



INDIAN STUDENTS' SOCIETY



DIL SE! SOUTH ASIAN TALENT SHOW

SPONSORSHIP PROPOSAL

FRIDAY, MARCH 20, 2015

PRESENTED BY:



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ABOUT THE INDIAN STUDENTS' SOCIETY

The Indian Students' Society, aka the ISS, is a student-run organization, recently recognized by the University of Toronto (2009), that strives to celebrate and propagate a rich, multicultural India through heritage, food, commerce, art, thought, awareness, and more at the University of Toronto. Our mission is to integrate the student society at the university by presenting a diverse India in a friendly way for our non-Indian friends to learn and understand our country's and culture's true nature, and involving those of Indian origin in more than just a social manner.

ISS holds several events throughout the year, all of which instill a passion for Indian culture and diversity. Our events have come with an overwhelming amount of support and attendance, with over 350 people present for our signature event, Dil Se, last year.

ABOUT DIL SE

Dil Se (From the Heart) is an opportunity to promote our rich and diverse South Asian culture. An annual culture show hosted by the Indian Students' Society at the University of Toronto, Dil Se aims at bringing communities together to celebrate Indian art, music and dance. Dil Se week 2015 consists of two events, *Gyan Night and Dil Se*.



OVERVIEW

GYAN NIGHT

This event brings successful entrepreneurs and student leaders from within the community to showcase their work and encourage fellow students in achieving their dreams. Speakers range from alumni, faculty and current students from the University of Toronto as well as successful members of the South Asian community in the Greater Toronto Area (GTA). The event will include presentations by the speakers in their respective areas of expertise, along with Q&A and networking opportunities. The topics range from technology, to journalism and film, so there's something for everyone.

DIL SE - The Culture Show

Through the culture show, ISS creates a platform for student artists and performers around the GTA to showcase their talents. We also bring a popular artist to the U of T campus to headline Dil Se and entertain the vast South Asian student population. Continuing with the success of Dil Se 2013 featuring Indo Pak band JoSH and Dil Se 2014 with 'Angel Eyes' singer RAGHAV, ISS wants to make Dil Se 2015 a bigger success by bringing an outstanding headline to the stage. The event also includes a mouth-watering three-course Indian meal.

Dil Se 2015 looks at bringing India to campus. Through music, art and cuisine, we want to appreciate the amazing South Asian talent within the GTA and provide the community with a medium to express their talent and successes.

EVENT SNAPSHOT

Date:

Gyaan Night will be held on Wednesday, March 18th from 6.00 - 9.00 pm

Dil Se 2015 will be held on Friday, March 20th from 8.00 - 11.30 pm

Venue:

Gyaan Night - Bahen Centre (tentative)

Dil Se 2015: JJR Macleod Auditorium

Target Audience:

i) U of T students, faculty and staff

ii) Members of the South Asian community in the Greater Toronto Area

Promotions Plan:

Week of February 15th

- Teaser poster is released on social media
- Announcement of Dil Se week through immediately available online mediums

Week of February 22nd

- First poster released with information: sponsors' logos and names hereon added
- Announcement of headline act
- First teaser video released

Week of March 1st

- Second poster released
- Printed brochures released, and frequently circulated till the event date
- Video blog released on social media
- Announcement of more performers

Week of March 8th

- Third poster released
- Radio announcements begin, and run until the event date
- Updates regarding performers and food released through online avenues

Week of March 15th

- GTA-wide print advertisements
- Final promotional video released through online avenues
- Final announcements made through online avenues

TIMELINE OF EVENT

GYAN NIGHT

PHASE	TIME
Meet and great	6:00 pm
Presentations by entrepreneurs and student leaders	6:30 pm
Closing remarks and networking opportunities	7:30 pm

DIL SE - Culture Show

PHASE	TIME
Doors open	7:45 pm
Dil Se show	8:15 pm
Dinner and networking	10:00 pm



SPONSORSHIP LEVELS

DESCRIPTION	PRESENTING SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
Value	\$5,000	\$2,500	\$1,000	\$500
Premium seating at main event	20	15	10	5
Meet and Greet with Headliner	Yes	Yes	Yes	Yes
Promotion of sponsor's brand during the opening address	Yes	Yes	No	No
Promotion of sponsor's brand during the closing address	Yes	Yes	Yes	Yes
Link of corporate website on event website	Yes	Yes	Yes	Yes
Sponsor's name on all advertising and marketing materials	Yes	Yes	No	No
Acknowledgement in multiple mediums, such as local newspapers, radio, television	Yes	Yes	Yes	Yes
Banner(s) at venue entrance	3	2	1	N/A
Premium booth(s) for corporate promotion at main event	Yes	No	No	No
Continuous promotion post Dil Se event	Yes	Yes	No	No

CONTACT

For inquiries about sponsoring the event, please contact:

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