



SANKARA
EYE FOUNDATION

Event Sponsorship Package

Shreya Ghoshal - LIVE IN CONCERT



About Sankara Eye Foundation

Sankara Eye Foundation (SEF) is a US based 501(c) 3 non-profit organization with an aim to reach out to the rural poor in India to provide quality eye care free of cost to the needy by building operationally self-sufficient super specialty eye-care hospitals across India. Through its nine super specialty eye care hospitals across India, SEF performs over 500 surgeries each day! SEF has so far completed **1.7 million free eye surgeries** and in December 2017, the ninth hospital was 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 Indian households in the Austin 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 events attended by the elite population.

Boost your business with unsurpassed publicity

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

Prominent 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:

Shreya Ghoshal needs no introduction! She is one of the most talented singers Bollywood has ever seen. She has received numerous awards and nominations, including four National Film Awards for best playback singer, three State Film Awards, six Filmfare Awards (five for best playback singer), and nine Filmfare Awards South.

Please consider becoming a sponsor for this spectacular event and receive incomparable publicity for your organization and be associated with a great cause at the same time.



EVENT SPONSORSHIP CATEGORIES

Description	Platinum \$10,000	Gold \$5,000	Silver \$2000	Bronze \$1000	Partner \$500	
Sponsor Tickets <i>(Valued @ \$350 ea.)</i>	10	6	2	2	-	<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>
VVIP Tickets <i>(Valued @ \$220 ea.)</i>	10	6	2	2	-	
VIP Tickets <i>(Valued @ \$110 ea.)</i>	10	4	4	-	4	
Tickets of other denomination	Balance value	Balance value	Balance value	-	-	
Stand-Up Banners <i>(At prominent locations)</i>	10	5	2	1	1	
Tabletop Booth (6 foot) <i>(Limited tables available; reserve in advance)</i>	3	2	1	-	-	
Logo in the next SEF Newsletter	✓	✓	-	-	-	
Video Ad played on the screen <i>(30 sec)</i>	5	2	-	-	-	
Stage recognition	1	-	-	-	-	
Your Logo on SEF-Event page <i>(Linked to your website)</i>	✓	✓	✓	✓	-	
Your name on e-Flyer <i>(Reaching over 10,000 households in local and nearby)</i>	✓	✓	✓	-	-	
Ad in the event souvenir reaching over 2000+ attendees **	✓	✓	✓		-	
Significant Social Media Marketing	✓	✓	✓	-	-	

- **Video Commercial:** 30 sec or less; DVD (NTSC) - preferred MPEG2 (or high quality mp4)
- **Ad Specification:** Full Page Ad size - 5.5 x 8.5 inches (pdf or jpeg 300 dpi)
Half Page Ad size – 5.5 x 4 inches (pdf or jpeg 300 dpi)
- ** Premium locations (back of the front page, front and back of the last page and middle page) in the souvenir will be reserved for platinum sponsors. The souvenir size is 5.5 inches wide, 8.5 inches tall.

SEF Sponsorship Contacts:

Anil Thomas
512-769-3057
anilthomasg@gmail.com

Abdul Hassene
512-915-4162
Abdulkhader8@gmail.com

Koushik Kundu
408-910-6130
koushikkundu@giftofvision.org



Sponsorship Form
Shreya Ghoshal - Live in Concert 2018

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 | \$300 |
| <input type="checkbox"/> Gold Sponsor | \$5,000 | <input type="checkbox"/> Standing Banner | \$150 |
| <input type="checkbox"/> Silver Sponsor | \$2,000 | <input type="checkbox"/> Full Page Ad (5w x 8h in) | \$100 |
| <input type="checkbox"/> Bronze Sponsor | \$1,000 | <input type="checkbox"/> Half Page Ad (5w x 4h in) | \$75 |
| <input type="checkbox"/> Video ad on screens (2 x 30sec) | \$1,000 | <input type="checkbox"/> Quarter Page Ad (2.5 w x 4h in) | \$50 |
| <input type="checkbox"/> Partner Level | \$500 | | |

Enclosed \$ _____ Cash Ck # _____

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

Name (as it appears on the card) _____

Address _____

City _____ State _____ Zip _____

Email _____ Cell # _____

Signature _____ Date _____

SEF Contact

Name _____

Phone _____ Email _____

Notes _____

