



**SANKARA**  
EYE FOUNDATION

# Event Sponsorship Package

## PRITAM - LIVE IN CONCERT

Sunday, April 22, 2018 at 7:00PM  
Angel Of The Winds Arena  
Everett, Washington 98201

CM K

 **SANKARA**  
EYE FOUNDATION

 **SEETHI**  
LAW GROUP  
LEGAL ADVISOR

 **STAR BHARAT**  
presents

**PRITAM**  
FIRST TIME EVER IN NORTH AMERICA

NATIONAL PROMOTER:  
**LIVE 20**  
www.live20.org

INTERNATIONAL PRODUCER:  
 **CINEMA STAGE**

DIRECTED BY:  
AANAND DAWDA

NAKASH AZIZ SHALMALI KHOLGADE SREERAMA CHANDRA SHILPA RAO AMIT MISHRA ANTARA MITRA AMANAT ALI HARSHDEEP KAUR

EXPECT THE UNEXPECTED

**PRITAM LIVE IN CONCERT - SEATTLE**  
22nd April 2018

Venue: Angel of the Winds Arena, 2000 Hewitt Avenue, Everett  
Show Time: 7pm (Doors open at 6pm)

Tickets starting at \$45

[www.giftofvision.org](http://www.giftofvision.org)  
1-866-SANKARA



### 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.

**Vision 20/20 by Year 2020.** SEF is the largest provider of **FREE eye surgeries** for the poor and needy in the world. Through its nine super specialty eye care hospitals across India, SEF performs over 500 surgeries each day! During 2013, SEF completed **one million free eye surgeries** and in October 2014, inaugurated the Eighth hospital in Kanpur, Uttar Pradesh. In December 2017 inaugurated the Ninth hospital in Jaipur, Rajasthan. Our immediate goal is to complete fundraising for the next hospitals in Indore, Mumbai & Hyderabad.

### India's Blindness Challenge

- 1/5<sup>th</sup> 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 100,000+ Indians in Seattle 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 Seattle Area elite

#### **Boost your business with unsurpassed publicity**

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

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

**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:

[Pritam](#) is an Indian music director, composer, singer, instrumentalist and record producer for Bollywood films. In a career spanning nearly one and a half decades, Pritam has composed musical songs for more than a 100 Bollywood movies. For the first time ever he is touring North America and [Sankara Eye Foundation - Seattle](#) will be bringing him to you live in concert with his musical entourage.

Pritam - First time Ever in North America with the BIGGEST SINGER LINEUP IN NORTH AMERICAN BOLLYWOOD CONCERT HISTORY.

Harshdeep Kaur

Nakash Aziz

Shilpa Rao

Sreerama Chandra

Antara Mitra

Amanat Ali

Shalmali Kholgade

Amit Mishra and of course PRITAM the Musical Maestro himself!!



## EVENT SPONSORSHIP CATEGORIES

Description	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2000
Sponsor Tickets <i>(Valued @ \$500 ea.)</i>	10	5	4	2
VVIP Tickets <i>(Valued @ \$200 ea.)</i>	10	10	6	5
VIP Tickets <i>(Valued @ \$150 ea.)</i>	20	20	12	-
Full Page Ad in the Event Program (color)** <i>- Reaching over 2500+ attendees</i>	2	2	1	1
Stand-Up Banners <i>(At prominent locations)</i>	10	5	3	1
Tabletop Booth (6 foot) <i>(Limited tables available; bring your own table or reserve in advance)</i>	3	2	1	-
Short blurb in the next SEF Newsletter <i>(50,000+ households all over US)</i>	150 words	50 words	-	-
Video Ad played on the screen (30 sec) If available	2	1	-	-
Announcement of name	2	1	1	-
Your Logo on SEF-Event page <i>(Linked to your website)</i>	✓	✓	✓	✓
Your name on e-Flyer <i>(Reaching over 20,000 households in local and nearby areas)</i>	✓	✓	✓	-
Significant Social Media Marketing	✓	✓	✓	-

### The Event Program Booklet (Color):

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

- Full Page Ad: size 5" x 8"; pdf or jpeg (preferred resolution 300 dpi or better)
- Half Page Ad: size 5" x 4"; pdf or jpeg (preferred resolution 300 dpi or better)
- Platinum sponsors get preference for premium locations – (back of the front cover, inside and outside back cover) subject to availability.
- Video Commercial: 30 sec or less; DVD ( NTSC)- preferred MPEG2 (or high quality mp4)

### SF Sponsorship Contacts:

**Arvind Saxena**

Suveenv@gmail.com

425-999-9037

arvindsa99@live.com

**Suveen Vuppala**

425-445-4604



## Other Sponsorship Options

### Small Business Option: \$1000 (value up to \$1250)

- VVIP and VIP Tickets worth \$800
- Half page print ad
- Standing banner at the event

### Small Business Option: \$500 (value \$500)

- VIP Tickets worth \$300
- Half page print ad

### BANNER DISPLAY: \$250

- Standing banner display at the venue. (Sponsor responsible for picking up the banners after the event)

### TABLETOP BOOTH SPONSOR: \$500

- Tabletop Booth (6 foot) at the event, half booth at \$250

### ELECTRONIC BANNER AD DISPLAY: \$1,000

- Your name and logo displayed on the electronic banner board around the arena (content to be provided by sponsor)
- Your name on SEF-Event webpage

### AD ON THE VIDEO SCREENS: \$2,000

- 30 second ad played twice on big video screens (content to be provided by sponsor)
- Your name on SEF-Event webpage

### ADVERTISEMENT IN EVENT SOUVENIR (FULL COLOR) FOR OVER 3000 ATTENDEES:

Outside Back Cover:	\$ 1,500
Inside Cover (front or back):	\$ 800
Full-Page Ad:	\$ 300
Half-Page Ad	\$ 200
Page size (5 ½ x 8 ½ ),	Print Area (5 x 8)

**Deadline for print advertisement: Apr 10<sup>th</sup>, 2018 (pdf format preferred)**



## Sponsorship Form PRITAM - Live in Concert Seattle 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               | \$500  |
| <input type="checkbox"/> Gold Sponsor                    | \$7,500  | <input type="checkbox"/> Standing Banner         | \$250  |
| <input type="checkbox"/> Silver Sponsor                  | \$5,000  | <input type="checkbox"/> Outside Cover           | \$1500 |
| <input type="checkbox"/> Bronze Sponsor                  | \$2,000  | <input type="checkbox"/> Inside (Back and Front) | \$800  |
| <input type="checkbox"/> Video ad on screens (2 x 30sec) | \$2,000  | <input type="checkbox"/> Booklet (Full Page Ad)  | \$300  |
|  |          | <input type="checkbox"/> Booklet (Half Page Ad.) | \$200  |

Enclosed \$ \_\_\_\_\_  Cash  Ck # \_\_\_\_\_

Visa  MC  Amex CC # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
MM/YY

Name (as it appears on the card) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Cell # \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

SEF Contact

Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Notes \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_