

MAD TOWN BHANGRA

Sponsorship Packet



FEBRUARY 24TH 2024

WELCOME

Dear Prospective Sponsor,

Thank you for your interest in being a sponsor for Madtown Bhangra. We are happy to announce Madtown Bhangra will be hosting its first ever in person competition next year after being virtual the past two years! We are thrilled to host this competition at the University of Wisconsin-Madison campus on February 24th, 2024. In this packet, you will learn more about our event, our mission and the impact we will make through our philanthropic initiative.

As a potential sponsor, you will have the opportunity to be a part of one of the largest South Asian cultural events in the Midwest. Through joining the MTB family, you will reach a growing South Asian market in the midwest and reach more students and professionals from across the country.

With your partnership, we will be able to create our first in-person competition and reach our philanthropic goals. This competition celebrates South Asian culture and gives you access to a diverse and talented dance audience. We hope that you can join us for an unforgettable competition weekend and look forward to working with you to establish a successful weekend!

Sincerely,

Madtown Bhangra

What is MTB?

BHANGRA

Bhangra is a traditional Punjabi dance form that celebrates the annual harvest season in Punjab (region in northern India also encompassing Pakistan). It is a vibrant and energetic dance form that has developed over centuries with many connotations to agriculture, an important symbol in Punjabi culture. Bhangra has spread to other parts of the world (UK and America) and has been influenced by many Western styles (hip pop and jazz) to merge both modern and folk styles in the cultural dance form.

OUR MISSION

Founded in 2020, Madtown Bhangra was a virtual bhangra competition with the mission to create a platform for collegiate Bhangra teams to showcase their Bhangra talent in front of renowned judges in the circuit and hundreds of Bhangra fans. Madtown Bhangra is proud to provide the opportunity for winning teams to contribute to causes they are passionate about. We advocate for a philanthropic initiative where every team gets to select a charity of their choice and MTB will donate the set proceeds to the chosen charities on behalf of the placing team. This year, we hope to host teams from across the country in Madison, WI and continue our philanthropic initiative.



Sponsorship Levels

■ Gold - \$1000+

- Silver Package
- Logo on event shirts
- Advertisement during Award Ceremony
- Banner in Event Lobby
- Recognition in all MTB emails
- **Six complementary tickets**

■ Silver - \$600+

- Bronze Package
- Advertisement on MTB website
- In-show shout out by MCs
- Intermission Advertisement
- **Four complementary tickets**

■ Bronze - \$200+

- Logo will be included on MTB website
- Logo will be projected during event
- Shout out on MTB social media
- **Two complementary tickets**

OUR IMPACT



Madtown Bhangra is proud to provide the opportunity for winning teams to contribute to causes they are passionate about. Over the past two virtual competitions, Madtown Bhangra has donated all its proceeds on behalf of the placing teams with a total of over 2.5k in donations. The logos of organizations we have donated to are shown below.



Sahaita
The helping hand



Sakhi
for South Asian Women

Make-A-Wish®

Contact Information

Feel free to ask us any questions!

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