

dandia on fire



the flame will be lit . . .

03.29.08

Sponsorship Packet



Dear Prospective Sponsor,

On behalf of the *Dandia on Fire* Management Team, we would like to extend our gratitude for your interest in the first annual *Dandia on Fire* Garba/Raas competition. We hope that this informational packet will give you a better understanding of *Dandia on Fire*, its vision, and your potential involvement in this event.

Dandia on Fire will be held on March 29th, 2008 at the prestigious Eisenhower Auditorium at The Pennsylvania State University. Like many other dance competitions, this event will feature many different dance teams from around the nation performing at their highest potential to claim the first place prize and the respect of the other teams. Many other South Asian dance competitions are determined to be profitable. However, *Dandia on Fire* is unique as our goal is to create a dance competition centered upon the foundation of philanthropy. Our vision is to create an experience that the participants will remember forever. It is our goal to orchestrate a weekend that the participants will not want to end – one that will serve as the true reward for all of the hard work they put in throughout the year. In order to make this possible, we as a board promise to cater our events to the participants' needs and wants. In the end, we hope that all participants will remember *Dandia on Fire* as an experience rather than as a competition.

While our efforts to make the competition a unique experience from the dancer's perspective are important, our ultimate vision in the creation of this competition extend further. Not only do we hope to cater to the participants' needs, but we also hope to raise money for charitable causes. This year's charities are Asha for Education and THON. Asha for Education is an organization working to provide education for underprivileged children in India. THON, the largest student run philanthropy in the world, raised over 5.2 million dollars last year for the fight against pediatric cancer. *Dandia on Fire's* focus is to encourage altruism through holding a dance competition.

There are various ideas our management team will implement in order to make this competition unique for teams. First, every team will be assigned its own personal liaison. Each liaison will remain in constant contact with his or her assigned team and will assist the team with any problems or concerns that may arise. The liaisons will also be responsible for providing the teams with information about dress rehearsals, stage time, and preparation for the performance. In essence, the liaison will serve as the point of contact between participants and the management team and will be responsible for ensuring that all of the participants' needs are met.

In addition, in order to make it affordable for teams to attend *Dandia on Fire* (a factor which many event organizers do not prioritize), we aim to cut the teams' expenditures from all possible angles. We hope to be able to subsidize hotel rooms, meals, and transportation, which will only be possible with the help of sponsors like you. We recognize that college students do not have a steady income and we firmly believe that this should be the least of their worries when deciding whether or not to participate in a dance competition. With the support of your sponsorship to *Dandia on Fire*, our management team is able to make this an unforgettable weekend for teams.

With an anticipated crowd of over 2000 attendees, this event promises to be one to remember. For the participants, this will be a memorable weekend, from the moment they arrive at Penn State. They will attend a team mixer on Friday continuing on through a celebratory party following the show on Saturday night, with plenty of surprises in between. The competition promises to entertain guests, ranging from Penn State's community to the families and friends of the participants from around the nation.

Dandia on Fire
March 29th, 2008



www.dandiaonfire.com
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Advertising efforts have already begun in various forms and include the newly launched website at www.dandiaonfire.com, profiles on various social networking websites, and promotional teams located at college campuses and cities throughout the country. This event promises to reach a crowd that venture into every part of the nation. Within the coming weeks, our marketing campaign will release fliers, brochures, media advertisements and other forms of publicity. Your company will have the ability to publicize your name on our marketing materials.

In order to accomplish our vision, we rely on our sponsors to aid us in our efforts. Your donation and association with this event will allow the Penn State community to experience South Asian culture through the form of dance. The efforts will impact the betterment for Asha for Education and THON. We hope that the information that follows helps you to better understand every aspect of this competition and details about possible sponsorship. If we have not answered your questions or concerns, please do not hesitate to contact us at any time. Thank you for giving us the opportunity to express our ideas and visions to you. We hope that you will join us in achieving our mission.

Sincerely,

Mukund Patel
Amish Dholakia
Ben Mysliwec
Dandia on Fire Sponsorship Team



What is Garba/Raas?

Garba is a traditional form of Indian dance that originated in the state of Gujarat, India. The dance form is one that allows for more interaction, improvisation, and freedom of motion than other classical types of Indian dance. Garba is generally performed in a circular pattern, with people dancing around the deity (known as Ambama), clapping rhythmically. At every step, they gracefully bend sideways, the arms coming together in sweeping gestures, up and down, left and right, each movement ending in a clap. Modern Garba is also heavily influenced by Raas, a dance traditionally performed by men that involves the use of wooden dowels, known as dandia. The merger of these two dance forms has given rise to the high-energy dance that is seen today in competitions around the United States and throughout the world. These performances are built upon a framework of male-female interaction, coordination,



accuracy, creativity, and synchronization. Although the style itself is immensely classical in form, choreographers across the nation have given the genre a revival and have modernized the dance with acrobatic dance moves and eye-opening stunts. In the past five years, this style has become extremely popular throughout the United States, with over 50 collegiate teams competing in various competitions yearly. With such a vast interest at collegiate campuses nationwide, it is no wonder that these performances are able to sell out year after year.

What is the South Asian Student Association?

The South Asian Student Association at The Pennsylvania State University was created to bring together the South Asian community. The organization, which has grown drastically since its conception, continues to be driven by the same purpose: to promote peaceful accord among not only South Asians, but also among persons of all ethnicities and cultural backgrounds. Throughout the years, SASA has held many events to serve the South Asian community at



Penn State and to educate the student body about South Asian culture. The group holds monthly meetings, often drawing crowds of over 300 students, and hosts numerous events throughout the school year. The organization also raises money for THON, with nearly 25000 dollars raised in just the last year. Along with these events and activities, the organization holds charity dinners, social events and helps to create a voice for the rapidly growing South Asian Community.



Who is the Dandia on Fire Management Team?

The *Dandia on Fire* Management team was formed by former co-captains of the Penn State Raas Team. This team, currently ranked as the nation's best Garba/Raas team, was created for the sole purpose of entertainment. The team's goal was never to win competitions, but rather to show the community how South Asian dance can entertain with awe and excitement, while using the team aura to create a positive persona within each member. These values hold true to the vision behind the *Dandia on Fire* Management Team. *Dandia on Fire*, unlike many other competitions, is also dedicated to supporting charitable organizations in the community. This organization was formed to organize a competition which could be an enjoyable, entertaining experience not only for audience members, but for performers as well.



What is Asha for Education?

Asha for Education is a secular organization dedicated to catalyzing change in India by focusing on basic education. It is founded on the belief that education is a critical requisite for socio-economic change. In



keeping with this focus, volunteers from Asha for Education are involved with and support projects that are secular and have an education-related component to them. The objectives of this group are:

1. To provide education to underprivileged children in India
2. To encourage the formation of various local groups across the world to reach out to larger sections of the population
3. To support and cooperate with persons and groups already engaged in similar activities
4. To provide opportunities to individuals living outside India who wish to participate in Asha activities in India
5. To address, whenever possible, other issues affecting human life such as health care, environment, socio-economic aspects and women's issues



What is THON?

THON, formally known as The Penn State Dance Marathon is a year-round fundraising event benefiting The Four Diamonds Fund, an organization based at the Penn State Children's Hospital in Hershey, PA, that seeks to conquer childhood cancer. The year culminates in a no-sitting, no-sleeping, two-day dance marathon held every February. Over the past 35 years, the students of THON have raised more than \$46 million and have helped thousands of children and families fight pediatric cancer. Last year alone, the event contributed over \$5.2 million to the fight against pediatric cancer.



During THON weekend, 700 dancers and thousands of supporters come together in the hopes of one day finding a cure for pediatric cancer. Whether standing for two days as a dancer, entertaining the crowd, taking care of the facility, or even standing in the bleachers, every person at THON plays a small part in creating an amazing atmosphere of love, compassion, and understanding. This atmosphere inspires the students to fundraise throughout the year and ensures the families of The Four Diamonds Fund that they have the care and support they need. This collective effort, involving more than 15,000 students, has become one of Penn State's greatest and most unifying traditions.

How Far Can My Sponsorship Go?

Your sponsorship and association with this event will allow you to reap the rewards of an extensive advertising campaign. The target audience will extend beyond college students and reach out to a community which holds tradition, culture, and value at the forefront of their beliefs. The event alone will attract over 2000 students, faculty, and family. Your sponsorship will reach an extensive crowd at a minimal cost and will not be limited by geographic region. The main audience your organization will be exposed to is the South Asian community. Although it is a little-known fact, the South Asian community is home to nearly 10 percent of the nation's millionaires. Last year alone, businesses owned by South Asians generated revenue of 88 billion dollars. With these statistics in mind, it has become very clear why so many businesses and organizations have turned their marketing efforts to attract such a financially powerful segment of the American community. Our advertising campaigns have already commenced at various college campuses and major cities throughout the nation. We have even begun setting up liaisons in Atlanta, Philadelphia, New York, Boston, Miami, Houston, and San Diego. More importantly, the event is being held at Penn State, which is home to over 44,000 undergraduate students and thousands more graduate students, faculty, and community members.





Sponsorship Break Down

The *Dandia on Fire* Management Team recognizes that each organization or individual will be able to contribute on various levels. In recognition of this, we have created several categories of sponsorship that are tailored to the needs and capabilities of different organizations. The benefits of each sponsorship category are specified below. Most importantly, we would like to express our firm belief that any financial contribution or donation in any form, no matter how small or large, will bring us one step closer to achieving our ultimate goal. Accordingly, we hope that you will be able to contribute to our cause in a way that best suits your abilities and desires. *The Dandia on Fire Management Team also seeks assistance businesses who would like to make non-monetary donations.* Please contact the sponsorship team (see contact information below) if you would like to contribute in this matter.

SPONSORSHIP LEVELS	GRAND	PLATINUM	GOLD	SILVER	BRONZE	FRIENDS OF DDF
Contribution Amount	Contact	\$5,000	\$2,000	\$1,000	\$500	\$300
Presents Dandia on Fire						
Name in Commercials						
Time on Stage	8 minutes	4 minutes	45 second	30 second		
Commercial at Intermission						
Booth at Event						
Name on T-Shirts						
Name on Print Media						
Pages in Pamphlet	2 Pages	1 Page	1 Page	¾ Page	½ Page	Name Listed
Commercial on Website						
Logo on Website						
Name on Website						
Event Tickets	20 Tickets	15 Tickets	10 Tickets	5 Tickets	3 Tickets	2 Tickets



Dear Prospective Sponsor,

Once Again, thank you for taking the time and consideration to help our cause. Remember, your sponsorship money helps keep our vision and mission alive. **Furthermore, all proceeds will benefit the Asha for Education and THON charities.** Please fill out this form and return it at your convenience.

Thank you,
Dandia on Fire Sponsorship Team

Organization Name: _____

Organization Contact Person: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Email: _____ Sponsorship Level: _____

Sponsorship Amount: _____

Signature: _____ Date: _____

Make Checks payable to: The Pennsylvania State University
 ATTN: South Asian Student Association

Send Checks to: Dandia on Fire Sponsorship Team
 616 E. College Ave. Apt. 605
 State College, PA 16801

Please address all questions and concerns to the *Dandia on Fire* Sponsorship Team:

Mukund Patel: (215) 520-2794
Amish Dholakia: (978) 846-1021
Ben Mysliwec: (412) 956-4063
sponsorship@dandiaonfire.com

The South Asian Student Association at The Pennsylvania State University is a Non Profit Organization under the 501 (C) (3) United States Internal Revenue Code, making all donations tax deductible.