



# QUEEN CITY BHANGRA

sponsorship packet

# 2019

# QUEEN CITY BHANGRA COMPETITION

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# QUEEN CITY BHANGRA COMPETITION

Dear Prospective Sponsor,

On behalf of the **Queen City Bhangra** 2019 Management team, we would like to thank you for taking interest in our second annual **Queen City Bhangra** competition being held on November 2nd, 2019. We are the Sponsorship Directors of **Queen City Bhangra** competition, an annual international Bhangra (Dance) that is being hosted by **Bearcat Bhangra**, a non-profit organization dedicated to promoting South Asian culture and enriching the socio-ethnic identity of youths. **Queen City Bhangra** invites teams within the North American bhangra circuit to compete at our competition for a cash prize. With an anticipated crowd of more than 1,500 attendees in the **Cincinnati Music Hall**, the competition promises to be memorable experiences for everyone involved. **Queen City Bhangra** is a weekend-long experience, which consists of a mixer to socialize with other teams, rehearsals, the competition, and a celebratory social to finish off the weekend.

In order to accomplish our vision as this year's Sponsorship Directors, we rely heavily on our corporate and local sponsors. As an official sponsor of **Queen City Bhangra**, your organization will be able to take advantage of numerous advertising opportunities. Your organization will gain exposure to over 1,500 individuals during the weekend and unprecedented nationwide exposure as well, considering we have teams from all across the nation attending. This will be one of the largest South Asian events in the Cincinnati area. Depending on the sponsorship level chosen, your name could be promoted for months preceding and following the competition.

We invite you to be a sponsor at the second annual **Queen City Bhangra** dance competition. Any donation, whether in the form of cash, gift certificates, or tangible items, will be instrumental in assisting us to reach our goals. Our organization has a deep and sincere interest in our mission, and we view this event as a mutually beneficial opportunity for Bearcat Bhangra as well as our sponsors – perhaps even the beginning of a long-term relationship in the future.

This packet includes information on the levels of sponsorship opportunities. In addition to the pre-set sponsorship packages, we are willing to discuss individual arrangements with you. Your sponsorship means a great deal to us and motivates us to be as flexible as possible. Depending on the type of company you belong to, we can work out the most beneficial forms of recognition for you.

Please do not hesitate to contact us if any additional information is needed to answer any of your questions. We want to thank you for your time and we look forward to working with you!

Sincerely,

**Queen City Bhangra** sponsorship directors  
Shivani Tumukuntala and Ramya Donthireddy  
[queencitybhangra@gmail.com](mailto:queencitybhangra@gmail.com)



# QUEEN CITY BHANGRA COMPETITION

## WHAT IS BHANGRA?

Bhangra is an energetic folk dance and type of music that comes from the North Indian state of Punjab and Pakistan. Bhangra is a dance that is performed at celebrations such as a good harvest season and has evolved into one of the fastest growing and popular forms of music and dance in India and the rest of the world.

Currently there are hundreds of Bhangra teams in the United States and UK, and new teams are emerging every year with members from all parts of the world. Let alone being prominent at all South Asian events, Bhangra music has become popular as a newly emerging music that has been playing on radio stations across the country, MTV, and night clubs. Thus, Bhangra is both a prominent part of South Asian culture and a growing part of popular culture in the United States.



## WHAT IS BEARCAT BHANGRA?



Bearcat Bhangra is a university sponsored dance organization based at the University of Cincinnati. It consists of young professionals who come from all over to practice the art of Bhangra. The team has recently been approved as an official Sports Club team at the University of Cincinnati.

The group participates in on campus dance related events to spread appreciation for the dance as well as South Asian culture. Bearcat Bhangra has also been invited to participate in a few competitions in the Midwest and looks to expand on this in the coming years.

In the last year, Bearcat Bhangra has created ambitious and well-planned missions for its future. It is an exciting time for the organization and those affiliated with it.



# QUEEN CITY BHANGRA COMPETITION

## WHAT IS QUEEN CITY BHANGRA?

Queen City Bhangra is a show displaying the lively and energetic dance of Punjab - Bhangra. Many participants will come from all around to participate in the show for the honor to be crowned the champion of Queen City Bhangra. The competitors and audience will be composed of students, professionals, families, entrepreneurs, and people from all walks of life. The show is guaranteed to attract attention as a high energy, high impact night of fun. The energy and enthusiasm of the show will only be rivaled by the energy of the audience.

## WHY SPONSOR US?

Bearcat Bhangra has a far-reaching presence in both the Northeast region as well as across the continent. This is a rare opportunity to develop an association with an organization that holds tremendous exposure into the South Asian market, as well as relationships with numerous universities. Besides enriching the cultural and social community, there are immeasurable benefits to you, not limited to the following:

- Chance to publicize to 4,000 individuals at the Bearcat Bhangra event
- Exposure in a market comprised of young and middle aged consumers
- Exposure in a rapidly growing South Asian market with many affluent South Asian entrepreneurs
- Entrance into the collegiate market in Bearcat as well as other US universities
- Opportunity to reach a very diverse cross-section of families and youths, both of Asian and American ethnicity
- Bearcat Bhangra's website hits of over 13,000 unique hits per month
- Higher priority given to your group for upcoming Bearcat Bhangra initiatives
- Contributions being tax-deductible as Bearcat Bhangra is an official non-profit (501c3)
- Potential for future involvement and investment



# QUEEN CITY BHANGRA COMPETITION

Multiple levels of sponsorship have been formed to accommodate the varying ability of our many sponsors to be involved in Queen City Bhangra. The various classes of sponsorship have guidelines that we have created for our many sponsors.

Sponsorship options are by no means limited to the tiers listed below. We are eager to involve community businesses, associations, and individuals. Please get in touch with our sponsorship committee at: queencitybhangra@gmail.com

## Sponsorship Levels:

**Diamond Sponsor**

**Platinum Sponsor**

**Gold Sponsor**

**Silver Sponsor**

**Bronze Sponsor**

**Individual Sponsor**



# QUEEN CITY BHANGRA COMPETITION

## Diamond

(\$3,000+ Contribution)

The donor's name and logo will appear on the following:

- On each show ticket (equivalent to handing your business card to 3000 people at the events)
- Official CD and T-shirt
- Over 5,000 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
- Over 15,000 electronic postings distributed in the US and Canada
- 2,500 event programs
- Bearcat Bhangra webpage

Package also includes:

- 1 minute video
- Two minutes of stage time (short speech/promotion)
- Promotion at Official Afterparty
- Top promotional priority
- Plaque of appreciation
- Electronic Static Banner at venue
- Opportunity to announce winner and present trophy on stage
- Name projected on stage screen during the show
- Name announced at start of competition
- Reservation of 10 VIP seats
- Full page sponsor recognition in event program in color (preferred placement i.e. inside cover)
- Web banner on Bearcat Bhangra webpage
- Link to donor website on Bearcat Bhangra webpage



# QUEEN CITY BHANGRA COMPETITION

## Platinum

(\$2,000+ Contribution)

The donor's name and logo will appear on the following:

- On each show ticket (equivalent to handing your business card to 3000 people at the events)
- Official CD and T-shirt
- Over 5,000 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
- Over 10,000 electronic postings distributed in the US and Canada
- 2,500 event programs
- Bearcat Bhangra webpage

Package also includes:

- 1 minute video
- Two minutes of stage time (short speech/promotion)
- Promotion at Official Afterparty
- Top promotional priority
- Plaque of appreciation
- Electronic Static Banner at venue
- Opportunity to announce winner and present trophy on stage
- Name projected on stage screen during the show
- Name announced at start of competition
- Reservation of 8 VIP seats
- Full page sponsor recognition in event program in color (preferred placement i.e. inside cover)
- Web banner on Bearcat Bhangra webpage
- Link to donor website on Bearcat Bhangra webpage



# QUEEN CITY BHANGRA COMPETITION

## Gold

(\$1,500+ Contribution)

The donor's name and logo will appear on the following:

- Official CD and T-shirt
- Press releases (TV and print) sent to American and Asian media sources
- Over 2,500 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
- Over 5,000 electronic postings distributed in the US and Canada
- 2,500 event programs
- Bearcat Bhangra webpage

Package also includes:

- Promotion at Official Afterparty o Top promotional priority
- Plaque of appreciation
- Electronic Static Banner at the venue
- Opportunity to announce winner and present trophy on stage
- Name projected on stage screen during the show
- Name announced at start of competition
- Reservation of 7 VIP seats
- Full-page sponsor recognition in event program in color
- Web banner on Bearcat Bhangra webpage
- Link to donor website on Bearcat Bhangra webpage



# QUEEN CITY BHANGRA COMPETITION

## Silver (\$1,000+ Contribution)

The donor's name and logo will appear on the following:

- Press releases (print) sent to American and Asian media sources
- Over 1,000 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
- Over 1,000 electronic postings distributed in the US and Canada
- 2,500 event programs
- Bearcat Bhangra webpage

Package also includes:

- Potential opportunity to announce winner and present trophy on stage (depending on number of Grand/Platinum Sponsors)
- Static Electronic Banner
- Name projected on stage screen during the show
- Name announced at start of competition
- Reservation of 6 VIP seats
- Full-page sponsor recognition in event program in color
- Web banner on Bearcat Bhangra webpage
- Link to donor website on Bearcat Bhangra webpage



# QUEEN CITY BHANGRA COMPETITION

## Bronze (\$500+ Contribution)

The donor's name and logo will appear on the following:

- Over 500 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
- Over 500 electronic postings distributed in the US and Canada
- 2,500 event programs
- Bearcat Bhangra webpage

Package also includes:

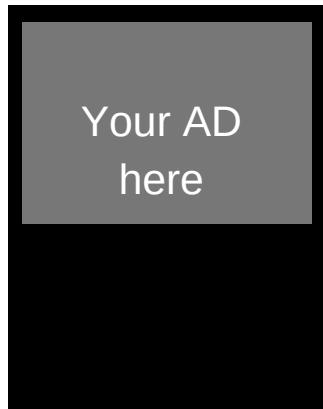
- Promotion at Official Afterparty
- Plaque of appreciation
- Electronic Static Banner at the venue
- Name projected on stage screen during the show
- Name announced at start of competition
- Reservation of 5 VIP seats
- Half-page sponsor recognition in event program in color
- Web banner on Bearcat Bhangra webpage
- Link to donor website on Bearcat Bhangra webpage



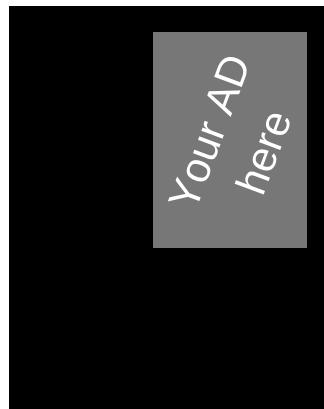
# QUEEN CITY BHANGRA COMPETITION

## Individual

**\$250 Contribution-** Half-page in event program or web banner on the website



**\$150 Contribution-** Quarter-page in event program or web banner on the website



# QUEEN CITY BHANGRA COMPETITION

Sponsorship Levels	Diamond	Platinum	Gold	Silver	Bronze
<b>Competition Benefits</b>					
VIP Tickets	10	8	7	6	5
1 Minute Video	X	X			
2 Minutes On-Stage Time	X	X			
Oppourtunity to Announce Winner	X	X			
Promotion at After-Party	X	X	X		
Name Announced at Show	X	X	X	X	X
<b>Advertising</b>					
Name on Posters	5,000		2,500	1,000	500
Name on Electronic Postings	5,000		2,500	1,000	500
Name on show ticket	X				
Name on T-Shirts & CD	X	X	X		
Banner at Venue	X	X	X		
Name on Show Programs	X	X	X	X	X
Name on Stage Screen	X	X	X	X	X
<b>Other Benefits</b>					
Plaque of Appreciation	X	X	X	X	X
Name on Event Program	Full Page	Full Page	Full Page	Full Page	Half Page

If you would like any additional information regarding sponsorship or any other partnership ideas, please contact the Queen City Bhangra sponsorship team at [queencitybhangra@gmail.com](mailto:queencitybhangra@gmail.com) or by phone: Ramya Donthireddy (513) 328-2848 or Shivani Tumukuntala (513) 417-7668.



# QUEEN CITY BHANGRA COMPETITION

Thank you for your time and  
consideration.

-Queen City Bhangra Executive  
Board

