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SPONSORSHIP PACKET 2023-2024

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WELCOME LETTER

On behalf of the Taaza Executive Board, we would like to thank you for your interest in supporting the 2024 Taaza Bollywood Fusion Dance Competition. Taaza is a South Asian dance competition run entirely by students that promotes South Asian cultural awareness through a community-catered event where individuals can come together to celebrate the performing arts. This organization aspires to foster an environment of diversity and inclusion in the greater Pittsburgh area as we showcase traditional South Asian dance forms mixed with modern Western dance. In past years, Taaza has attracted the nation's top talent to the Pittsburgh area where dancers have had the ability to showcase their talent having an incredible impact on the local Pittsburgh community and inspiring future generations to do the same.

Our upcoming dance competition is scheduled for March 2nd, 2024, and will take place at the Rosemary Heyl Theatre, at Carlow University. We will select eight of the freshest South Asian Fusion teams from across the nation to compete for national recognition and for cash prizes. Our past competitions have gathered thousands of attendees from across the nation and recognition for Taaza on a national level and among several Pittsburgh organizations.

To accomplish our mission and to help Taaza enhance its reach to a larger audience, we are requesting your support. Previous years of Taaza have been wildly successful due to the generous support and donations of various small businesses, large corporations, and even individual donors. We believe your company has the ability to increase our impact and help support our initiatives, and we would love to partner with you in order to make that happen. In return for your gracious support, Taaza will promote your company, services, and products according to your business scope and sponsorship level.

Currently in its fifth year, Taaza is a competition that is deeply connected to the South Asian Community in the Pittsburgh area and across the United States. Our network and supportive teams will provide your company with broad outreach. We have a genuine interest in our mission of spreading unity, kindness, and awareness of South Asian Culture. We are pleased to announce that this year, your valued contributions will help us spread awareness and give back to the **Association for India's Development**, a national grassroots organization focused on promoting sustainable, equitable, and just development in rural areas of India.

We cordially invite you to be an official sponsor for Taaza 2024. We appreciate any type of sponsorship you are able to donate, including cash, gift certificates, or tangible items. Any donation will be beneficial to our organization. This packet dives deeper into the several sponsorship levels that you may pick from that have a wide range of advertisement options on a local and/or national basis. We truly believe that we can create mutually beneficial opportunities for each other. Please do not hesitate to contact us with any additional questions. We sincerely thank you for your time and consideration, and we look forward to potentially working with you and your organization.

Sincerely,
Aryan Vichare and Manav Arora
Taaza 5.0 Finance Directors

ABOUT TAAZA

Taaza is a collegiate South Asian Bollywood Fusion Dance Competition. We bring South Asian dance teams from universities all across the nation to our city of Pittsburgh in order to put on a show that provides insight into South Asian Culture and showcases our teams' creativity and teamwork as they compete for the grand prize. As a mixture of South Asian and Western styles, the performances incorporate culture from all around the world to depict classic stories, as well as to make statements on current social issues. The hard work put into these elaborate performances by our teams is inspiring to witness as they move mountains in order to be able to entertain our audience and spread South Asian Culture to the cities they visit.

Taaza's goal as an organization is to foster an environment of cultural diversity that unites individuals of the Pittsburgh community through a shared love for culture and dance, making Taaza a night to remember. Taaza would not be successful without the hundreds of dedicated college students who volunteer in order to raise money, increase social media awareness, and plan our large-scale competition; which includes logistics of travel, venue organization, gift planning, and food preparation. We hope that with your support, we can provide the best possible experience to our dancers and volunteers that we possibly can.

DESI DANCE NETWORK

Taaza is an official competition under The Desi Dance Network Inc. The DDN was established in 2014 by co-founders Bryant Phan and Chintan Parikh. The organization creates a space for South Asians to express themselves, grow as artists, and create a community for all to enjoy. The supportive network allows for the preservation of South Asian culture and a place for individuals to celebrate community. The Desi Dance Network allows for young adults from all over the country to be a part of a global movement that brings together performance, art, education, and philanthropy. Over the past years, DDN has grown to have a Facebook group with over 11K members. Additionally, their youtube channel has over 5k subscribers with videos having over hundreds of thousands of views.

PHILANTHROPY

Every year, Taaza donates all proceeds raised via the event to a local charity in order to support the Pittsburgh community. This year, the charity we chose to work with for Taaza 5.0 is **Association for India's Development (AID)**. AID is a non-profit organization dedicated to catalyzing sustainable and equitable development in India. Established in 1991 by a group of students and professionals in the United States, AID aims to address the pressing social, economic, and environmental challenges faced by marginalized communities in India. Through grassroots initiatives, AID promotes education, healthcare, livelihood opportunities, and environmental sustainability. The organization works closely with local communities, fostering partnerships and empowering individuals to create positive change. With a focus on transparency and accountability, AID leverages its global network of volunteers, donors, and supporters to fund and implement projects that have a lasting impact on the lives of countless individuals and communities in India. By nurturing a culture of compassion and collaboration, AID continues to inspire and engage individuals to actively contribute to India's development journey.

Taaza in itself directly involves about 500 participants and indirectly brings in thousands more. One of our core goals as Taaza is to use our influence to make a positive mark on each and every one of our competitors. We have previously worked with LGBTQ+ and BLM organizations in past years. As a South Asian event, we recognize that many of our competitors resonate with the message and goal of the AID organization. Our goal in partnering with this charity is to join them on their mission of improving the health and infrastructure of developing communities in India as well as educating our community on the importance of AID.



SPONSORSHIP PACKAGES

COPPER PACKAGE

- **\$250+**
 - Logo/ad placed on our show pamphlet
 - VIP tickets: 1

BRONZE PACKAGE

- **\$750+**
 - Logo/ad placed on our show pamphlet
 - VIP tickets: 3
 - Logo in Newsletter
 - Logo in Social Media Posts

SILVER PACKAGE

- **\$1500+**
 - Logo/ad placed on our show pamphlet
 - VIP tickets: 5
 - Logo in Newsletter
 - Logo in Social Media Posts + Story Highlights
 - One social media post dedicated to your company
 - Logo on official event merchandise

GOLD PACKAGE

- **\$2500+**
 - Logo/ad placed on our show pamphlet
 - VIP tickets: 7
 - Logo in Newsletter
 - Logo in Social Media Posts + Story Highlights
 - One social media post dedicated to your company
 - Logo on official event merchandise
 - Stage Recognition
 - Intermission Slide Show

SPONSORSHIP PACKAGES

PLATINUM PACKAGE

- **\$3000+**
 - Logo/ad placed on our show pamphlet
 - VIP tickets: 9
 - Logo in Newsletter
 - Logo in Social Media Posts + Story Highlights
 - One social media post dedicated to your company
 - Logo on official event merchandise
 - Stage Recognition
 - Intermission Slide Show
 - 1-2 minute promotional video during the show

DIAMOND PACKAGE

- **\$4500+**
 - Logo/ad placed on our show pamphlet
 - VIP tickets: 12
 - Logo in Newsletter
 - Logo in Social Media Posts + Story Highlights
 - One social media post dedicated to your company
 - Logo on official event merchandise
 - Stage Recognition
 - Intermission Slide Show
 - 1-2 minute promotional video during the show
 - Promotional event
 - 1-2 minute speech during show

CONTACT INFORMATION

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