



TWELVE

Buckeye Mela XII Sponsorship Packet



Dear Potential Sponsor,

The Buckeye Mela Executive Board at The Ohio State University is proud to bring you Buckeye Mela XII, the twelfth annual Bollywood-Fusion and Bhangra dance competition hosted at the prestigious Mershon Auditorium on OSU's campus. This year's competition will be held on January 26th, 2019, and as usual, will be an eventful weekend of exciting entertainment geared towards celebrating South Asian culture while raising money for charity.

Buckeye Mela is a philanthropic event which has been a huge success over the last ten years, raising thousands of dollars in donations to The Mid Ohio Food Bank, James Cancer Research Center, and many certified 501(c)(3) nonprofit philanthropic organizations such as Ekal Vidyalaya and the Pure Water Access Project. We hope to continue the tradition of success that Buckeye Mela has had over the last several years, and we strive to make Mela's charitable impact bigger every year.

As an official sponsor of Buckeye Mela, your organization will be able to take advantage of numerous advertising opportunities. Your organization will gain exposure to over 2,500 individuals during the weekend, over 60,000 students on campus, and unprecedented nationwide exposure as well, considering we have teams from all across the nation attending and viewing the event online. As a sponsor, your logo will be featured on a multitude of 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 Buckeye Mela 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. As a sponsor, you will have the opportunity to contribute to our philanthropy while also taking advantage of a great platform to market your organization to the OSU student community, the greater Ohio audience, and the South Asian community across the country. We thank you for your consideration and look forward to working with you!

Best Wishes,
The Buckeye Mela XII Executive Board

Philanthropy

Buckeye Mela's primary goals are to provide a medium for South Asian culture and arts to be celebrated and showcased to the public, and to give back to the South Asian community. Each year, Mela donates all proceeds from the entire weekend to a chosen charity that is geared towards improving life for populations both in the Indian Subcontinent and across the world. Our most important ideal is to utilize the influence and public reach we have in our community to aid others in our community, our nation, and our world. In the past, we have partnered with James Cancer Research Center at the Ohio State University, the Mid-Ohio Food Bank, as well as Ekal Vidyalaya & People's Movement. We have also supported The Pure Water Access Project, a 501(c)(3) nonprofit founded in 2010 by current Ohio State medical students dedicated to alleviating the global water crisis through consultation and implementation of sustainable water projects via data-driven and culturally sensitive methods.

Buckeye Mela has donated over \$20,000 to its charities in the past 6 years, last year passing its own record by donating a grand total of \$10,000 to Pratham USA, a nonprofit NGO dedicated to providing quality education to as many underprivileged children in India as possible. Proper education is a right to be had by all, and is something often taken for granted. Over 250 million children worldwide cannot read or write. As we are privileged enough to live and attend school in a city as affluent and giving as Columbus, the greatest thing we can do is use our efforts to help set the stones to ensure everyone in the world may have a chance at a similar set of opportunities.



Pratham USA
Every child in school and learning well

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60,000 South Asian women are at risk of domestic violence in NYC



This upcoming year, we have chosen to take part in another incredibly important fight—combating violence against women. Every year, millions of women are victims of domestic and sexual violence. In many South Asian communities, there is a stigma surrounding these acts of violence and women suffer alone, in silence. This year, by partnering with Sakhi for South Asian Women, we hope to help counsel, empower, and get justice for victims of gender based violence. Sakhi is an organization that not only provides counseling services to victims but also helps with rehabilitation and economic empowerment. We at Buckeye Mela are honored to support such an imperative cause.

2 out of 5 South Asian women experience gender-based violence in their lifetime

Sponsorship

We want to sincerely thank you for supporting Buckeye Mela. 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 proceeds, net of operating expenses, from Buckeye Mela XII will go towards Sakhi for South Asian Women and directly impact the lives of victims of gender based violence.** 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 Buckeye Mela XII to further build a mutually beneficial relationship. Any amount of sponsorship is highly appreciated! Thank you in advance!

Sponsorship Benefits

The benefit of partnering with Buckeye Mela is that it is an opportunity to showcase your company or organization through many different types of media. 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 1,700 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 65,000+ students that attend OSU as well as to many universities across the nation.** The South Asian American community in the area has grown exponentially in the past five or so years and attendance at Buckeye Mela has grown with it. We continuously surpass the previous year's record of attendance and outreach, with Buckeye Mela XII reaching a level we have never seen before.

'1700+ Show Attendance'

'400+ Participants'

'14,000+ Online Views'

Sponsorship Benefits	\$100+	\$250+	\$500+	\$750+	\$1000+	\$2500+
Title Sponsor						
1-2 Minute Video Played During the Show						
Booth Inside of Mershon						
Banner Space at Mershon						
Gift Basket of Mela Merchandise						
Complimentary Tickets to the Show with VIP Seating						
Logo in Promo Videos played during the show						
Recognition in Pre/Post Event Videos						
Social Media Marketing (Facebook, Instagram, Twitter)						
Logo in all Mela Promo Videos						
Ad Space in Mela Program Booklets						
Logo on all alternative Mela merchandise						
Logo on Mela Website						

Sponsorship Form For Buckeye Mela XII

Name: _____

**Company/Organization Name
(if applicable):** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Primary Email Address: _____

Primary Phone Number: _____

Please Specify your Donation Amount: _____

Please make all checks payable to Buckeye Mela

Mailing Address:
8438 Tournus Way,
New Albany, Ohio 43054

**Thank you very much in your interest in partnering with Buckeye Mela XII.
Your generosity and wishes are very much appreciated! We look forward to
working with you.**

Thank You

No amount of thanks would be enough for us to properly pay our gratitude to you for helping support the crucial cause to combat violence against women, while also helping to give South Asian arts and culture a proper platform to thrive upon. For us, Buckeye Mela is more than simply an organization that hosts dance teams for a competition. It is an organization that exists and runs for the purpose of creating a more positive world—one filled with equality and the power for any individual to reach the heights of their dreams. It is an organization that strives to help define women for who they are and show that they are not just victims of violence. We hope that by partnering with us, you will also have a similar feeling of giving back and goodness within your organization. The drive to better our community is what pushes us forward as a team. To be able to achieve this through something as dance, which is so close to our hearts and cultures, is an amazing feeling. It is only through your support and generosity that we may continue to attain these goals and make memories in the process to last a lifetime. Please feel free to contact us with any questions or concerns you may have. Even if you are not able to properly fund one of our sponsorship levels now, we would like to reiterate that any amount would help our cause in a huge way, and we are absolutely willing to discuss other alternative packages with you. We hope you consider joining us this year for Buckeye Mela XII as it will be the best one yet, and you will not want to miss it!

Thank You and Best Wishes,
Buckeye Mela XII Executive Board