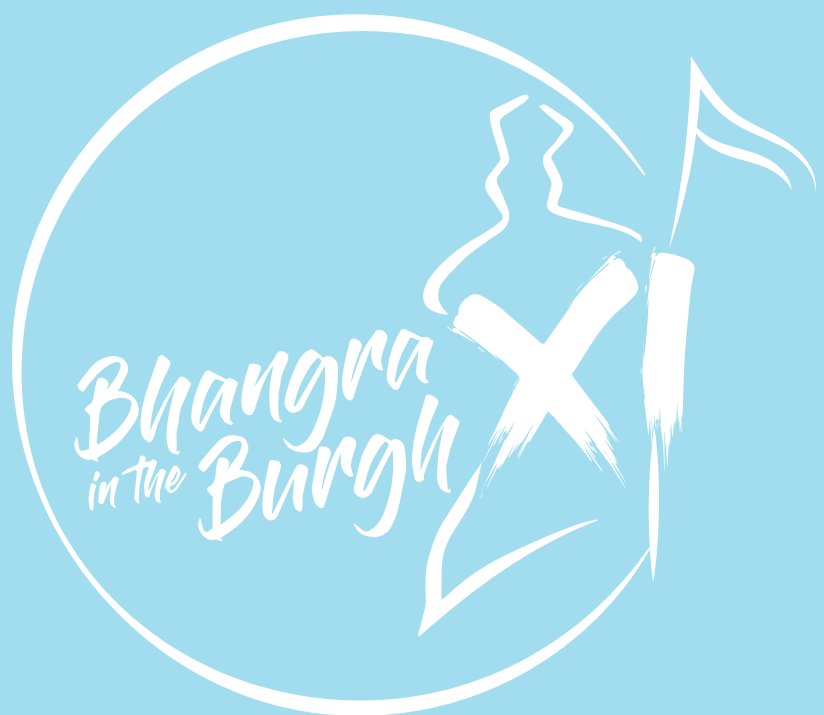
Creative and Expressive Arts Therapy program enables children who are hospitalized for illness or trauma to utilize artistic, imaginative outlets to cope and communicate. Through the assistance of our certified art therapists, our patients and families create artwork and/or engage in musical opportunities to reduce stress, express their emotions, and create a distraction from the pain and anxiety they might feel during their stay at Children's Hospital.

www.givetochildrens.org/ceat

PACKAGES

	BRONZE I	BRONZE II	SILVER	GOLD	PLATINUM
Logo and branding on central poster on Carnegie Mellon's campus					
Invitation to present trophies to teams					
30-60 seconds for video/speech during show					
Special feature on official BIB website					
Banner (provided by sponsor) in main event lobby					
Mentions on social media					
Logo on back of event t-shirt*					
Acknowledgement by MC's					
Logo projected on screen before show and during intermission					
Branding on flyers					
Ad in program	¼ PAGE	¼ PAGE	½ PAGE	FULL	FULL COVER
Logo and link to website on official BIB site					
Donation	\$150 to \$250	\$250 to \$999	\$1000 to \$1999	\$1999 to \$3499	\$3500+

*T-shirts are distributed to Carnegie Mellon students, dancers from across the nation, and sold to the public.



www.bhangraintheburgh.org