

# BUCKEYE MELA

SPONSORSHIP PACKET



2/10/18

**#MELAISCOMING**

# Dear Potential Sponsor,

The Buckeye Mela Executive Board at The Ohio State University is proud to bring you Buckeye Mela XI, the eleventh annual Columbus-based combined Bollywood- Fusion and Bhangra dance competition hosted at the prestigious Mershon Auditorium on OSU's campus. This year's competition will be held on February 10th, 2018, 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 eight 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. Due to the success that Buckeye Mela has had over the last several years, we hope to expand this tradition in order to extend our charitable cause to the community.

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 philanthropic effort while also taking advantage of a great platform to market your organization to the ever-growing South Asian community across the country, the OSU student community, and the greater Ohio audience. We thank you for your consideration and look forward to working with you!

Best Wishes,  
The Buckeye Mela XI Executive Board

# Philanthropy

One of Buckeye Mela's primary goals is to provide a medium for South Asian culture and arts to be celebrated and showcased to the public, as well as to give back to the greater 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 support 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 \$10,000 to its charities in the past 5 years, last year passing its own record by donating a grand total of \$4,000 to Pratham USA.

This upcoming year, we will extend another partnership to truly help societies in improving living conditions. We will be supporting 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

*“Buckeye Mela has donated over \$10,000 to its charities in the past 5 year, last year passing its own record by donating a grand total of \$4,000 to Pratham USA.”*

# Sponsorship

We want to sincerely thank you for your consideration to support 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 XI will go towards Pratham USA and directly impact the lives of many underprivileged children in need of quality education and vocational training.** 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 XI 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 mediums. Whether it mean 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 events includes about over 1,000 students, staff, parents, and professionals. As well as a virtual audience spanning across the states that will tune into our livestream. The South Asian American community has grown exponentially in the past 5 years in Columbus as well as the surrounding major cities. Buckeye Mela X broke records with its attendance and outreach.

***'1000+ 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 XI

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:  
4061 Leppert Road  
Hilliard, OH 430260

**Thank you very much in your interest in partnering with Buckeye Mela XI. 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 a much-needed cause to better the living conditions in an area less fortunate than ours, while also helping to give South Asian arts and culture a proper platform to thrive upon. For us, Buckeye Mela is more than a simple organization. It is a means to creating a more positive world, one filled with equality and the power for any individual to reach the heights of their dreams and not be limited by where they are born and what resources they are given. We hope that by partnering with us, you will also feel a similar feeling of giving back and goodness with your organization. This drive to better our community is truly what pushes us forward as a team, and to be able to achieve this through something 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 get in contact with 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 X, as it will be the best one yet, and one you will not want to miss!

Thank You and Best Wishes,  
Buckeye Mela XI Executive Board