



Aaj Ka Dhamaka

2018 Partnership Package



Dear Prospective Partner,

On behalf of the Aaj Ka Dhamaka Executive Board, we would like to thank you for your interest in the 20th annual Aaj Ka Dhamaka. Aaj Ka Dhamaka is hosted by Sangam, the second largest minority organization at UNC, and will be taking place on November 17, 2018 at the University of North Carolina at Chapel Hill.

Aaj Ka Dhamaka serves as one of the Southeast's largest South Asian dance competitions and provides our community with the opportunity to experience South Asian culture while simultaneously raising money for the Mahatma Gandhi Fellowship.

The Mahatma Gandhi Fellowship is the first of two student run scholarships on campus and serves to promote South Asian cultural awareness. This fellowship awards two Carolina students up to \$3000 each to implement a service project that directly benefits the South Asian community at home or abroad. To date, there have been thirty-two recipients of the Mahatma Gandhi Fellowship, all of whom have made their own significant contributions to the complex social needs of South Asia. This would not have been possible without the generous contributions of local sponsors, including businesses such as Saavn and Princeton Review, Inc.

By partnering with Aaj Ka Dhamaka, your company will be supporting a good cause while gaining valuable publicity at UNC, within the Triangle, and throughout the nation. As MGF is a nonprofit organization, all donations are tax-deductible. A partnership with Aaj Ka Dhamaka will include the opportunity to advertise to a crowd of over 2,000 at the show itself and a student body of 30,000 in the months prior. Publicity leading up to the show also extends to thousands more in the Triangle area and throughout the nation through flyers, magazine advertisements, newspaper articles, and television coverage. The Aaj Ka Dhamaka website alone reaches an online presence of 7,500+, and the show is also advertised on platforms including but not limited to Facebook, Desi Dance Network, and Bhangra Teams Forum.

Upon reviewing the attached information, if you have questions or would like further information, please do not hesitate to contact us. We hope that you will consider having a role in making Aaj Ka Dhamaka a bigger success than ever before and helping our community gain a greater understanding of South Asian culture.

Respectfully,

Kinjal Patel
Farial Rahman
Simran Bhatia

AKD Directors

Kishan Patel

Sangam President

Sahil Vasa

Sangam Vice President

What is Aaj Ka Dhamaka?

Aaj Ka Dhamaka is a national dance competition that features amazing acts showcasing Bhangra and Bollywood fusion teams from all over the country. Since its start twenty years ago, it has grown larger every year, and has become one of the largest dance competitions in the Southeast. The competition promotes South Asian culture on UNC's campus and throughout the greater Triangle community. 8 Bhangra teams and 8 fusion teams will be selected to compete. This year, Aaj Ka Dhamaka will be held on Saturday, November 17th, 2018.



What is Sangam?

Sangam is UNC Chapel Hill's South Asian student organization and the second-largest multicultural organization at UNC. Its primary goal is to help promote awareness about South Asia and South Asian culture throughout the campus community. Founded in March of 1987, Sangam hosted its first meeting at a local Pizza Hut with an attendance of a mere 12 students. Since then, Sangam has grown to become the largest international organization on the UNC-CH campus. Sangam's diversity is shown in its membership of over 250, which consists of undergraduates, graduates, and faculty, both South Asian and non-South Asian. Sangam holds numerous cultural events throughout the school year that not only supports South Asian awareness on campus, but also overall community involvement.

The Mahatma Gandhi Fellowship

The Mahatma Gandhi Fellowship, established in 1998, is recognized as a non-profit program providing scholarship opportunities for students eager to learn about and perform service projects in South Asia. The mission of MGF is to promote South Asian awareness and support the South Asian community while allowing the recipients the independence and freedom to explore original avenues to accomplish these goals:

- To pioneer sustainable approaches to complex social needs in South Asia.
- To inspire future UNC student awareness of South Asia and its social concerns.
- To promote the value of education through experience.

Through the efforts of Aaj Ka Dhamaka, our goal is to raise enough funds to not only support two fellows, but also to contribute to a \$125,000 endowment which will guarantee MGF to be self-sustainable for years to come. To date, there have been 32 recipients of the Fellowship, all of whom have made their own significant contributions to the complex social needs of South Asia. Past projects have included conducting AIDS/ HIV prevention education in the United States and India, researching cataracts and their effects in South India, and working with non-governmental organizations focusing on women's empowerment in the Indian state of Gujarat.

By partnering with AKD, your company will be supporting a good cause while gaining valuable publicity at UNC, within the Triangle, and nation. As a 503 (c) nonprofit organization, all donations are tax-deductible. A partnership with Aaj Ka Dhamaka will include the opportunity to advertise to a crowd of over 2,000 at the show, a student body of 30,000, and to thousands more in the Triangle area and throughout the nation. Through flyers, magazine advertisements, newspaper articles, television coverage, and an online presence of 7,500+, coverage of AKD 2018 will be its best yet.

We hope that a partnership with AKD is just as beneficial for you as it is for MGF and AKD's commitment to giving back to our community. Thank you in advance for your contribution, as businesses like you help make the vision of AKD possible.



"Winning the MGF fellowship gave me the opportunity to discover how I could make a difference in someone else's life. It was exciting seeing the children at the orphanage so engaged in my lessons. Being able to actually go in and help increase their knowledge and change their perception of health was an amazing experience."

Maebelle Mathew, MGF Fellow '17

Partnership Packages

Sponsorship Option	Bronze \$200	Silver \$350	Gold \$500	Platinum \$800	Diamond \$1000
Name/Logo on AKD website (7500+)	X	X	X	X	X
Electronic & physical flyers (7500+)	X	X	X	X	X
Posters (3000+)	X	X	X	X	X
Partnership announced at event (1500+)		X	X	X	X
Commercial played at event (1500+)			X	X	X
Name/Logo on show promo videos			X	X	X
Name/Logo on team performance videos				X	X
Banner displayed at event (1500+)				X	X
Table set-up or booth at event (1500+)					X
Name/Logo on performer t-shirts (3000+)					X
Ad in event program (1500+)	1/8 page	1/4 page	1/4 page	1/2 page	Full page
Ad on Desi Dance Network on Facebook	-	Logo	Article	1/2 promo	Full promo
Number of complimentary show tickets	2	3	4	6	8

*Number in parentheses indicates number of viewers

**Please note that we are willing to customize the package to fulfill the goals that your company has in mind.

Monopoly Option (\$3000)

Any Monopoly Option Partner will receive all of the benefits of the Diamond Plus Package along with exclusive priority sponsorship for your industry. **This package is valued at \$3,000.** For example, if you are a phone company and you choose this option, no other phone company may partner with us.

Exception: If this option is chosen after another company from your industry has already partnered with us, their partnership will remain.

Presenting Title Option (\$5000)

The Presenting Title Level will receive all the benefits of the Monopoly Option as well as having your company name attached in front of the title of all event promotions. **This package is valued at \$5,000.** For example, "Company XYZ & Sangam present Aaj Ka Dhamaka 2018." All materials associated with AKD 2018 and all of its efforts from the start of promotion until next year's show planning is initiated.

Product Specific Packages

Product	Number of People	Associated Package
Drinks*	300	Gold Partner
Breakfast	300	Gold Partner
Lunch	300	Platinum Partner
Dinner	300	Platinum Partner
T-Shirts	300	Diamond Partner + Logo on Shirt
Programs	300	Gold Partner + Full Page

*This consists of drinks for the entire weekend, not just one sitting.

Discount Option

Based on the amount of money that is discounted, we will appropriate one of our Partnership Packages to your company. For example, if you discount us an amount between \$200-\$349 on your good/service, we will give you all the perks of the Bronze Package. All discount amounts round down.

Satisfaction Guarantee

The Aaj Ka Dhamaka Executive Board strives to meet the satisfaction goals of our partners. As a result, we will take it upon ourselves to set up two meetings, one before and one after the event, to make sure that the goals of our partners and their customers are being met. In the case that you are dissatisfied with any of our services at any time, please do not hesitate to contact one of the Finance Chairs/Co-Directors immediately.

Partnership Form

Partner Information

Organization Name _____

Contact Name _____

Telephone _____ Email _____

City _____ State _____ ZIP _____

Partnership Package

BRONZE

SILVER

GOLD

PLATINUM

DIAMOND

MONOPOLY OPTION

PRESENTING TITLE OPTION

PRODUCT SPECIFIC PACKAGE

DISCOUNT PACKAGE*

OTHER: _____

Partnership Package Value: _____

OR

*Discount Value (% and \$): _____ Corresponding Package: _____

Agreement

I/We, _____

agree to provide Aaj Ka Dhamaka with the indicated amount. I/We have read and understood what I/we will receive for my/our partnership according to the attached partnership package. I/We have read and understood the satisfaction guarantee.

Partner's Signature

Date

Organizer's Signature

Date

Contact Us

Priya Gandhi Sponsorship Chair | 336.269.2630

Nishita Gandhi Sponsorship Chair | 704.261.4143

Sravya Panchavati Sponsorship Chair | 919.609.0075

Kinjal Patel AKD Co-Director | 919.271.6361

Fariyal Rahman AKD Co-Director | 910.624.4848

Simran Bhatia AKD Assistant Director | 201.320.0069

Mail all forms and materials to:

Sangam

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