



BOSTON UNIVERSITY

*India Club*

SPONSORSHIP PACKET



## Welcome to the BUIC Sponsorship Packet!

Dear Prospective Sponsor:

Founded in 1981, the Boston University India Club is an undergraduate association founded to highlight our presence and to serve the needs of the South Asian population at Boston University. During the year, the India Club organizes meetings, community service events, presentations, social events and cultural shows in order for the Boston University community to connect themselves with their culture in various forms. Being one of the biggest cultural organizations on campus, we work towards linking members of our group with both the BU community and the Boston community.

Each year, Boston University India Club hosts three primary events, the Fall Cultural Show, GarbaFest, and the Spring Cultural Show. Each of the cultural shows (both fall and spring) attracts 300-400 individuals in the Boston area, and the subsequent afterparties additionally attract roughly 300+. GarbaFest is by far our largest event, as we host Garba Raas teams from a variety of national universities, such as Columbia University, University of Maryland and Indiana University. We typically attract nearly 800 for the show and roughly that same amount for the afterparty. Most of our other events are cultural events, such as Gandhi Day, Republic Day and Diwali. We are the largest India-based organization on the east coast, and have been widely recognized both by Boston University and other organizations (i.e. MTV, other universities, newspapers) as being one of the most cohesive and well-run undergraduate clubs facilitating the preservation of the Indian culture.

We thank you for your time in reading this letter and the attached sponsorship options. We greatly appreciate the support and hope to hear from you soon.

Please feel free to contact us with any questions or concerns.

Sincerely,

***Boston University India Club***



## The Rising Indian American Market Population

Indian Americans are among the fastest growing immigrant groups in America. The 2007 Population Survey shows that the Indian American population stands at **over 2.5 million people**. Advertising at GarbaFest gives your company an inlet towards tapping into this rising population.

Indian Americans are one of the **wealthiest and best-educated communities** in the United States, with a median household income of \$69,470 (as compared with \$41,110 for non-Hispanic white families). Few groups have comparable income levels.

With an outlet such as Boston University India Club, your company will be able to reach over **350 college students** that will have the power above and beyond the average demographic to be involved in world of tomorrow. Your company was selected as a possible sponsor due to the already large Indian American population that has an interest or utility in the product or service that your company offers. *Source: US Census 2000 (www.census.gov)*

**Bottom line, your company can reach out to a demographic that has large influence in the rest of the upper-level community.**

### IN SUMMATION:

- You will be marketing to one of the fastest growing demographics in the country, and
- You will be marketing to the fastest-growing ethnic group, and also one of the most influential and most powerful demographics in terms of job placement and buying power
- You will be marketing to a very diverse, multi-ethnic group that has the ability to spread your message to multiple large communities
- Your company's message and product will potentially spread nationally and internationally due to the large and geographically diverse population attending the event
- Your investment in Boston University India Club will clearly be beneficial to your company due to both:
  - The vast amount of attendees at this already largely popular event, and
  - This great advertising opportunity in such a large scale event



## Sponsorship Options

### PLATINUM SPONSOR (contribution of **\$5,000.00**)

- The logo of the company will be put alongside the BUIC logo in all the emails that are sent out to the members, along with the promotions that the company may be offering at that time for the members.
- 10 complimentary tickets for the BUIC Fall, Spring Cultural Shows as well as GarbaFest
- Can play a video during the show for promotional purposes for both Fall & Spring Cultural Shows. (3 minutes maximum)
- Can play video during GarbaFest (1 minute maximum)
- May have a booth outside of Tsai Auditorium during the shows. (No Food)
- The banner of the company will be hung outside of Tsai performance center.
- Two Full page advertisement in the program booklets for Spring & Fall show
- Title sponsor of Boston University India Club's Fall and Spring show
- All Boston University India Club and GarbaFest member T-Shirts will have company logo on it.
- Granted a three-minute presentation at the first meeting of each semester for promotional purposes.
- Company logo will be on all promotional material (i.e. radio ads, TV ads, newspaper, website, fliers, e-fliers, T-shirts)

### GOLD SPONSOR (contribution of **\$3,000.00**)

- Granted a two-minute presentation at the first meeting of each semester for promotional purposes
- Full Page advertisement in both Fall, Spring Cultural Shows as well as GarbaFest
- May have a booth outside of Tsai Auditorium during the shows. (No Food)
- Promotional offers will be forwarded in email to members of the club
- 6 Complimentary tickets to Fall, Spring Cultural Shows as well as GarbaFest
- Logo on all member T-shirts as Gold Sponsor
- Company logo will be on promotional material such as newspaper, website, fliers, e-fliers, T-shirts

### SILVER SPONSOR (contribution of **\$1,000.00**)

- Granted a two-minute presentation at one meeting during the year
- Promotional offers will be forwarded in email to members accordingly.
- Half page advertisement in both Fall, Spring Cultural Shows and GarbaFest
- 4 Complimentary tickets to Fall & Spring Cultural Shows
- Logo on all member T-shirts, fliers, program booklets and website material



**EVENT COMPONENT SPONSOR** (Any type of contribution regarding an aspect of the show)  
Various sponsorship opportunities arise with each aspect of the show. A company may choose to sponsor one of the aspects of the show listed below by providing a product or service in exchange for advertisement with the teams and during the show. Your company's contributions to Boston University India Club will be acknowledged during the slideshow. The aspects of the show that can be sponsored are:

- Meals during the day of Cultural shows (for participants and volunteers)
  - Breakfast / Lunch
  - Dinner
- Beverages during Cultural shows (for participants)

Please remember these options are for an entire **YEAR** of sponsorship and promotional material.

***All options are negotiable.***



### Advertisement Booklet Options

During our shows we will be distributing booklets which will include the program of the night, descriptions of the teams performing, and advertisements from our sponsors and supporters. The advertisement prices are as follows:

Front Inside Cover (B/W).....	\$200.00
Back Inside Cover (B/W).....	\$150.00
Full Page (B/W).....	\$100.00
Half Page (B/W) .....	\$ 75.00
Quarter Page (B/W).....	\$ 50.00
Business Card (B/W).....	\$ 25.00

To support our event and promote your company, simply fill out and send us the form below:

Name:

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Company:

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Address:

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Phone: \_\_\_\_\_ Ad. Attached: YES \_\_\_\_\_ NO \_\_\_\_\_ \*

Place a number on the line of how many of each advertisement you would like:

_____ Front Inside Cover	@ \$ 200.00	=	_____ .00
_____ Back Inside Cover	@ \$ 150.00	=	_____ .00
_____ Full Page	@ \$ 100.00	=	_____ .00
_____ Half Page	@ \$ 75.00	=	_____ .00
_____ Quarter Page	@ \$ 50.00	=	_____ .00
_____ Business Card	@ \$ 25.00	=	_____ .00

Please send a check made out to **Boston University India Club** in the amount of \_\_\_\_\_ .00 (Total)

\* Please indicate if mailing hard copy and/or digital copy of ad.      HARD COPY \_\_\_\_ DIGITAL \_\_\_\_

\* If no ad is received within 14 days, do you give **BUIC** permission to design the ad? YES \_\_\_\_ NO \_\_\_\_



## Contact Information

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