



GATEWAY TO RAAS

SPONSORSHIP PACKET



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01

Dear Prospective Sponsor,

Gateway to Raas and our organization is a socio-cultural student organization in the St. Louis area devoted to promoting the awareness, education and preservation of the South Asian culture by hosting a traditional Indian dance competition in St. Louis. In the month of February of 2018, our organization will be hosting the Gateway to Raas Dance Competition at the Sun Theater, located at 3625 Grandel Square, St. Louis. This will be the first year that this dance competition is taking place in St. Louis. At this event, we plan to have over 700 individuals attend this event. These individuals are comprised of local students at SLU and Washu, alumni, parents, young professionals and community groups.

Gateway to Raas will consist of 8 competing teams from across the nation as well as exhibition acts performed by local groups in the community, SLU and Washu. Our organization plans on making this dance competition one of the largest and most unique cultural events in St. Louis for this year and for many years to come. These competing teams will bring with them loyal fans and proud parent who will come to watch the show but to also enjoy all the attractions that St. Louis has to offer. With your donation/sponsorship, we would like to further enhance the Gateway to Raas Dance competition atmosphere as well as promote the local businesses that have so graciously donated to our organization and contributed to the success of this event.

As a sponsor, you will be encouraging youth at the university level to experience culture through the performing arts. This event seeks to accomplish continued awareness of the South Asian culture and unification of our entire, global community. Along with this, you will have the opportunity to advertise your business or organization to the St. Louis community.

Above all, your sponsorship contributes to the South Asian community. As an organization, it is our aim to continually promote the preservation of our culture. Your donation will sustain our mission. Please do not hesitate to contact us with any questions or concerns. We hope that you will join us in our cause.

Sincerely,

Shaurya Patel & Bimal Dholakia
Co- Diectors
gatewaytoraas@gmail.com

ADVERTISEMENTS

With your sponsorship kit, your donation will surely be compensated appropriately. The following is a list in which your company can be recognized:

On screen Advertisement:

Thirty min before show, fifteen minutes during intermission and fifteen min after the show the show will a projection screen will be clearly visible to the viewers in attendance. Fifteen second time slots will be given to those who donate for advertising in the form of a slide or video. This slide show or video will be continuously repeated 3 times throughout show.

Full Page Program Advertisement:

The full page advertisement will be placed on the last page of the Gateway to Raas program of events. This space can be used up for any form of advisement like but not limited to coupons, logo, and/ or directory listing at your discretion. Over a thousand programs will be handed to those in attendance at the door free of charge.

Half Page Program Advertisement:

Advertisement may occupy $\frac{1}{2}$ of a page at a lesser cost. The advertisement will be placed on the last page of the Gateway to Raas program of events. This space can be used up for any form of advisement, like but not limited to coupons, logo, and/ or directory listing at your discretion. Over a thousand programs will be handed to those in attendance at the door free of charge.

One-Fourth Page Program Advertisement:

Advertisements may occupy one-fourth of a page at a lesser cost. The advertisement will be placed on the last page of the Gateway to Raas program of events. This space can be used up for any form of advisement like but not limited to coupons, logo, and/ or directory listing at your discretion. Over a thousand programs will be handed to those in attendance at the door free of charge.

Logo/ Name on T-shirt:

Hundreds of T-shirts will be ordered advertising the Gateway to Raas Competition event. Your logo or name will be advertised on the back of every T-shirt.

ADVERTISEMENTS

Name on Flyers:

Eight thousand flyers will be ordered and passed around campus and different locations around the Saint Louis area advertising the Gateway to Raas competition event. Your name will be advertised on the back of every flyer.

Logo/ Name on T-shirt:

Hundreds of T-shirts will be ordered advertising the Gateway to Raas Competition event. Your logo or name will be advertised on the back of every T-shirt.

Announcement During the Show:

We will recognize you as a gracious sponsor at the beginning and the end of the show, before the results of the competition are given.

Shout out on Social Media Pages:

We will post a shout out in our various official Gateway to Raas social media accounts. Instagram, Facebook, and Snapchat.

Official Sponsor of Gateway to Raas:

Gateway to Raas sponsored by _____

Snapchat filter:

Day of event there will be an official Gateway to Raas snapchat filter and your logo would be part of the filter.

Logo on Care Packages to Teams:

During the weekend various gifts are given to the participants. Gifts vary from drawstring bags, shot glasses, etc. Your logo will be printed on all the gifts.

PRICES & PACKAGES



BRONZE

Quarter-Page ad in competition brochure

Company Name & Logo on Website

Company Name & Logo in Sponsors' Presentation Before/After/During

Social Media announcements/promotions

\$250



SILVER

Half-Page Printed Ad in Program Book

Sponsorship/Partner Announcement at Competition

Company Name & Description on Website

Includes all concessions of Bronze Package

\$500



GOLD

Company Name/Logo on Printed Shirts

Full-Page Printed Ad in Program Book

Printed Company Logo & Description in Each Guest Room (30 Rooms)

Logo on Event Flyers

Company Coupons in Program Book (optional)

Includes all concessions of Silver Package

\$1000



PLATINUM

A Banner Ad on Social Media Accounts

Company Recognition in all Print Material (PPT, Flyers, Program Books)

Logo on Event Flyers

30-45 Seconds Promo/Ad During Intermission

Recognition at all Weekend Events (Friday & Saturday)

Snapchat Filter during the Event

Includes all concessions of Gold Package

\$2500



DIAMOND

"Gateway to Raas Sponsored by _____"

Signage throughout the Event

Sponsor will receive acknowledgement and praise from competition

Snapchat Filter for each Event

Logo on all External Event Material

Includes all concessions of Platinum Package

\$5000

Enclosed Advertisement & Donation

Please check ONE of the following:

ADVERTISEMENT INCLUDED

Please enclose advertisement if you have one pre-made

(Note: Advertisement may not be returned.)

ADVERTISEMENT EXCLUDED

An advertisement can be typed, laid out, and designed by our Media Designers

Advertisements will meet quality of other advertisements.

Please include relevant information to be included in the advertisement.

Name: _____ Signature: _____

Address: _____ Date: _____

_____ Email: _____

_____ Phone: _____

Please write the name of the package you choose (circle one)

Diamond Platinum Gold Silver Bronze Personal

Total Enclosed Checks Payable to Gateway to Raas \$ _____.

MAILING INFORMATION

Please check to make sure all completed information is accurate. The Gateway to Raas team cannot be held responsible for inaccurate information advertised as a result of incompleteness.

Please mail all completed materials and payment to:

Gateway to Raas
4316 Maryland Ave
Saint Louis, MO 631082

Do not hesitate to contact us at Gatewaytoraas@gmail.com should you have any questions, comments, or concerns regarding any information in this packet or the sponsorship process.

On behalf of Gateway to Raas, we would like to thank you for generous contribution to assist us in making this year's competition unforgettable.

Sincerely,

Gateway to Raas Executive Board

Bimal Dholakia & Shaurya Patel
Co- Directors of Gateway to Raas

Optional Donation

Donation Amount: _____

Donor/Business Name: _____

Donor Signature: _____

Date: _____