



SANKARA
EYE FOUNDATION

Event Sponsorship Package

Kumar Sanu and Sadhana Sargam - LIVE IN CONCERT

Sunday, December 17, 2017 at 6.00PM

City National Civic, San Jose

BALAJI
Entertainment Inc.

SANKARA
EYE FOUNDATION

ZEE TV

Presents

Kumar Sanu
Sadhana Sargam

LIVE IN CONCERT

Dec 17th 2017
City National Civic, San Jose



About Sankara Eye Foundation (SEF)

SEF is a US based 501(c) 3 non-profit organization, with a mission to eradicate curable blindness in India. SEF is the largest provider of **FREE eye surgeries** for the poor and needy in the world. Through its eight super specialty eye care hospitals across India, SEF performs over 500 surgeries each day! SEF has so far completed **1.6 million free eye surgeries** and in December 2017, the ninth hospital will be inaugurated in Jaipur, Rajasthan. Our immediate goal is to complete fundraising for the next hospitals in Mumbai, Indore & Hyderabad.

India's Blindness Challenge

- 1/5th of the world's blind population lives in India making blindness one of the most critical and urgent problems in India today
- 80% of the blind are curable; however poverty, ignorance, inadequate quality eye care facilities and lack of access, especially in rural regions, make it extremely difficult to solve the problem

Why Sponsor an SEF event:

This fundraiser for Sankara Eye Hospitals will be a great opportunity for your business to support a worthy cause as well as reach out to over 2,500+ attendees and over 200,000+ Indian households in Bay Area through the extensive publicity SEF will be doing in the several months leading up to this concert.

Have your name associated with a quality successful event with high attendee satisfaction

- SEF consistently provides great quality SOLD OUT events attended by the Bay Area elite

Boost your business with unsurpassed publicity

- Reach a huge local and national audience through posters, fliers, e-flyers, mailers etc.

Elite Media Coverage

- ZEE TV, TV ASIA, Namaste America, KLOK Radio, National Newspapers have covered all SEF events

Reach out to the target Indian* audience on personal level and increase your impact

- Total Indian population in US is 2,843,000 which is 0.9% of the U.S. population. Significant concentration in NJ, NYC, ATL, RDU, DC, BOS, CHI, DFW, HOU, LAX, PHL & SFO Bay Area.

Highly educated ethnic group: In the U.S. 80% of Indians hold college or advanced degrees

- Indian Americans have the highest average household income of all ethnic groups in the United States (\$88,300)
- 72.3% of Indian Americans participate in the U.S. work force, of which 57.7% are employed in managerial and professional specialties. There are 35,000 Indian American doctors in the US.

***(Ref-Wikipedia)**

About the Artist:

Kumar Sanu is one of the top Bollywood playback singers and holds the Guinness World Record for singing maximum number of songs in one day. He started his career by performing at stage shows and was offered to sing in the movie Aandhiyan by Jagjit Singh. He rose to fame with the movie Aashiqui. The songs became an instant hit, and he won his first Filmfare Award. Kumar Sanu sang many hit songs for movies such as Sajan, Deewana, Baazigar, and 1942: A Love Story. He went on to win five Filmfare Awards for his playback singing.

Sadhna Sargam is a versatile singer of the Indian film industry, with a career spanning over three decades. She started singing at the tender age of 4, and then trained to become a classical singer. She has won a National Award for a South Indian song, National Film Award, Filmfare Award South, five Maharashtra State Film Awards, and four Gujarat State Film Awards. Sadhna Sargam has sung songs in 34 Indian languages.



EVENT SPONSORSHIP

Description	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2000	
Stage Time	✓	✓	✓	-	<p><i>Additional sponsorship options listed in the attached sponsorship form</i></p> <p><i>Tickets for full value of sponsorship</i></p> <p>À la carte sponsorship option available.</p>
Sponsor Tickets (Valued @ \$250 ea.)	10	4	4	2	
VVIP Tickets (Valued @ \$150 ea.)	20	20	10	2	
VIP Tickets (Valued @ \$99 ea.)	40	40	20	5	
Tickets of other denomination	Balance value	Balance value	Balance value	Balance value	
Stand-Up Banners (At prominent locations)	10	5	3	1	
Tabletop Booth (6 foot) (Limited tables available; bring your own table or reserve in advance)	3	2	1	-	
Short blurb in the next SEF Newsletter (50,000+ households all over US)	✓	✓	-	-	
Video Ad played on the screen (30 sec)	10	5	2	-	
Stage recognition	1	1	-	-	
Your Logo on SEF-Event page (Linked to your website)	✓	✓	✓	✓	
Your name on e-Flyer (Reaching over 20,000 households in local and nearby areas)	✓	✓	✓	-	
Significant Social Media Marketing	✓	✓	✓	-	

➤ Video Commercial: 30 sec or less; DVD (NTSC)- preferred MPEG2 (or high quality mp4)

SEF Sponsorship Contacts:

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Sponsorship Form
Kumar Sanu & Sadhana Sargam - Live in Concert 2017

Note: All payments must be received before the event

Sponsor Name _____
As you want to see in print

- | | | | |
|--|----------|--|-------|
| <input type="checkbox"/> Platinum Sponsor | \$10,000 | <input type="checkbox"/> Table Top | \$500 |
| <input type="checkbox"/> Gold Sponsor | \$7,500 | <input type="checkbox"/> Standing Banner | \$250 |
| <input type="checkbox"/> Silver Sponsor | \$5,000 | | |
| <input type="checkbox"/> Bronze Sponsor | \$2,000 | | |
| <input type="checkbox"/> Video ad on screens (2 x 30sec) | \$2,000 | | |

Enclosed \$ _____ Cash Ck # _____

Visa /MC /Amex CC # _____ Exp. Date ____/____ CVV# _____
MM/YY

Name (as it appears on the card) _____

Address _____

City _____ State _____ Zip _____

Email _____ Cell # _____

Signature _____ Date _____

SEF Contact

Name _____

Phone _____ Email _____

Notes _____
