

SPONSORSHIP PACKET

MARYLAND MASTI

2025

ABOUT MARYLAND MASTI

Maryland Masti is the nation's premier intercollegiate Raas-Garba competition, celebrating the vibrant folk dance traditions of Gujarat, India. Since its inception, Masti has grown exponentially — bringing together passionate college performers, alumni, and South Asian community members from across the country.

Each year, Maryland Masti transforms College Park into a hub of energy, rhythm, and cultural pride — highlighting the creativity, teamwork, and artistry of South Asian students nationwide.

WHAT IS RAAS GARBA

Raas-Garba is a traditional folk dance originating from Gujarat, India. Characterized by its rhythmic clapping, twirling dandiya sticks, and dynamic group formations, it has evolved to blend classical elements with modern storytelling and music. Maryland Masti showcases this fusion — creating a night of cultural expression and unforgettable performances.

CONTACT INFORMATION

✉ sponsorship@marylandmasti.com

☎ 301-653-1111

Follow us on Instagram: **@marylandmasti**

PHILANTHROPIC PARTNER: PRATHAM USA

Maryland Masti proudly donates its proceeds to Pratham USA, a non-profit organization committed to improving education access and quality for children in India.

Pratham's mission — "Every child in school and learning well" — drives its impactful programs that support literacy, vocational training, and community development.

By sponsoring Maryland Masti, you are not only supporting a premier cultural event but also helping create opportunities for underprivileged children to thrive through education.

ENGAGEMENT OVERVIEW



3000+ Followers
150,000+
page visits



10,000+
Views

- 1,500 Attendees in person
- 8 collegiate dance teams from across the U.S.
- 20,000+ annual website visitors
- Demographic is Primarily students and young professionals (ages 18–30) within the South Asian community

SPONSORSHIP BENEFITS

All Star Gold - \$2000

8 VIP tickets

Full-page ad in event program

Banner placement at event

Logo on website and team packets

Mention in promotional videos and livestreams

Company video (30 sec) played during show

Verbal recognition during opening ceremony

Silver - \$1000

4 VIP tickets

Half-page ad in event program

Logo on website

Verbal recognition during event

1 social media spotlight (Instagram or Facebook)

Bronze - \$500

2 VIP tickets

Quarter-page ad in event program

Logo mention on website

Group thank-you post on social media

Community Supporter - \$150

1 VIP ticket

Name listed in program and website under "Community Sponsors"



ADDITIONAL SPONSORSHIP OPPURTUNITIES



PROGRAM ADVERTISING

- Full Page – \$250
- Half Page – \$150
- Quarter Page – \$100

WEBSITE BANNER ADVERTISING:

- Banner on official site – \$200

VIDEO ADVERTISEMENT (PLAYED DURING SHOW):

- 30-second video – \$300

Custom Packages:

Have a unique idea? We'll work with you to design a tailored sponsorship that aligns with your goals and visibility needs.

WHY YOU SHOULD SPONSOR MARYLAND MASTI

Engage directly with a passionate, youthful, and diverse South Asian audience while enhancing your brand's visibility across campus, the community, and digital platforms. By partnering with us, you'll also support cultural preservation and community philanthropy, all while receiving tax-deductible recognition through our registered 501(c)(3) status.

