

Potential Sponsors:

- Teji's
- Zoho
- Clay Pit
- Man Pasand Supermarket
- Gandhi Bazar 620
- G'Raj Mahal
- Neha has to know some Patel with Hotel (rhymes if you say it in indian accent)
- OSA (Odisha Society of America)
- TANA (Telugu Association North America)
- Gujarati Samaj of Greater Austin
- NATA (North American Telugu Association)
- JioSaavan
- Gana

Dear Sponsor:

The Talaash Executive Board at The University of Texas is proud to bring you Talaash 2.0, the second year of the premier Austin-based all-male Bollywood Fusion dance team.

We invite you to be a part of our exhilarating dance competition season as a sponsor of Talaash 2.0. This packet provides detailed information on the different levels of sponsorship and the benefits you will receive as an official Talaash sponsor. Being a part of the success of Talaash ensures a great amount of exposure for your organization/company and we encourage you to look over this packet highlighting the rewards. In addition to the specified levels, we are more than willing to accommodate your unique sponsorship preferences.

As an official sponsor of Talaash, your organization will be able to take advantage of numerous advertising opportunities. Your organization will gain exposure to over 50,000 students on campus locally and at every competition we compete in; each event is viewed by 1000+ individuals. As a sponsor, your logo will be featured on a multitude of flyers, fan shirts, social media outlets, posters, personalized emails to students, faculty, and alumni, and many other marketing platforms.

It is through generous contributions from sponsors, ranging from large corporations to community organizations and private individuals, that we as a nonprofit organization can attain great success in our efforts to teach students how to express themselves, build confidence, character and pride through dance. It is with the utmost sincerity and humbleness that we ask for your generous donations to help us reach greater heights as an organization and impact the world in a much more positive manner. We thank you for your consideration and look forward to working with you!

Sincerely,

Talaash Executive Board 2019-2020

About Talaash:

Talaash is a Bollywood Fusion dance team that competes in the Desi Dance Network (DDN) national competition circuit. 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. Each year, Bollywood Fusion collegiate dance teams from around the nation congregate in a multitude of competitions to earn placements/prizes as well as the chance to receive a bid to the national championship competition in the South Asian Dance circuit. Bollywood Fusion teams blend various aspects of Indian styles (Bollywood, Bhangra, Classical) and Western influences (Hip Hop, Contemporary, Lyrical) to showcase a cohesive performance guided by a strong storyline. The ultimate goal of Talaash is to do well throughout the season at competitions in order to compete and place at the national dance competitions, Bollywood America (BA) and Legends. We also strive to inspire students to build self-esteem, discipline and self-confidence through dance arts education.

Our Finances for 23 Dancers and at least 4 DDN Competitions:

Competition Fees (50/person):	\$ 4600 (4 Competitions for 23 Dancers)
Flight Ticket (200/person):	\$ 9200 (2 out of state competitions)
In State Travel (30/person):	\$ 1380 (2 in state competitions)
Production/Equipment:	\$ 1500 (Costumes, lighting, props)
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Total Estimated Costs:	\$ 16680

Why help:

- Social Media
 - Talaash Instagram has 1000+ followers
 - Team members collectively have over 10k+ followers on Instagram/Facebook/Snapchat
 - Dances in the DDN circuit are seen by 1000+ live audience members and 4000+ nationwide livestream viewers
 - End of year dance is performed at UT, with potential reach up to 50,000 students on campus
- Giving back to the community
- South Asian culture awareness
 - Indo-Americans represent one of the fastest growing ethnic groups in North America, with the latest census data showing a 69.4% increase in their numbers in the United States between 2000 and 2010.
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Benefits:

- Logo on team shirts (100+ sold/worn by UT students/friends/family)
- Social Media Advertising
 - Logo on Facebook Cover on Facebook page
 - Instagram Posts/Stories (Social Media Blasts i.e shoutouts, direct links, etc)
- Prominent Recognition in backdrop video during performance (seen on livestream)
- Logo on Talaash Banner (used for recruitment/fundraising/other Talaash associated events on campus)

Packages:

- Bronze (300-400)
 - Small Logo on shirt and Facebook Cover
 - Small Logo Backdrop
 - Small Logo on Banner
 - Semesterly Social Media Blasts (Shoutout on IG/FB)
- Silver (600-700)
 - Medium Logo on shirt and Facebook Cover
 - Medium Logo Backdrop
 - Medium Logo on Banner
 - Quarterly Social Media Blasts
 - Member Volunteer (12 man hours)
- Gold (1k)
 - Large Logo on shirt and Facebook Cover
 - Large Logo Backdrop
 - Large Logo on Banner
 - Monthly Social Media Blasts
 - Member Volunteer (24 man hours)