

Event Sponsorship Package

Sonu Nigam and Neha Kakkar - LIVE IN CONCERT
Saturday, June 15, 2019 at 7.30PM
Oracle Arena, Oakland, CA



The poster features Sonu Nigam and Neha Kakkar in a vibrant, colorful setting. Sonu is wearing a green suit and Neha is wearing a black dress. They are both smiling and posing energetically. The background is a brick wall with a large, colorful graphic of a sun or flower. The text on the poster includes the Sankara Eye Foundation logo, the names of the artists, the title of the concert, the date and time, the venue, and ticket information.

SANKARA
EYE FOUNDATION

Sonu Nigam
Neha Kakkar

Close to My Life

BIGGEST MUSICAL CONCERT OF
2019

LIVE IN CONCERT

Saturday, June 15 7:30 pm
Oracle Arena, Oakland

Tickets starting at \$39
Buy Tickets @
www.giftofvision.org/events

info@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. SEF is the largest FREE community eye care provider in the world through its nine super specialty eye hospitals across India, performing over 500 surgeries each day! SEF has completed 1.82 million free eye surgeries to date. The ninth hospital was inaugurated in Jaipur, Rajasthan in December 2017. Our immediate goal is to complete fundraising and construction for the next hospitals in Mumbai, Indore & Hyderabad.

India's Blindness Challenge

- 1/4th 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 7,000 attendees and over 200,000+ Indian households in Bay 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 Bay Area elite

Boost your business with unsurpassed publicity

- Reach a huge local and national audience through extensive social media, fliers, e-flyers, mailers, etc

Elite Media Coverage

- ZEE TV, Namaste America, KLOK Radio, Bolly 92.5, 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 Artists:

Neha Kakkar and Sonu Nigam are two of the most prominent and famous singers of the music industry who receive immense love from the fans. Enjoying a massive fan following, they witness this craziness very often. But not every time, two of the favorites come together in a single frame.



EVENT SPONSORSHIP CATEGORIES

Description	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2000	
Sponsor Tickets – Front Row (1000)	4	2	-	-	<p><i>Additional sponsorship options listed in the attached sponsorship form.</i></p> <p>Custom sponsorship options available on request:</p> <p>DIAMOND SPONSOR \$35,000</p> <p>Call for details</p>
VVIP Tickets (500)	8	6	6	2	
VIP Tickets (250)	6	8	7	3	
Full Page Ad in the Event Souvenir Booklet (color)** <i>- Reaching over 7K attendees</i>	2	2	1	1	
Stand-Up Banners (At prominent locations)	6	4	2	1	
Tabletop Booth (6 foot) (Limited tables available; bring your own table or reserve in advance)	2	2	1	-	
Mention in the next SEF Newsletter (50,000+ households all over US)	✓	✓	-	-	
Video Ad played on the screen (15 sec)	4	2	1	-	
Announcement of name	✓	✓	✓	-	
Your Logo on SEF-Event page (Linked to your website)	✓	✓	✓	✓	
Your name on e-Flyer (Reaching over 20,000 households in local and nearby areas)	✓	✓	✓	✓	
Significant Social Media Marketing	✓	✓	✓	✓	

The Event Program Souvenir Booklet (Full Color):

****Advertisement and Video required in the correct format by May 31,2019***

- **Full Page Ad:** 5" x 8"; pdf or jpeg (preferred resolution 300 dpi or better)
- **Half Page Ad:** 5" x 4"; pdf or jpeg (preferred resolution 300 dpi or better)
Diamond & 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)

SEF Sponsorship Contacts:

Raj Panchapakesan
 408-230-4698
raj.94087@gmail.com

Murali Krishnamurthy
 408-425-1268
murali777@gmail.com

Parthiv Doshi
 408-314-8162
parthiv.m.doshi@gmail.com

Prabhu Venkatesh
 925-202-1176
prabhuvenkatesh@hotmail.com

Sponsorship Form Klose To My Life Concert

Note: All payments must be received before the event

Sponsor Name _____
As you want to see in print

- | | | | |
|---|----------|--|---------|
| <input type="checkbox"/> Diamond Sponsor | \$35,000 | <input type="checkbox"/> Video ad on screens (2 x 15sec) | \$2,000 |
| <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"/> Booklet (Full Page Ad) | \$350 |
| <input type="checkbox"/> Bronze Sponsor | \$2,000 | <input type="checkbox"/> Booklet (Half Page Ad.) | \$200 |

Enclosed \$ _____ Cash Ck # _____ Visa MC Amex

CC # _____ Exp. Date _____ CVV# _____
MM/YY

Name (as it appears on the card) _____

Address _____

City _____ State _____ Zip _____

SEF Contact:

Name _____

Email _____ Cell # _____

Notes _____

