

NKD SPONSORSHIP PACKET

The South Asian Student Association at
The College of William & Mary
presents...

Nach Ke Dikha Dance Competition

Saturday, April 1, 2017
<http://www.wmnkd.com>



NKD 2017: TO OUR SPONSOR

Dear Prospective Sponsor,

The South Asian Student Association (SASA) at the College of William & Mary is proud to announce the 6th annual Nach Ke Dikha (NKD) dance competition on April 1st, 2017.

The competition and associating events will all be held on or around the campus of the College of William & Mary in Williamsburg, VA. The show will be held in Phi Beta Kappa Hall on the College's New Campus. In its sixth year of operation, the NKD committee is excited to improve upon the model we forged last year with an even more engaging show devoted not only to the audience's entertainment but also to the enjoyment of the participants.

Nach Ke Dikha is a unique competition with categories for both Bhangra and Fusion dance. Each category will consist of five competing teams, with 1st place receiving \$1000 & 2nd place receiving \$500 in each category. On behalf of the NKD committee and the William & Mary SASA executive board, we thank you for your interest in this year's show!

Benefits of Your Involvement:

The College of William & Mary SASA would like to do anything and everything to accommodate your sponsorship needs. As a well-known and highly involved multicultural club the South Asian Student Association includes hundreds of members and reaches thousands of other students on the William & Mary campus. The Nach Ke Dikha competition only expands on this publicizing opportunity by reaching students across the east coast, both those who see our conference through extensive publicity and those who actually decide to attend the NKD competition.

Hundreds of attendees will descend on the Williamsburg area on the weekend of April 1st for the NKD competition. In addition, thousands of potential viewers will also be in attendance via our YouTube live stream. We believe that sponsors will benefit by reaching these attendees well before they arrive and during their stay here in Williamsburg. Please keep in mind that we are a legitimate 501(c3) institution, and any contribution made to this cause is 100% tax deductible.

In the following pages, you will find detailed information on how your organization can get involved with Nach Ke Dikha and the different sponsorship packages we are offering this year. Thank you for your time and support!

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College of William & Mary '18

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Co-Director Nach Ke Dikha 2017
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Roshan Manjaly

Treasurer SASA 2017
College of William & Mary '19

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NKD 2017: THE OPPORTUNITY

Opportunity Knocks

With the growing South Asian population in the U.S., we at Nach Ke Dikha would like to form a mutually beneficial partnership with you and your business to give you the best opportunity this year to market your brand to the South Asian population and beyond. South Asians are amongst the wealthiest groups in America and Bollywood along with Bhangra is one of the most universal international dance genres with fans from diverse backgrounds.

This is THE opportunity to advertise your business; Over 500 people are expected to be at Nach Ke Dikha in the Williamsburg Area on April 1st this year and thousands of fans will be viewing the competition globally online. You will receive extensive publicity through both means and we have a talented public relations team to create the necessary marketing collateral for your company if needed. Furthermore, we are happy to highlight your company in our Internet wide and promotional materials including utilizing our social marketing tools like Facebook, YouTube, and Instagram to publicize your company prior to competition.

Our promotional team will be reaching South Asians all over the globe and Williamsburg Area to advertise Nach Ke Dikha; we'd love to include your company in widespread, targeted, and impactful advertising in return for your help pushing forward the Bhangra and Fusion dance circuits and supporting some of the best South Asian dancers in the world.

NKD 2017: THE PARTNERSHIP

Levels of Sponsorship for Nach Ke Dikha (NKD) 2017

Grand Sponsorship Benefits: (\$1,500 minimum donation – only one available)

- 4 complimentary VIP show tickets plus backstage access to meet all the teams
- A full-size banner provided by the sponsor to be displayed during the Nach Ke Dikha competition and the Official NKD after-party
- Sponsor's name announced at event (8x)
- Sponsor's name and full banner logo in the introduction video to be played at the opening of the Nach Ke Dikha competition and seen on the website
- Sponsor's name and/or graphic logo will be seen on www.wmnkd.com and on T-Shirts
- Full page spread of sponsor in the event programs distributed to all Nach Ke Dikha attendees

Platinum Sponsorship Benefits: (\$1,000 minimum Donation)

- 4 complimentary VIP show tickets
- A small banner provided by the sponsor to be displayed during the Nach Ke Dikha competition and the official NKD after-party
- Sponsor's name announced at event (4x)
- Sponsor's name and/or graphic logo in the introduction video to be played at the opening of the Nach Ke Dikha competition and seen on the website
- Sponsor's name and/or graphic logo will be seen on www.wmnkd.com and on T-Shirts
- Half page spread of sponsor in the event program distributed to all Nach Ke Dikha attendees

Gold Sponsorship Benefits: (\$500 minimum Donation)

- 2 complimentary show tickets
- Sponsor's name announced at event (2x)
- Sponsor's name and/or graphic logo will be seen on www.wmnkd.com and on T-Shirts
- Quarter page spread of sponsor in the event program distributed to all Nach Ke Dikha attendees

Silver Sponsorship Benefits: (\$250 minimum Donation)

- 2 complimentary show tickets
- Sponsor's name announced at event (1x)
- Sponsor's name and/or graphic logo will be seen on www.wmnkd.com and on T-Shirts
- Business card size ad of sponsor in the program distributed to all Nach Ke Dikha attendees

Bronze Sponsorship Benefits: (\$100 minimum Donation)

- Sponsor's name and/or graphic logo will be seen on www.wmnkd.com
- Name of sponsor in the event program distributed to all Nach Ke Dikha attendees

THANK YOU!

NKD 2017: THE PARTNERSHIP

Here at the Nach Ke Dikha Team recognizes that organizations or individuals can only contribute at varying degrees; and we are happy to get creative. While some of our past partnerships have contributed financially, others have donated a variety of necessary resources such as water, food, decorations, and equipment. Any financial contribution, of any amount, or donation of items required to put on a successful competition will advance our organization towards achieving our mission of promoting the various dance styles as well as South Asian culture and we thank you for your help.

We will happily work to create customized packages for you, our sponsors, depending on what best suits your interests and advances both of our missions, so please reach out to us at nachkedikhacompetition@gmail.com if you wish to create your **own customized level of sponsorship**.

Food and Beverage Sponsorship

We welcome food and/or beverage sponsorship. Food and beverages are an important part of the competition's weekend. We like to provide snacks, meals, and drinks for our approximately 200 dancers from Friday to Sunday. If your company would like to sponsor our event in this capacity, we would be happy to discuss your options.

Sponsor the Dream

If your organization would like to sponsor a team to provide them with the opportunity to come to Nach Ke Dikha for the competition, you can help cover flights, hotel, etc. or you could sponsor and present the first place trophy at the competition. For either of these, we would be happy to give you the opportunity to play a video about your organization during the show or speak on stage about it.

High Publicity Collaborations

Another amazing opportunity is if your company would like to collaborate with other brands/organizations to provide high publicity events. Such options can include sponsoring a celebrity to perform at the show or sponsor/host the official Nach Ke Dikha After-Party

NKD 2017: THE CONTRIBUTION

Organization/Business Name: _____

Contact Individual: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ E-mail: _____

Website Address (if applicable): _____

Package Type:

_____ Grand (\$1500 & above)

_____ Platinum (\$1000 – \$1500)

_____ Gold (\$500 – \$1000)

_____ Silver (\$250 – \$500)

_____ Bronze (\$100 – \$250)

_____ Generic (\$100 & below)

_____ Customized Package (please specify): _____

Total Contribution/Donation Amount: \$_____

Checks can be made payable to: "South Asian Student Association" - Memo: NKD 2016

Mailing Address:

CSU 1348 P.O. Box 8793

Williamsburg, VA 23185

Contributions/donations can also be made through the Nach Ke Dikha PayPal account:

nachkedikhacompetition@gmail.com or through the "Donate" button on our website:

www.wmnkd.com or via Venmo at @NachKe-Dikha

You will receive an e-mail confirmation once we received your information.

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