



SANKARA
EYE FOUNDATION

Event Sponsorship Package

SHANKAR EHSAN LOY & FARHAN AKHTAR LIVE IN CONCERT

Saturday, August 25, 2018 at 7.30PM
Pasadena Convention Center,
Pasadena (Los Angeles)



Dear Business Representative,

Sankara Eye Foundation (SEF) thanks you for your interest and cordially invites you to be part of our community and join us in our journey to eradicate curable blindness in India. The blindness challenge is huge with 1/5th of the world's blind living in India. Fortunately, 80% of them are easily 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

SEF has a mission to reach out to this disadvantaged rural population and provide quality eye care free of cost to the needy by building and utilizing super specialty eye care hospitals across India. SEF performs over 700 free eye surgeries a day and to date has performed over 1.75 million free eye surgeries through nine super-specialty hospitals spanning over seven states in India; making SEF the largest free eye care provider in the world. Our immediate goal is to complete fundraising for the next three hospitals in Mumbai, Indore & Hyderabad. The construction of all the three hospital is expected to start this year.

SEF, USA continuously excels and has won the highest rating of 4 stars from Charity Navigator, multiple years in a row. Charity Navigator bases its ratings on non-profit's financial health and commitment to accountability and transparency. Earning 4-star rating year after year is a testament of how efficiently SEF takes care of the donations it receives.

On behalf of SEF, we would like to thank you for your interest in partnering with us to support a worthy cause. Please do not hesitate to contact any one of us for more information.

The SEF Sponsorship Team

Deepak Krishnan
949-231-2742

Girish Mehta
714-726-9326

Anu Venkatesh
818-357-6864

Hashmukh Modi
949-302-7403

WHY SPONSOR THIS EVENT

This fundraiser event will be a great opportunity for your business to reach out to over 3,000 attendees and over 200,000+ Indian households in the Los Angeles area through the extensive publicity SEF will be doing leading up to this concert.

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

- SEF consistently provides great quality events attended by the LA 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, local and national newspapers have cover 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 – that makes it 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*:

- 80% of Indians in US 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 Event:

Shankar Ehsaan Loy (SEL) and Farhan Akhtar Concert is bringing together the talented SEL Trio with popular Bollywood star Farhan Aktar -- together for the first time on stage.

In 2016, Sankara Eye Foundation hosted very successful 5-City tour for SEL and this year, are planning to have even more success with the addition of talented Farhan. This year, the concert will be taking place in two cities, Pasadena and San Jose.

About the Artists:

Shankar Ehsaan Loy (SEL) is the first Bollywood trio of music composers exploiting the unique strength of its members -- the Indian classical music of Shankar Mahadevan, the rock and acoustic pop of Ehsaan Noorani, and the electronica-fusion of Loy Mendonsa -- the SEL trio has created successful music that is both traditional and progressive. Among the most critically acclaimed Indian musicians, the trio has won numerous awards and provided music for some of the most popular songs in Bollywood.

The multi-talented **Farhan Akhtar** is an Indian film director, screenwriter, producer, actor, singer and television host. Born in Mumbai to screenwriters Javed Akhtar and Honey Irani, he grew up under the influence of the Hindi film industry. His singing debut in the movie "Rock On" became an instant cult film and accelerated him into stardom.



SPONSORSHIP SUMMARY

Additional sponsorship options are listed on the sponsorship form

Description	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Sponsor Tickets <i>Valued @ \$500 ea.</i>	10	2	0	0
VIP Tickets <i>Valued @ \$250 ea.</i>	6	4	4	2
Orchestra Tickets <i>Valued @ \$150 ea.</i>	10	10	4	2
Orchestra Tickets <i>Valued @ \$99 ea.</i>	6	8	6	-
Event Program Full Page Ad** <i>Reaching up to 3,000 attendees</i>	2	2	1	1
Stand-Up Banners <i>At prominent locations</i>	3	2	1	1
6 ft. Tabletop Booth <i>First come basis</i>	1	1	-	-
Logo in the next SEF Newsletter <i>50,000+ households all over US</i>	✓	-	-	-
Mention of Name on the Stage	1	1	-	-
Your Logo on SEF-Event Page <i>Linked to your website</i>	✓	✓	✓	-
Your Logo on e-Flyer <i>Reaching 20,000+ households in local areas</i>	✓	✓	✓	-
Significant Social Media Marketing	✓	✓	✓	-

FULL COLOR EVENT PROGRAM BOOKLET

****Content required in the correct format 10 days before the event**

- Size: 5" (w) x 8" (h)
- Ad File Format: pdf or jpeg (resolution 300 dpi or better)
- Full Page Ad Size: 5" x 8"(h)
- Half Page Ad size: 5" x 4"(h)
- Platinum Sponsors get preference for premium locations such as the inside front cover, inside and outside back cover. These spaces subject to availability.

Please note:

- Custom ticket allocations for an equivalent value in the categories shown can be accommodated based on ticket availability.
- Custom sponsorship options available upon request



SPONSORSHIP FORM

Shankar Ehsaan Loy & Farhan Akhtar - Live in Concert 2018

Note: All payments must be received before the event

Sponsor Name _____
As you want to see in print

Contact Name _____

- Platinum Sponsor \$10,000
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,000
- Table Top (Selling) \$500
- Table Top (No Selling) \$250
- Standing Banner \$150

Program booklet ads on first come basis:

- Outside Cover Advert \$2,500
(with tickets* worth \$1,000)
- Inside (Back or Front) Advert \$1,500
(with tickets* worth \$750)
- Booklet (Full Page Ad) \$500
(with tickets* worth \$300)
- Booklet (Half Page Ad.) \$300
(with tickets* worth \$200)

* Tickets of \$99 and up

Enclosed \$ _____ CC Ck # _____ Cash

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 _____