



LEGACY ON BROAD

SPONSORSHIP
PACKET



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OPENING NOTE

Dear Prospective Sponsor,

On behalf of the Legacy on Broad team, we would like to thank you for your interest in supporting the Legacy on Broad Dance Competition. Our dance competition will be held January 30th, 2016 at the historical Merriam Theatre on 250 South Broad Street, Philadelphia, Pennsylvania.

Legacy on Broad is an inter-collegiate dance competition that will showcase incredible South-Asian routines from across North America. We have no doubt that our organization provides a grand opportunity to showcase talent, promote local business, and give back to others in need. Event proceeds will be donated to the Michael J. Fox Foundation for Parkinson's Research. This foundation is dedicated to finding a cure for Parkinson's disease and developing therapies for those living with Parkinson's today.

We strive to produce a high quality show, however to do so we are seeking your assistance. In return for your gracious support, the Legacy on Broad organization will promote your company, services, and products according to your business scope and sponsorship level.

Legacy on Broad is deeply connected to the South Asian community in the tri-state area as well as across the nation. Our networks will provide your company with a broad range of outreach. From the moment you join our organization until the day of our show, we will promote your services through a variety of social media applications, television, radio, and personal interaction reaching a base of over 150,000 people. In the private setting of Merriam Theatre, your company will be able to reach nearly 2,000 people in a unique and personal manner. In the months leading up to the event, our team will implement a marketing strategy unique to your individual company. Your valued contributions will allow us to promote South Asian culture through dance not only in Philadelphia, but all across the nation.

We will provide your company with a thorough outreach in the tri-state area; thanks to our connectivity in the South Asian community. These levels will provide a wide range of options, which include advertisements on a local and/or national base. We would like to thank you for your time and consideration. We are looking forward to building a professional relationship with you. If you have any questions or concerns, please feel free to contact us at legacyonbroad.sponsorship@gmail.com.

Best Regards,
Legacy on Broad Executive Board



WHAT IS SOUTH ASIAN FUSION DANCE?

South Asian Fusion Dance is a fun, beautiful, and creative way to portray a message. Fusion dance is a mixture of many dance forms originating from South Asia, while incorporating culture and other dance forms from all over the world. The memories and hard work put into these elaborate performances keeps the teams coming back to entertain the audience for years. The excitement and creativity fills the auditorium, making the crowd cheering and wanting more. South Asian Fusion Dance brings people and nations closer together making Legacy on Broad a night the audience will remember forever.





WHY SPONSOR US?

Legacy on Broad 2016 is working in association with The Manhattan Project Dance Competition Inc. This non-profit organization is not only built on six years of running successful shows in New York City, but also with the primary goal of raising funds for the Michael J. Fox Foundation. Supporting the preservation of South Asian culture is the reason this organization was founded and that same passion continues to be the reason for our future. The Manhattan Project is now working with Legacy on Broad to spread the same values and goals in the City of Brotherly Love.

Why sponsor us? The success of our shows for the past six years has been due solely with the help of our sponsors. Any form of support allows us as organizers to not only put on an entertaining show, but to raise money for Parkinson's research. Your support is more of an investment to grow your own business/company as well. Our tailored marketing plan is unique because we show you all the numbers. We will calculate ROI, KPIs for your business; and much more so that you know you're not only helping a wonderful cause, but your business is definitely growing throughout the process.

This collegiate dance circuit is one that has networks all across North America and we hope to leverage our network to benefit your business. Our experienced executive board will work with your company from the moment of signing the contract to promote and recognize your business; but does not end after the show in January. We will continue the mutual bond until months after our event and hope to have your support for years to come! Each sponsorship level is built to best benefit your company and its goals in partnership with Legacy on Broad. Our team is dedicated to creating a unique marketing campaign just as unique as your company.



LEVELS OF CORPORATE SPONSORSHIP

DIAMOND

PLATINUM

GOLD

SILVER

BRONZE



DIAMOND SPONSOR

\$5,000

Exclusive Diamond Sponsors will be the primary sponsors and hosts for Legacy on Broad. The organization's name will be on any and all event-related materials. Digital outreach of this package is nearly 110,000 people in our network!

In addition to the name appearing in all event programs, the Diamond Sponsor's name or logo will appear on the following:

- ▶ Show Tickets
- ▶ Official T-shirts
- ▶ Press releases
- ▶ Prominent Logo on Legacy on Broad 2016 Website
- ▶ All flyers and posters distributed throughout University of Pennsylvania, Drexel University, Temple University, University of the Sciences of Philadelphia, New York University Campus, Rutgers University Campus, Edison, NJ, University of Delaware, University of Maryland, George Washington University and other college communities
- ▶ Diamond Sponsors have exclusive exposure at our show

The Package also includes:

- ▶ 1 Minute video projected event*
- ▶ Booth at event during intermission
- ▶ Banner hung in theater (If banner is provided)
- ▶ The opportunity to announce 1 winner and present the trophy under Diamond Sponsor's name
- ▶ Name announced at beginning and end of competition
- ▶ Reservation of 8 VIP tickets
- ▶ Full page acknowledgment in program
- ▶ Tailored social media marketing plan
- ▶ Link to Sponsor's main website on Legacy on Broad Website

* Diamond Sponsor may provide a video clip of one minute in length. This video may provide a general description of the sponsor's business and products, but it may not include any endorsement, qualitative or comparative language, price information or any inducement to purchase, sell or use the sponsor's products or services.



PLATINUM SPONSOR

\$3,000

Exclusive Platinum Sponsors will be the official sponsors and hosts for Legacy on Broad. The organization's name will be on any and all event-related materials. Digital outreach of this package is nearly 106,000 people in our network!

In addition to the name appearing in all event programs, the Exclusive Platinum Sponsor's name or logo will appear on the following:

- ▶ Official T-shirts
- ▶ Press releases
- ▶ Prominent Logo on Legacy on Broad 2016 Website
- ▶ All flyers and posters distributed throughout University of Pennsylvania, Drexel University, Temple University, University of the Sciences of Philadelphia, New York University Campus, Rutgers University Campus, Edison, NJ, University of Delaware, University of Maryland, George Washington University and other college communities
- ▶ Platinum Sponsors have exclusive exposure with clients at our show

The Package also includes:

- ▶ 1 Minute video projected event*
- ▶ Banner hung in theater (If banner is provided)
- ▶ The opportunity to announce 1 winner and present the trophy under Platinum Sponsor's name
- ▶ Name announced at beginning and end of competition
- ▶ Reservation of 5 VIP tickets
- ▶ 1/2 page acknowledgment in program
- ▶ Tailored social media marketing plan
- ▶ Link to Sponsor's main website on Legacy on Broad Website

* Platinum Sponsor may provide a video clip of one minute in length. This video may provide a general description of the sponsor's business and products, but it may not include any endorsement, qualitative or comparative language, price information or



GOLD SPONSOR

\$2,000

Gold Sponsors will be acknowledged on any and all event-related materials. In addition to the name appearing in all event programs, the Gold Sponsor's name or logo will appear on the following:

- ▶ Official T-shirts
- ▶ Prominent Logo on Legacy on Broad 2016 Website

Digital outreach of this package is nearly 79,000 people in our network!

The Package also includes:

- ▶ 1 Minute video projected event*
- ▶ The opportunity to announce 1 winner and present the trophy under Gold Sponsor's name
- ▶ Name announced at beginning and end of competition
- ▶ Reservation of 3 VIP tickets
- ▶ 1/4 page acknowledgment in program
- ▶ Individual social media posts
- ▶ Link to Sponsor's main website on Legacy on Broad Website

* Platinum Sponsor may provide a video clip of one minute in length. This video may provide a general description of the sponsor's business and products, but it may not include any endorsement, qualitative or comparative language, price information or any inducement to purchase, sell or use the sponsor's products or services.



SILVER SPONSOR

\$1,000

Silver Sponsors will be acknowledged on most event-related materials. In addition to the name appearing in all event programs, the Silver Sponsor's name or logo will appear on the following:

- ▶ Official T-shirts
- ▶ Prominent Logo on Legacy on Broad 2016 Website

Digital outreach of this package is nearly 73,000 people in our network!

The Package also includes:

- ▶ Reservation of 2 VIP tickets
- ▶ 1/4 page acknowledgment in program
- ▶ Individual social media posts
- ▶ Link to Sponsor's main website on Legacy on Broad Website



B R O N Z E S P O N S O R

\$750

Bronze Sponsors will be acknowledged on some event-related materials. In addition to the name appearing in all event programs, the Bronze Sponsor's name or logo will appear on the following:

- ▶ Prominent Logo on Legacy on Broad 2016 Website

Digital outreach of this package is nearly 52,000 people in our network!

The Package also includes:

- ▶ 1/8 page acknowledgment in program
- ▶ Link to Sponsor's main website on Legacy on Broad Website



INDIVIDUAL SPONSOR

\$500 - Sponsor's recognition on show and after party flyers

\$450 - Sponsor's recognition on official T-Shirt

\$150 - Sponsor's recognition on official website

\$500 - Full page acknowledgment in program booklet

\$300 - 1/2 page acknowledgement in program booklet

\$200 - 1/4 page acknowledgement in program booklet

\$100 - 1/8 page acknowledgement in program booklet



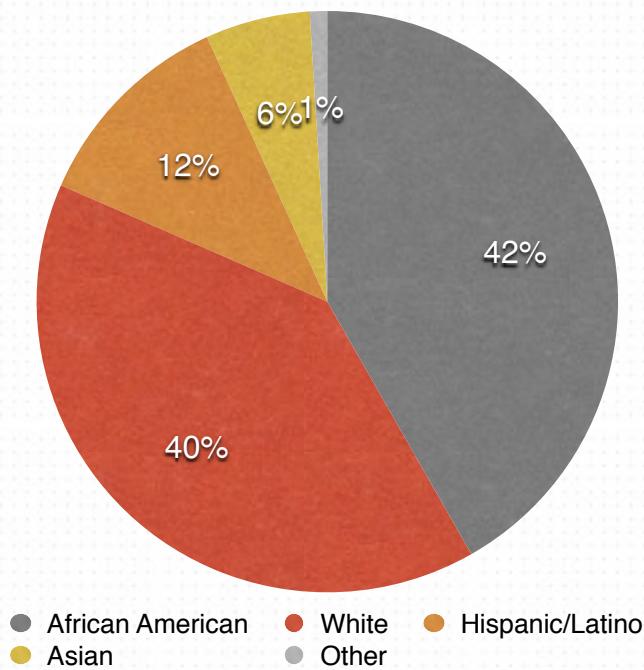
SUMMARY TABLE

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	VIEWSHIP
BOOTH AT EVENT (EXCLUSIVE)	X					1,800
NAME ON TICKET (EXCLUSIVE)	X					1,800
BANNER DISPLAYED AT EVENT (EXCLUSIVE)	X	X				1,800
PRESS RELEASES (EXCLUSIVE)	X	X				10,000
NAME/LOGO ON SHOW AND AFTER PARTY FLYER	X	X				15,000
COMPANY ANNOUNCED AT BEGINNING AND END OF SHOW	X	X	X			2,000
1 MIN VIDEO	X	X	X			2,000
OPPORTUNITY TO ANNOUNCE PLACINGS	X	X	X			2,500
NAME/LOGO ON OFFICAL SHOW T-SHIRT	X	X	X	X		2,500
INDIVIDUAL SOCIAL MEDIA POSTS	X	X	X	X		18,000
LINK TO SPONSOR WEBSITE FROM WEBSITE	X	X	X	X	X	25,000
NAME/LOGO ON WEBISTE	X	X	X	X	X	25,000
NUMBER OF COMPLIMENTARY TICKETS	8	5	3	2	-	
AD IN EVENT PROGRAM	FULL PAGE	1/2 PAGE	1/4 PAGE	1/4 PAGE	1/8 PAGE	1,800
TOTAL EXPOSURE/OUTREACH	109,200	105,600	78,800	72,300	51,800	

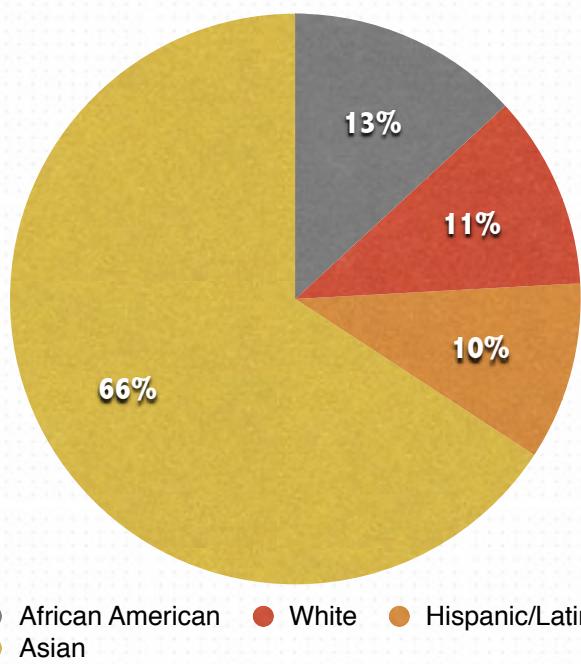


DEMOGRAPHICS

Ethnic Distribution in the Philadelphia Region



Demographics of Outreach

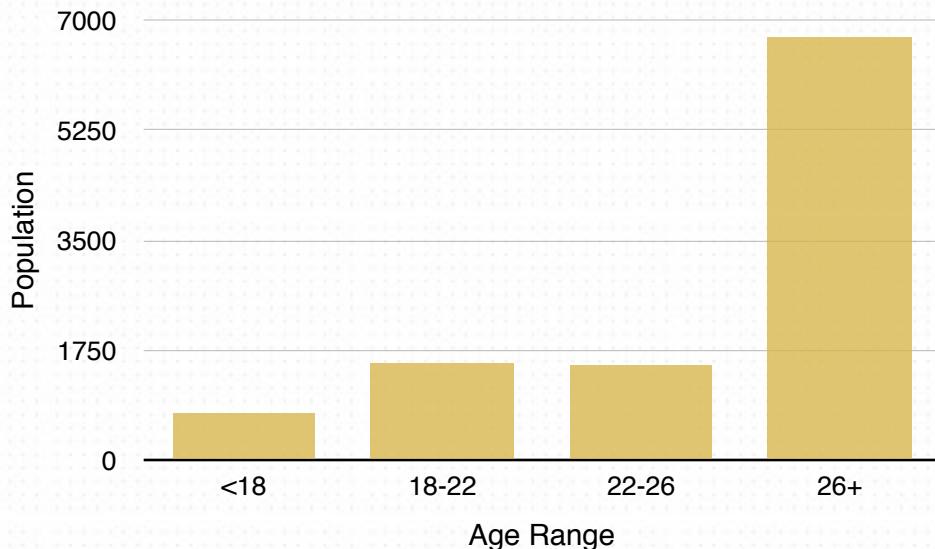


Through Legacy on Broad your company will be able to reach a great deal of publicity in the Philadelphia region, truly targeting that population.

Philadelphia is a highly diversified region relative to many other cities. This becomes an advantage for specialized businesses that require more targeted marketing.

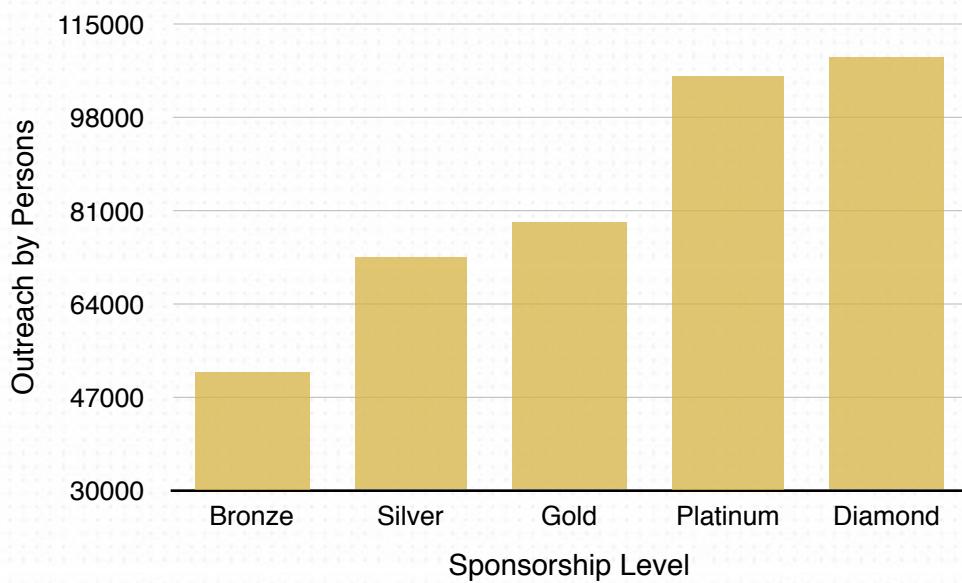


Approximate Age Distribution of Direct Outreach



As you can see, viewership grows linearly by each sponsorship level. Leveraging the exposure by going with our Diamond* package is a smart investment to make!

Digital Viewership





SPONSORSHIP FORM

*Please send this completed form to legacyonbroad.sponsorship@gmail.com.

CONTACT INFORMATION

Company/Organization Name: _____

Primary Contact Person: _____

E-mail Address: _____

Phone number: () _____ - _____

Contribution Selection (Please check one):

Corporate Sponsorship

- Diamond Sponsor (\$5,000)
- Platinum Sponsor (\$3,000)
- Gold Sponsor (\$2,000)
- Silver Sponsor (\$1,000)
- Bronze Sponsor (\$750)

Individual Sponsorship

- Show and After Party Flyers (\$500)
- Official T-Shirt (\$450)
- Official Website (\$150)
- Full Page Acknowledgement (\$500)
- 1/2 Page Acknowledgement (\$300)
- 1/4 Page Acknowledgement (\$200)
- 1/8 Page Acknowledgement (\$100)



CONTACT INFORMATION

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