



**NACH KE DIKHA  
SPONSORSHIP PACKET**

**APRIL 4, 2020**

# TABLE OF CONTENTS

<b>WELCOME.....</b>	<b>PAGE 1</b>
<b>WHO ARE WE.....</b>	<b>PAGE 2</b>
<b>OUR PHILANTHROPY &amp; CHARITY.....</b>	<b>PAGE 4</b>
<b>YOUR SPONSORSHIP.....</b>	<b>PAGE 6</b>
<b>PACKAGES.....</b>	<b>PAGE 8</b>
<b>SPONSORSHIP FORM.....</b>	<b>PAGE 14</b>
<b>THANK YOU LETTER.....</b>	<b>PAGE 15</b>



# DEAR POTENTIAL SPONSOR,

The Nach Ke Dikha Executive Board at the College of William & Mary is proud to bring you Nach Ke Dikha 2020, the eighth annual Bollywood-Fusion and Bhangra dance competition hosted at the prestigious Kimball Theater in Colonial Williamsburg. The 8th annual Nach Ke Dikha (NKD) on April 4, 2020 will be an eventful weekend of exciting entertainment geared towards celebrating South Asian culture while raising money for charity.

NKD is a philanthropic event which has been a huge success over the last seven years, raising thousands of dollars in donations to Apne Aap, Jan Swastha Sayog and many other certified 501(c)(3) nonprofit philanthropic organizations. We hope to continue the tradition of success that NKD has had over the last several years, and we strive to make NKDs charitable impact bigger every year.

As a sponsor, your logo will be featured on numerous flyers, promotional materials, social media outlets, posters and university transportation, personalized e-mails to students, faculty, and alumni from multiple universities, and many other marketing platforms. It is because of the generous contributions from past sponsors, ranging from large corporations to community organizations and private individuals, that we as a nonprofit organization have been able to make NKD a great success year after year in our philanthropic efforts.

We encourage you to contribute in any way possible through our various sponsorship levels and take advantage of their marketing benefits detailed in this packet. In addition to the specified levels, we are more than willing to accommodate your unique sponsorship preferences. We thank you for your consideration and look forward to working with you!

[#LetsMakeHistory](#)

Warmest Regards,

**Nach Ke Dikha 2020 Executive Board**

# WHO WE ARE

The South Asian Student Association (SASA) is a cultural organization that aims to spread South Asian culture to both the William & Mary community and the greater Williamsburg community. As one of the larger student organizations at William & Mary, SASA's reach extends to not just the entire student body, but also a large network of friends and alumni that have contributed to our organization's history. Through our numerous events, social media platforms, and outreach programs, SASA's reputation in the greater Williamsburg community reflects a commitment to cultural awareness and diversity.

# OUR SPONSORED CHARITY



William and Mary SASA is a proud partner of Doctors For You. As an organization we hope to raise awareness and funds to support the incredible work being done by DFY to bring quality healthcare to those most in need of it in South Asia. Charity cricket matches, charity raffles, and awareness meetings are just a few of the ways we've started to get involved. Thank you for helping us make NKD a force for good in the world.

## THE DOCTORS FOR YOU STORY

In 2007, Doctors for You (DFY) started as a Platelet donation and awareness drive to manage the outbreak of Dengue, Leptospirosis & Malaria in Mumbai. DFY is now serving in more than 12 states across India & 3 countries of South Asia region. With the aim of serving the most vulnerable and marginalised communities as priority, DFY is governed and advised by a board of eminent academicians & practitioners from national and international organisations.

Over the last 10 years, this team of committed individuals has reached out to communities affected by extreme poverty, disasters, neglect and years of injustice. Climate change has made the things much more challenging and we at Doctors for You are committed to realise overall development of communities whatever it may take.

**W&M**  
**SOUTHASIAN** STUDENT **ASSN**

# WHAT YOUR SPONSORSHIP MEANS

Our SASA's Executive Board thinks that Expressions and Nach Ke Dikha can go even further as a major Williamsburg community event with your organization as an official sponsor. In the following pages, we provide several different packages for our sponsors. These can be custom tailored to your specific needs and preferences, and we are more than willing to work with your organization to create a mutually beneficial bond and partnership. Your sponsorship will help us cover major areas of putting on such a big show, including securing the venue, housing teams, securing transportation, advertising, buying hospitality items for teams, and more. All profits from NKD 2020 will go towards **Doctors For You** and directly impact the lives of most vulnerable and marginalized communities in Southeast Asia. Your organization will be supporting a great philanthropic cause, while being marketed to thousands of students, families, and South Asian community members.

We would like to ensure complete transparency for your organization's donation, so we will inform you the specific line item(s) your donation will be used for. Additionally, we are more than willing to provide your organization a complete detailed budget for NKD 2020 to further build a mutually beneficial relationship. Any amount of sponsorship is highly appreciated! Thank you in advance!

# BENEFITS OF SPONSORSHIP

The benefit of partnering with NKD 2020 is that it is an opportunity to showcase your company or organization through many different types of media and to several different individuals. Whether it means being showcased online through our website, featured on our multiple social media platforms, or personal recognition on stage during the show, our efforts will launch your name and contribution across states. A shy estimate of attendance to our event includes about over 600 students, staff, parents, and professionals, as well as a virtual audience spanning across states that will watch our livestream. Sponsoring us will also give you advertising to the 8,000+ students that attend William & Mary as well as to many universities across the nation. The South Asian community in the area has grown exponentially in the past five or so years and viewership of NKD has grown with it. We continuously surpass the previous year's record of viewership and outreach, with NKD reaching a level we have never seen before.

**'400+ Show Attendance'**

**'300+ Participants'**

**'8,000+ William & Mary students'**

**'20,000+ nationwide college students'**

**'10,000+ Online Views'**

# PACKAGES

Level	Price Point
Ultimate	\$10,000
Diamond	\$5,000
Platinum	\$2,500
Gold	\$1,500
Silver	\$500
Bronze	\$250



# PACKAGE DETAILS

## Ultimate (\$10,000):

The donor's name and logo will appear on the following:

- On each show ticket (equivalent to handing your business card to 400 people at the events)
- Official T-shirt
- Press releases (TV, radio, print) sent to American and Asian media sources
- All NKD Social Media posts with 1 post/month dedicated to the donor
- Over 1,000 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
- Over 20,000 electronic postings distributed in the US
- 1,200 event programs
- NKD webpage

Package also includes:

- Two minute video played during show
- Two minutes of dedicated stage time (short speech/promotion)
- Promotion at official after party
- Top promotional priority
- Plaque of appreciation
- Opportunity to announce winner and present trophy on stage
- Name projected on stage screen during the show
- Name announced at start of competition
- Reservation of 10 VIP seats
- Full page sponsor recognition in event program in color (preferred placement i.e. inside cover)
- Web banner on NKD webpage
- Link to donor website on NKD webpage

# PACKAGE DETAILS (CONT.)

## Diamond (\$5,000):

The donor's name and logo will appear on the following:

- Official T-shirt
- Press releases (TV, radio, print) sent to American and Asian media sources
- All NKD Social Media posts with 1 post/month dedicated to the donor
- Over 1,000 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
- Over 20,000 electronic postings distributed in the US
- 1,200 event programs
- NKD webpage

Package also includes:

- Two minute video played during show
- Promotion at official after party
- Plaque of appreciation
- Opportunity to announce winner and present trophy on stage
- Name announced at start of competition
- Full page sponsor recognition in event program in color (preferred placement i.e. inside cover)
- Web banner on NKD webpage
- Link to donor website on NKD webpage

# PACKAGE DETAILS (CONT.)

## Platinum (\$2,500):

The donor's name and logo will appear on the following:

- Press releases (TV, radio, print) sent to American and Asian media sources
- All NKD Social Media posts with 1 post/month dedicated to the donor
- Over 1,000 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
- Over 20,000 electronic postings distributed in the US
- 1,200 event programs
- NKD webpage

Package also includes:

- Promotion at official after party
- Plaque of appreciation
- Opportunity to announce winner and present trophy on stage
- Name announced at start of competition
- Full page sponsor recognition in event program in color (preferred placement i.e. inside cover)
- Web banner on NKD webpage
- Link to donor website on NKD webpage

## Gold (\$1,500):

The donor's name and logo will appear on the following:

- 2 Social Media posts dedicated to the donor
- Over 1,000 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
- Over 20,000 electronic postings distributed in the US
- 1,200 event programs
- NKD webpage

Package also includes:

- Promotion at official after party
- Full page sponsor recognition in event program in color (preferred placement i.e. inside cover)
- Web banner on NKD webpage
- Link to donor website on NKD webpage

# PACKAGE DETAILS (CONT.)

## Silver (\$500):

The donor's name and logo will appear on the following:

- 1 Social Media post dedicated to the donor
- Over 1,000 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
- Over 20,000 electronic postings distributed in the US
- 1,200 event programs
- NKD webpage

Package also includes:

- Promotion at official after party
- Half page sponsor recognition in event program in color (preferred placement i.e. inside cover)
- Web banner on NKD webpage
- Link to donor website on NKD webpage

## Bronze (\$250):

The donor's name and logo will appear on the following:

- 1 Social Media posts dedicated to the donor
- Over 1,000 flyers and posters used for promotional purposes before the event and distributed at local universities, restaurants, stores, and social events
- Over 20,000 electronic postings distributed in the US
- 1,200 event programs
- NKD webpage

Package also includes:

- Promotion at official after party
- Half page sponsor recognition in event program in color (preferred placement i.e. inside cover)
- Web banner on NKD webpage
- Link to donor website on NKD webpage

# SPONSORSHIP FORM FOR NKD 2020

Name: \_\_\_\_\_

Company/Organization Name (if applicable):  
\_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Primary Email Address: \_\_\_\_\_

Primary Phone Number: \_\_\_\_\_

Please specify you donation amount: \$ \_\_\_\_\_

**Please make all checks payable to South Asian Students Association**

Mailing Address:  
CSU 3381  
200 Stadium Drive, Sadler Center #100  
Williamsburg, VA 23186

**Thank you very much for partnering with Nach Ke Dikha 2020! Your generosity and wishes are very much appreciated! We look forward to working with you!**