

# AWAAZEIN

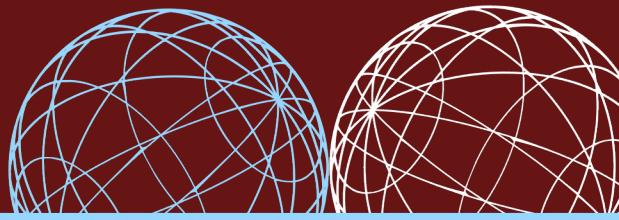
## SPONSORSHIP PACKET

### 2026



# TABLE OF CONTENTS

Letter to Prospective Sponsors.....	3
About the Competition.....	4
Our Partners.....	5
Charity Partner.....	6
Sponsorship Packages.....	7
Sponsorship Benefits.....	8
Contact Information.....	9
Sponsorship Interest Form.....	10
Formal Letter.....	11



# LETTER TO PROSPECTIVE SPONSORS

DEAR PROSPECTIVE SPONSOR,

The All American Awaazein at The University of Texas at Dallas, would like to thank you for your interest in sponsoring the tenth annual Awaazein national A Cappella competition. This year the competition will be held in February 2025. As we prepare to celebrate the 12th year of Awaazein, we're determined to make this year our best one yet, and would appreciate your support in making this happen.

In the efforts to orchestrate a successful competition, we encourage organizations and individuals to take part in this cultural celebration of South Asian A Cappella. We will work to assure sponsors local and national recognition, as well as to the students, faculty, and alumni of The University of Texas at Dallas. Through your participation as a competition sponsor, you help build the backbone for our success, and demonstrate a prime quality of community service through your cultural outreach. The Awaazein family would be honored to have you join us in sharing our rich South Asian talent with the rest of the community.

We hold your interest in this sponsorship to utmost value for our organization. We are ecstatic to run our tenth year of Awaazein seamlessly and successfully, and we hope that your participation can help us achieve these goals.

Thank you so much,

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# ABOUT THE COMPETITION

Awaazein is a collegiate South Asian A Cappella competition in its tenth year and the first competition in the Dallas Fort Worth area. Awaazein is a bid comp for All American Awaaz. Last year, Awaazein was fortunate enough to host teams from Washington, Maryland, Missouri, Ohio, California, and other major cities in Texas. As a big competition, Awaazein will help determine which teams will move on to compete on the national level, and the final teams will further compete to earn the spot as the best team in the nation. For the past nine years, Awaazein has entailed performances from highly competitive college teams and plans to hold this pursuit once again for the upcoming year.

*We welcome you in joining the family and taking part in this cultural experience.*



# OUR PARTNER

## **Association of South Asian A Cappella (ASA)**

ASA is an organization with over 1000 members dedicated to stimulating discussion and artistic exchange among the South Asian-inspired A Cappella community. ASA hosts a national bid competition every year called All American Awaaz whose purpose is to bring together the top ranked South Asian fusion A Cappella groups in the country for a chance to perform for a panel of highly qualified judges and compete for the title of National Champion of the South Asian A Cappella circuit. Teams who come to Awaazein will be competing to get a chance to attain points to go to A3.



# CHARITY PARTNER

## AKSHAYA PATRA

The Awaazein team is currently partnered up with one of India's renowned charity organizations, Akshaya Patra. Akshaya Patra is a non-profit organization that delivers school lunches to children in India through a public-private partnership. The organization's mission is eradicating hunger and malnutrition in India and to increase underprivileged children's access to education. Akshaya Patra believes no child shall be deprived of education because of hunger.

What makes Akshaya Patra one of the most effective NGOs in the world is that it utilizes innovative technology, smart engineering, and excellent management to provide freshly prepared, mid-day meals to over 1.6 million disadvantaged children in India. It costs Akshaya Patra \$15 to feed one child for an entire school year. How this works is, Akshaya Patra works in cooperation with the Indian government, which provides cash and grain subsidies that cut the cost per meal by over a half. Akshaya Patra has also engineered kitchens that are able to produce 100,000 meals and 60,000 Indian breads (roti) in one hour. There are 27 kitchens across 11 states in India. Due to Akshaya Patra's initiative, there have been increases in enrollment, especially for girls, lower dropout rates, and better academic performance. Akshaya Patra has also helped decrease malnourishment in many of these communities.

Akshaya Patra is well recognized by people and foundations everywhere such as former President Barack Obama, and former President Bill Clinton along with the Clinton Foundation. In his letter to The Akshaya Patra Foundation, President Barack Obama wrote, "In just a few years, Akshaya Patra has become the largest single feeding programs in the world. Your example of using advanced technologies in central kitchens to reach children in 5,700 schools is an imaginative approach that has the potential to serve as a model for other countries.

The goal of the UT Dallas chapter is to educate our community and communities nationwide about the negative effects of hunger. We hope our message will spark more involvement and create more efforts to start similar hunger-ending initiatives.



# SPONSORSHIP PACKAGES

	Diamond (\$5000)	Gold (\$3500)	Silver (\$2500)	Bronze (\$1000)	Other (Minimum) \$100
Logo on Flyers	♩	♩	♩	♩	♩
Logo on Playbill	♩	♩	♩		
Logo on T- Shirt	♩	♩			
Logo on Video	♩				
Instagr am	5 (\$250/ additional )	3 (\$150/ additional )	2 (\$100/ additional )	1 (\$50/ additional )	
During Show	Individual Recogniti on	Recognize d with gold sponsors	Recognize d with silver sponsors	Recognize d with bronze sponsors	
Show Tickets	10 VIP  I N D E P P E N D E N T S	5 VIP  E N D O S P O N S O R S	3 VIP  D E N T R A S	2 VIP  T	

→ Awaazein offers our independent sponsors with recognition on **ALL** social media outlets:

Facebook Twitter Instagram

→ Any individual or company that is willing to donate tangible items:

Water Bottles Food Money Etc

# SPONSORSHIP BENEFITS

Exposure to Awaazein's core audience, which includes community members all across Texas, families of teams from all around the nation, faculty and students at UTD, and students from surrounding universities.

Through social media, email lists, our website, and other online channels, your business or organization will be promoted to consumers across the nation.

From the start of our contract up until the day of the competition, your business will receive ongoing recognition.

Over 1,000 audience members will be exposed to your business or organization at the Awaazein competition itself.

All sponsorships or donations are tax deductible.

Recognition at everyone of our promotional events.

# CONTACT INFORMATION

Please contact one of the following for more information on how to contribute to Awaazein 2026!

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## Directors

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# SPONSORSHIP INTEREST FORM

Name: \_\_\_\_\_

Organization/Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

• I would like to make a sponsorship contribution to Awaazein in the amount: \$\_\_\_\_\_.

• Select your Sponsorship Level

- Diamond
- Gold
- Silver
- Bronze
- Individual

• Select your Method of Payment

- Cash
- Check
- Bank Transfer
- Venmo
- Other: \_\_\_\_\_

• I would like to purchase a la carte posts

- Instagram post (100/post)

• I would like to make a donation for the weekend of Awaazein

- Cash Prize
- Gift cards
- Food/Drink
- Other

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# FORMAL LETTER

This letter is a formal request for sponsorship from your business/company for one of the largest student led projects in the DFW area: Awaazein. Awaazein is a prestigious national A Cappella competition that has already gained extensive popularity with students, not only at UT Dallas but all over the nation. South Asian A Cappella teams from all over the nation participate in Awaazein hoping for a chance to win the coveted award and advance to the finals. This event will combine efforts from countless South Asian organizations all over UT Dallas, including the Indian Cultural Associations and our very own charity, Akshaya Patra. It is our hope that your company would be interested in supporting our mission and helping us reach out to the Asian community in Dallas by abetting us with monetary funds.

By sponsoring a portion of our competition, you will not only help us, but also yourself! Attached in this packet you will find a list of advertising promotions that you will receive for different levels of sponsorship. Advertising with us will help you reach an untapped target audience: Asian college students all over the nation. Because of our access to thousands of college-aged adults, it is highly beneficial for companies like yours to reach out to them and tell them about your business! Our expected audience for this event is anywhere from 600-1000 people. This means our entrant-level sponsors might receive space to display a banner (600-1000 impressions), have their name announced twice (1200-2000 impressions), and get their name in our events fliers (1800-3000 impressions). That is reaching out to a whole new population base! Furthermore, with our extensive online advertising on social media sites and planned live streaming of the show to colleges across the nation, our competition will reach crowds far exceeding the numbers above – nearly 10,000 impressions. Check out our packages offered in the Sponsorship Packet! Your help will be greatly valued by our Awaazein 2026 team. Please help us in reaching out to the desi community through our music and pursuing our mission to spread the arts and culture throughout the nation.

**For more information, feel free to email us at [AwaazeinExec@gmail.com](mailto:AwaazeinExec@gmail.com), or contact our directors.**

