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# *THE RAAS ROYALTY ROUNDTABLE*

*PRESENTS:*



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*March 1st - 3rd, 2019*

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## Dear Prospective Sponsor,

On March 2nd, the 10th annual Raas Royalty Indian dance competition will be held at the Indiana University auditorium in Bloomington, Indiana. Raas Royalty is an intercollegiate dance competition featuring 8 of the best dance teams from across the nation performing a traditional Indian dance called garba/raas. The style of dance performed by the teams requires spirit, hard work and sensational choreography. Through our event, we aim to raise awareness of Indian culture while supporting Tamil Nadu Foundation. This organization works to increase access to health care in Tamil Nadu, India. This non-profit organization works to increase access to health-care in the developing world.

The Raas Royalty Roundtable prides itself on putting on a successful event while providing free admission to our audience. We make this possible through heavy fundraising and through the support of our sponsors. Our event has drawn in over 5,000 people over the last five years, with attendance growing each year. Last year, over 1,700 people of various age groups traveled across the nation to attend the competition, setting a record attendance.


Raas Royalty is a great opportunity for your company to build a connection with assorted college students, business owners, and members of the Bloomington community. With your sponsorship, you will be able to advertise your products and services to an audience with diverse interests. While the competition on Saturday night is our main event, advertising opportunities for our sponsors actually begin Friday, March 1st during the team mixer. At this event, you will be able to advertise your company's products or services through verbal announcements, banners, or even a promotional table.

Over the years, Raas Royalty's audience has steadily grown and we expect this growth to continue. Along with this growth, we look to continue raising awareness and interest in India's rich culture and heritage while embodying the competitive nature of a premier dance competition. Such a large undertaking calls for the support of many sponsors. In order to continue the success of this event while maintaining free admission, we need the ongoing support of potential sponsors such as yourselves.

Enclosed in this packet is information on how your business and the Raas Royalty Roundtable can form a mutually beneficial partnership. If you have questions or concerns, please do not hesitate to contact us. Thank you for your time and support. We hope that we can maintain a strong and valuable relationship.

Sincerely,

Krish Kamdar and Nisarg Shah 2018-2019 Raas Royalty Fundraising Chairs  
raasroyaltyfundraising@gmail.com



# ABOUT RAAS ROYALTY

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The Raas Royalty Roundtable is proud to present the tenth annual Raas Royalty Garba/Raas competition. Taking place at the Indiana University Auditorium in Bloomington, Indiana, Raas Royalty was created to further spread the culture, community, and philanthropy associated with an inter-collegiate dance competition throughout the Midwest. To reward their participation in this exciting weekend, the winning teams receive cash prizes and a bid to Raas Nationals 2019.

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## GOALS:

- Bring together participants from across the nation that have a common interest and passion for traditional Indian culture.
- Put on a show for Indiana University and Bloomington that brings the community together to experience a unique form of dance
- Allow students and general public the chance to donate to worthwhile causes (Tamil Nadu Foundation) while experiencing Indian culture at its finest



## WHY SPONSOR?

- Build relationships among IU students and Bloomington families
  - Increase cultural awareness among students
  - Chance to publicize to nearly 5,000 people
  - Nationally advertise to university students, faculty, and a diverse group of community members
  - Opportunity to showcase your company's products and services
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# Sponsorship Options

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A Raas Royalty sponsor has the choice of sponsoring us in many possible ways. Past sponsors have shown support by providing:

- Monetary donations
- Advertisements
- Equipment donations
- Food donations
- Logistical and technical support

Because of the unique nature of this competition, we are open to other types of contributions aside from the ones mentioned. We value your support; thus, all terms of sponsorship are negotiable.

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## Terms of Sponsorship for Monetary Sponsors

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### **PLATINUM SPONSOR: \$2000.00 or above**

- Verbal recognition during the awards presentation
- A promotional table in the IU Auditorium during the entire the dance competition
- 30-second commercial during Raas Royalty dance competition
- One full-page advertisement in the program booklet
- Prominent & large advertisement on the 2019 Raas Royalty website
- Prominent & large advertisement on all promotional materials (on official Raas Royalty banners, flyers & and T-shirts)
- Display of any promotional materials provided by company

### **CRIMSON SPONSOR: \$1000.00**

- Verbal recognition during the awards presentation
- 30-second commercial during Raas Royalty dance competition
- One half-page advertisement in the program booklet (extra fee for larger space)
- Advertisement on the 2019 Raas Royalty website
- Display of any promotional materials provided by company

### **CREAM SPONSOR: \$500.00**

- One half-page advertisement in the program booklet (extra fee for larger space)
- Display of any promotional materials provided by company
- Advertisement on the 2019 Raas Royalty website

### **DONOR: \$100.00**

- Advertisement on the 2019 Raas Royalty website
  - Logo on back cover of program booklet
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# Raas Royalty 2019 Sponsorship Information

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_ PHONE NUMBER:

( ) - EMAIL: \_\_\_\_\_

ADVERTISEMENT ATTACHED? YES NO

\* \* IF AD IS NOT ATTACHED, DO YOU GIVE IU RAAS ROYALTY PERMISSION TO DESIGN THE AD?

YES NO

PLEASE SELECT WHICH SPONSORSHIP LEVEL YOU WOULD LIKE:

☐ PLATINUM SPONSOR (\$2000 AND ABOVE)

☐ CRIMSON SPONSOR (\$1000)

☐ CREAM SPONSOR (\$500)

☐ DONOR (\$100)

☐ OTHER AMOUNT \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

Please send in a completed form along with all checks (made payable to Raas Royalty) to: Raas Royalty Dance Competition

Thank you again for your contribution! Upon receiving your check, a confirmation email will be sent along with a receipt. For more information please visit our website at [www.raasroyalty.com](http://www.raasroyalty.com) or please feel free to contact us via email. Krish Kamdar and Nisarg Shah [raasroyaltyfundraising@gmail.com](mailto:raasroyaltyfundraising@gmail.com)



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