

Virsa Punjab Da
2010

Sponsor Packet



Dear **Prospective Sponsor**,

Delta Sigma Iota Fraternity, Inc. (DSI) and Sikh Students Association (SSA) at North Carolina State University (NC State) are proud to present Virsa Punjab Da bhangra competition. It is the only competition of its kind in the triangle area. Bhangra is a fusion of music, singing and the beat of the dhol drum, a single stringed instrument called the iktar (ektara), the tumbi and the chimta. The accompanying songs are small couplets written in the Punjabi language called *bolis*. This competition is a way for the community to come together, raise awareness of the diversity of South Asia and be part of something meaningful. The primary purpose of Virsa Punjab Da, however, is to raise money for Nishkam Seva, a charity based out of India which provides educational and medical support to orphans and widows in India. Due to the growing humanitarian crisis in India and the dwindling of humanitarian aid following the global economic crisis, the necessity for immediate action on behalf of those in need is more essential now than ever.

Delta Sigma Iota Fraternity, Inc. is a South-Asian interest based Social-Service fraternity that was established on the NC State campus on April 8, 2006. The fraternity prides itself on its three pillars: Service, Education, and Unity. Our national philanthropy is SAMAR (South Asian Marrow Association of Recruiters) and our chapter philanthropy is Relay for Life. The purpose of our organization is to bridge the gap between people from various South Asian countries while giving back to the community that has given us so much. Throughout our three semesters at NC State, we have held many service events such as blood drives with Rex and the American Red Cross and have raised money and participated in Relay for Life for the American Cancer Society. Now our plan is to raise money for a charity primarily focused on helping people in South Asia by hosting a cultural dance show.

The Sikh Student Association was founded two years ago, yet it has very quickly become one of the most active and ambitious cultural and religious organizations at North Carolina State University. Despite being the fifth largest religion in the world, Sikhism is the only major religion with little to no public awareness; and since the September 11th attacks has been the target of a great deal of intolerance and hate. As the only Sikh student organization in the entire state of North Carolina, it is our solemn duty to represent our faith, protect our people, and enrich the greater community with knowledge of our values, traditions and beliefs. In addition to creating awareness of our religion, it is also a major goal of our organization to advocate for greater understanding and respect between different religious traditions. By hosting this celebration of our culture, we not only hope to inform the community about the rich dance of Bhangra, but also raise funds for Nishkam Seva charity in order to begin our promise to better the world around us.

As a sponsor for Virsa Punjab Da, you have a chance to become part of an event that will have a direct impact on someone's life, in addition to enhancing cultural awareness in the triangle. With around a thousand people attending this event, it will be an excellent opportunity to publicize your business/organization. The following pages outline the different ways you can be a sponsor. We would like to thank you for your generous help as we work on getting this competition together. Please look through the rest of the packet in order to decide what level of sponsorship is right for you.

Sincerely,

Tiffany Saini and Supun Jayaratne,
Virsa Punjab Da
vpdnscsu@gmail.com

Individual advertising opportunities

<u>Show Program Advertising</u>		<u>Website Banner Advertising</u>	
Back of Cover (first page)	\$250	Large Banner	\$75
Full Page Ad	\$200	Small Banner	\$50
Half Page Ad	\$150		
Quarter Page Ad	\$100		
Name in the sponsor list	\$75		

	<i>Platinum</i>	<i>Gold</i>
Flying Banner		
Over the Stage	◇	
Hanging from the lobby		◇
Show Programs		
Full Page Ad		
Half Page Ad	◇	
Quarter Page Ad		◇
Website Banner		
Large Banner	◇	
Small Banner		◇
Contributions	\$400	\$300

*Platinum and Gold sponsors will get a verbal recognition during the show.

*All Sponsors will be recognized on the sponsor page of the Virsa Punjab Da website and the Virsa Punjab Da show program.

*All sponsor's website banner advertisements and logos will be uploaded to the VPD website 2-3 days after VPD committee has received the images.



Virsa Punjab Da's Copy

Dear Sponsor,

Thank you for your support of Virsa Punjab Da. Please fill out the form below and send it back to us as soon as possible. There are only limited amounts of Platinum and Gold packages available. You must contact Virsa Punjab Da via email to become a Platinum or Gold level sponsor. The information below will be used to promote your business and allow us to remain in contact with you.

Package Desired (If Applicable)

Amount to be Contributed

Ad Choice (Program Ad and/or Website Ad, If Applicable)

Business Name

Contact Person Name

Business Address City State Zip

Phone Fax Email

In order to receive all sponsorship benefits, sponsors must commit before submittal deadlines. The sponsor will also provide Virsa Punjab Da with all Logos and Advertisements in high-resolution image(s) (.jpg, .psd, or .tiff) no later than the deadlines listed on page below. Please make all checks payable to "Virsa Punjab Da".

I, _____ have read the sponsor packet completely, and understand the details of my sponsor package. The Virsa Punjab Da committee agrees to provide the publicity and advertising space stated in the Sponsor Packet, in return for a donation of \$_____. If Virsa Punjab Da Committee on behalf of Delta Sigma Iota Fraternity, Inc. and Sikh Students Association does not fulfill its obligation, it will fully reimburse the organization of its donation. This will serve as a contract between Virsa Punjab Da and the Sponsor.

Business Representative

Date

Virsa Punjab Da Representative (If, applicable)

Date



Business/Organization Copy

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Package Desired (If Applicable)

Amount to be Contributed

Ad Choice (Program Ad and/or Website Ad, If Applicable)

Business Name

Contact Person Name

Business Address City State Zip

Phone Fax Email

In order to receive all sponsorship benefits, sponsors must commit before submittal deadlines. The sponsor will also provide Virsa Punjab Da with all Logos and Advertisements in high-resolution image(s) (.jpg, .psd, or .tiff) no later than the deadlines listed on page below. Please make all checks payable to "Virsa Punjab Da".

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Business Representative

Date

Virsa Punjab Da Representative (If, applicable)

Date

Virsa Punjab Da Copy

Check List

- Picked a sponsor package or individual advertisement
- Contact Virsa Punjab Da committee about becoming a Platinum or Gold level Sponsor.
- Filled and signed the contract
- Submitted a banner (Platinum and Gold Packages only)
- Submitted Graphics for Logos
- Submitted advertisement(s) for Event Programs
- Submitted a Check made out to “**Virsa Punjab Da**”

Virsa Punjab Da will only accept payment in checks. Please make all checks payable to “Virsa Punjab Da”.

Please mail the “Virsa Punjab Da copy” (page 5), this page and your payment to the specified address on the following page.

Submittal Deadlines

Flying Banner	February 6th, 2010
Graphic for Logos	As Soon As Possible
Show Program Ads	February 13 th , 2010

Contact Information

Tiffany Saini
2816 Crestscene Trail
Raleigh NC, 27603
(828) 335-7499
tksaini@ncsu.edu

Supun Jayaratne
(706) 254-6505
vpdncsu@gmail.com

Additional Information

Banner	7.5 ft x 4 ft
Show Program Ad – Full Page	7 in x 8.5 in

Above sizes are estimates, actual size may vary.