



Introduction

Dear Sponsor,

On behalf of Maryland Minza's 2020-21 Board of Directors, we would like to thank you for taking an interest in becoming a sponsor. This upcoming year we will be holding the fourth annual Maryland Minza national intercollegiate dance competition on February 27th, 2020 at the University of Maryland, College Park.

Commented [1]: not sure

Maryland Minza is a non-profit South-Asian fusion dance competition created to foster cultural awareness. South-Asian fusion dance is composed of various styles of dance from different areas internationally, promoting a diverse and inclusive environment. Our competition will feature eight teams from across the country who will showcase a cultural fusion of dance styles from around the world ranging from West-African to Indian classical. This year, our competition has qualified to be a double-bid competition, which means that Maryland Minza is one of the elite competitions which will provide teams who place at our competition with bid points that will increase their rank in qualifying for *both* of the fusion dance circuit's national competitions, Legends and Bollywood America. Teams have the freedom to exercise their artistic licenses by choosing a creative theme characterized by a story told through dance. Similarly, Maryland Minza chooses a theme for our competition and this year's theme is 007 James Bond.

Commented [2]: change

Maryland Minza plans on putting together an incredible culturally enriched show that will bring teams from across the country together with their passion for dance. To provide a very competitive atmosphere, teams that want to be part of the competition are required to apply online and send in audition videos. Maryland Minza invites the top eight teams that are ranked from the audition videos to be a part of the memorable three-day-event. To kick off the weekend, we begin with a social mixer on Friday. On the Saturday of the event, the teams will have morning rehearsal, followed by the show later that day.

In order to accomplish our vision as this year's Sponsorship Directors, we rely heavily on you, our corporate and local sponsors. Your association with us will be mutually beneficial for both Maryland Minza and your company. Minza is responsible for providing teams with meals, prizes, and any necessary items that teams would require throughout the competition. It would be much appreciated if any sponsorship or donation can be provided to help us achieve and offer the best possible hospitality at our competition.

Additionally, since we are a non-profit under the 501(c)(3) United States Internal Revenue Code, all of your donations will be tax deductible. We invite you to be a sponsor for Maryland Minza as we go into its fourth year with more innovative ideas than before. Your business will be exposed to promotion through advertising as a sponsor of this event. Along with the benefits we provide listed on page four of this packet, we are also willing to discuss additional promotional opportunities to help expand your customer base. Please do not hesitate to contact us if any additional information is needed to answer your questions. Thank you for your time and we look forward to working with you.

Sincerely,

The Maryland Minza Sponsorship Team



Why Sponsor?

EXPOSURE: We will give you exposure to potential clients who are interested in your product, company, or message. With advertisements on our multiple social media platforms, we will help create new customers and encourage old customers to return to your establishment through positive reinforcement from being a great community leader. With technology becoming more advanced each day, new features such as Instagram stories will allow for high volume engagements. We will also offer promotions during our competition, which are listed below in our



VALUE: We have direct access to a vast and valuable demographic of college students and their families around the nation through our broad social media and our show's location at the University of Maryland, College Park. We would love for you to join our exclusive group of sponsors represented at this event and help us make a difference with your support.



RAINN



As a national dance competition, Maryland Minza strives to create an environment that brings people from different walks of life together with one commonality: the passion for dance. This passion to join forces to achieve a common goal extends beyond the fusion dance circuit. Based off last year's expenditures, our preliminary budget to run a successful competition for this year is roughly \$35,000. Our goal is to raise enough money to have additional funds that exceed our





expenses so that we can donate a percentage of our funds to a charity of our choice. This year, we have chosen the charity RAINN, which is the nation's largest anti-sexual violence organization. According to statistics, every 98 seconds, an American is sexually assaulted, while every eight minutes the victim is a child. We pledge to donate a minimum of 5% of our ticket sales, and hope that with your help we will exceed our goal for competition funds and be able to donate even more to RAINN.

Any donation made to RAINN has its proper usage in the organization. 93 cents of every dollar is used to help survivors and prevent sexual violence through public education, while the rest is put toward management and fundraising. Making a contribution to RAINN will help countless victims and help educate the public on sexual violence, creating a better world for us to live in.

For more information on RAINN visit:

<https://www.rainn.org/about-rainn>

Package Features

	Platinum SPONSOR \$750+	Gold SPONSOR \$450- \$749	Silver SPONSOR \$449 and under
Company name announced during program with corresponding sponsorship level	X	X	X
Company Banner displayed at venue*	X	X	
Video Commercial during show	X	X	
Advertisement on Event Program	Large logo displayed with Top Cover Feature	Middle of Back Cover Feature	Bottom of Back Cover Feature
Advertisement on official website	X	X	X





Advertisement on our social media accounts	X		
Advertisement on National Desi Dance Network forum	X	X	X
Name and/or Logo on back of Event Shirt **	X		
Name and/or Logo on Participant team's performance video hosted online/ reveal on social media pages	X	X	
Business card included in hospitality basket for non-monetary donations			

*If sponsor has a banner to provide us with, we would love to display it at the venue.

**Upon request



Terms & Conditions

The terms and conditions outlined herein have been established for the mutual benefit and protection of the Sponsor, Maryland Minza Board of Directors, and event patrons. These terms may not be modified unless in writing and signed by the first two parties listed above. The Sponsor agrees to these terms and conditions as an integral part of this binding contract. Please read carefully to avoid any misunderstandings.

- 1) Checks, cashier's checks, and money orders are acceptable forms of payment. Sponsorship benefits are conditional upon payment of the mutually agreed sponsorship fee. The sponsorship fee is due at the time of commitment and, in any case, payment in full is due prior to the event.
- 2) The sponsorship benefits listed in this document for each respective Sponsorship level constitute the entire package of benefits offered to sponsors. The Maryland Minza Management Team is under no obligation to provide additional benefits if not mentioned in this document, whether promised otherwise or not, unless agreed in writing by the Sponsorship Director of the Maryland Minza Management Team.
- 3) Unless otherwise prohibited in writing by the Sponsor, the Sponsor permits the Maryland Minza Management Team to use the Sponsor's name and/or logo in promotional materials, advertising, and public announcements relating to Maryland Minza. The Sponsor further represents and warrants that it has the right to grant this permission. The Sponsor will retain all ownership rights and any goodwill related to the use of its trademarks. The Sponsor shall hold the Maryland Minza Management Team harmless against any and all actions related to the Maryland Minza Management Team's use of the Sponsor's trademarks.

The Maryland Minza Board of Directors reserves the right to decline the sponsorship support of any organization or firm.



Sponsorship Form

Dear Prospective Sponsor,

Maryland Minza would like to thank you for helping us in our endeavors to achieve our visions and goals for the upcoming year. With your help, we are one step closer to improving the lives of those affected by sexual violence through the non-profit RAINN. We strive to match your generosity by promoting your organization to the broad network of the South-Asian fusion dance circuit through advertisements.

Sincerely,
Rohan Harris, Esha Ponnuri, Aaron Methratta
Maryland Minza Sponsorship Directors

☐

Sponsor: Receive benefits outlined above based on contribution level

☐

Donor: Eligible for tax deductions through food or product donation

Business Name	
Business Address	
Business Phone	
Email	
Person of Contact:	
Sponsorship Level	
Sponsorship Amount/Product (monetary and non-monetary)	
Signatures:	



Maryland Minza is a Non-Profit Organization under the 501 (c)(3) United States Internal Revenue Code, making all donations tax-deductible.

Tax ID # 319534

Address 8204 Baltimore Ave., Apt. 909A
College Park, MD 20740

Commented [3]: change

EID: G