



SPONSORSHIP PACKET

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ABOUT THE EVENT

WHAT IS JHALAK?

Jhalak is a national Bollywood fusion dance competition that has been hosted by the Indian Cultural Association (ICA) at The University of Texas at Austin every fall for the past 18 years. It brings together eight university Bollywood dance teams from around the country to compete in Austin every year.

Jhalak is known as the largest Bollywood fusion dance competition hosted in the south. To keep this event successful year after year, Jhalak provides dancers with memorable experiences and unparalleled Southern hospitality. In addition to showcasing South Asian culture by bringing teams from across the nation, Jhalak also displays local UT talent in various forms of dance and music through its exhibition performances.

Jhalak aims to provide its audience members with vibrant cultural performances that keep them coming back every year. Jhalak attracts attention from viewers across the nation who watch the competition through a live stream as well as 1000+ audience members from all over Texas who experience the excitement of Jhalak first-hand. Year after year, Jhalak sets the stage for the Bollywood fusion dance season as one of the earliest and most exciting competitions in the season.

OUR PROPOSAL

We invite you to be a part of this exhilarating dance competition as a sponsor of Jhalak 2019. This packet provides detailed information on the different levels of sponsorship and the benefits you will receive as an official Jhalak sponsor. Being a part of the success of Jhalak ensures a great amount of exposure for your organization or company and we encourage you to look over this packet highlighting the rewards.

DETAILS ABOUT JHALAK

UT AFFILIATION

To put on an event on such a large scale, Jhalak relies on Indian Cultural Association's (ICA) active members, all of whom are UT students. Jhalak volunteers set up the stage, manage backstage spaces, and usher audience members into Hogg Auditorium, UT's state-of-the-art auditorium. ICA members are an integral part in making Jhalak a grand event.

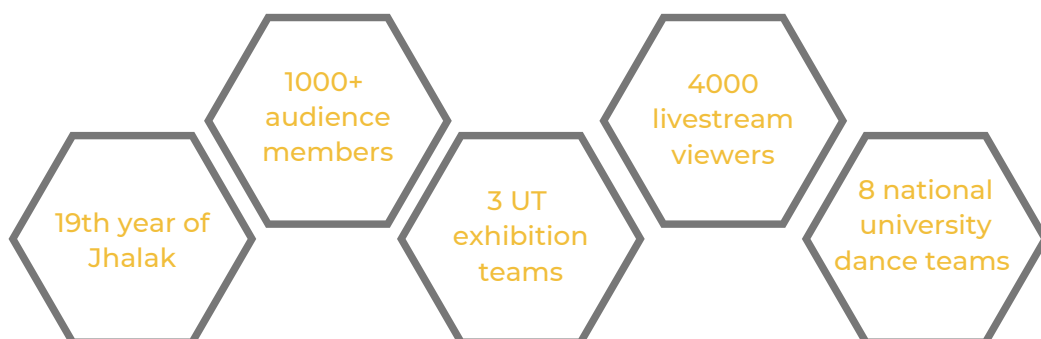
UT's Indian
Cultural
Association

Jhalak

Indian Cultural Association has been named the Best Cultural Organization by UT Leadership Board seven times. This is UT ICA's 19th year hosting Jhalak. Not only is Jhalak hosted on-campus by a registered UT organization, but the audience members that Jhalak draws into Hogg Auditorium are also primarily UT students, staff, and faculty.

Even with all the support from ICA and UT, Jhalak incurs almost \$30,000 in expenses. Sponsorship funds help provide marketing through social media outreach, handbills, posters, and other on-campus advertisements. Jhalak sponsors are a very important component in making the competition successful. The funds provided by our valued sponsors help ensure that audience members and dancers have a good time so Jhalak remains successful from year to year.

SCOPE OF THE EVENT



BENEFITS TO OUR SPONSORS

THE BIG PICTURE



Jhalak is a national dance competition in a larger circuit of events that make up the Desi Dance Network (DDN). DDN is a widespread group of 10,000 unique artists from across the country who are connected through social media and national dance competitions. Dancers and dance teams from the DDN circuit have racked up millions of views on YouTube and continue to get more popular every year.

The ultimate goal of the Bollywood fusion competition season is to do well throughout the season at competitions like Jhalak in

order to compete and place at the national dance competitions, Bollywood America (BA) and Legends. As a signature and partner competition to BA and Legends, respectively, Jhalak has been able to draw eyes and attract audience members from across the nation and is one of the most exciting competitions of the season.

As a sponsor, your company or organization's name would have a reach among 1000+ live audience members, thousands of national viewers watching via the YouTube livestream, and thousands of dancers on the DDN circuit. As a prestigious dance competition, Jhalak has a large reach in Texas and all around the nation. In the following few pages, we highlight some of the benefits and opportunities for Jhalak's potential sponsors.

SUPPORTING CHARITIES

Another benefit of being a sponsor for Jhalak is the positive marketing of being associated with an organization that is supporting a good cause. In the past two years Jhalak has raised awareness for the Asian Family Support Services of Austin (AFSSA) and MannMukti. This year Jhalak looks forward to partnering with another charity in order to give back to our community. Therefore, your sponsorship of Jhalak will qualify your company or organization for various tax benefits.

BENEFITS TO OUR SPONSORS

JHALAK VIEWERSHIP



**7700
followers**



**600
followers**



**900
followers**



Instagram



Facebook



Other Reach

**23,400
page likes**

**3000
page likes**

**4000
page likes**

Post-show Videos:
4,000 - 257,000
views

ICA Internal Events:
250 students

FB Teaser Video:
20,000 views

YouTube
Subscribers:
8500 people

ICA Public Events:
2500 UT students

Flyers & Tabling:
11,500 views

ICA Member T-shirts:
150 t-shirts

Post-show YouTube
videos:
14,000 - 121,000 views

- Jhalak has thousands of viewers and promoters including DDN, BA, and Legends.
- Jhalak also promotes itself and more specifically its sponsors through social media blasts, mentions during the show, and sponsor logos on handbills, flyers, videos, and banners highlighted in detail on the next page.

SPONSORSHIP OPPORTUNITIES

MEANS OF ADVERTISING

Handbills & Flyers

On our flyers distributed while tabling in the weeks prior to the show and the handbills distributed during the show, we will highlight the your organization or company and print its name.

Show mention

During the show, we will play a slideshow with logos and mention company or organization's name to 1000+ live audience members and 4000+ nationwide livestream viewers.

Videos

We will highlight your company or organization's logo on livestream, teaser, and post-show videos.

Banners

We will advertise your company or organization's logo on banners that get hung up around UT Austin.

T-shirts

We provide a total of 200 t-shirts to ICA members, board members, and dancers that include sponsor names on the back.

Websites

We will share your company or organization's name and description on the ICA and Jhalak website that Jhalak viewers visit for updates and tickets.

Social Media

We will also market your company or organization through the Facebook and Instagram pages of ICA and Jhalak, which get reposted by Desi Dance Network, Bollywood America championship, and Legends championship.

Highlighted on the next page are the different levels of sponsorship packages that we provide our sponsors.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

	Diamond Status (\$2000)	Platinum Status (\$1000)	Gold Status (\$500)	Silver Status (\$250)	Bronze Status (\$100)
Social media blasts	8	6	4	2	1
Company name on slideshow	X	X	X	X	X
Verbal recognition	X	X	X	X	
Company name on flyers	X	X	X		
Banner at event	X	X	X		
Company name on t-shirts	X	X			
Logo on post-event videos	X				
Logo on Jhalak and ICA website	X				
Logo on handbill	FULL PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE	1/4 PAGE
VIP tickets	8	6	4	2	1

Please note that non-monetary donations, such as food or other items/products, will still be eligible for the same benefits according to the chart above based on their equivalent.



SPONSORSHIP OPPORTUNITIES

INDEPENDENT ADVERTISEMENTS

In addition to sponsorship opportunities, we allow companies and organizations to independently advertise at Jhalak by buying space in our handbill, which is distributed to our audience during the show.

Full Page	\$225
1/2 Page	\$175
1/4 Page	\$100
Logo & Slogan	\$75

THANK YOU

Through sponsoring Jhalak, you gain access not only to the students, staff, and faculty from UT Austin campus, but also to the nationwide network of Jhalak viewers. With our extensive social media reach and physical presence on campus, you can be sure that your organization or company will stand out. Our team can provide you with a unique marketing opportunity that is best suited for your product or service.

We appreciate you taking the time out to read through our proposal and considering us to partner with. We want to ensure that your needs are met and that you are pleased with our mutually-beneficial sponsorship. Our team looks forward to possibly partnering with your company or organization. With your help, Jhalak will bigger and better than ever before.



Interested in sponsoring Jhalak?

Contact us!

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Visit us at...

<http://www.texasjhalak.com/>
<https://www.facebook.com/JhalakDanceCompetition>
<https://www.instagram.com/jhalakdancecompetition/>

