Buckeye Mela XIX

Sponsorship Packet

Try Pitch

What is Mela?

- **Largest dance competition in the Midwest**
- Brings community together to promote Indian culture
- Joint competition of **8 Bollywood Fusion** teams and **8 Bhangra** teams
- Competing for a prize and points towards a national competition
- Organized annually by **Ohio State students**

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Our Involvement

- **Website:** *www.buckeyemela.com*
- **Instagram & Tiktok:** *@buckeyemela*

- **Audience:**
  - ~ 1,700 in-person show attendees
  - ~ 14,000 online livestream views

- We work with teams all over the country and advertise to 500+ non-OSU participants, family members, and friends.

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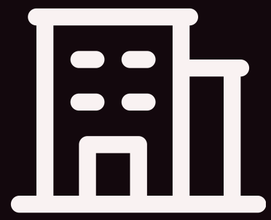
How Your Sponsorship Helps Us

Transportation

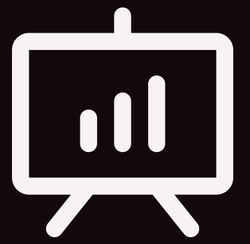
Hospitality

Advertising

Accomodations for Teams



Performance Venue



Logistics & Production

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Community Refugee and Immigration Services [CRIS]

Every year, **MELA** donates a portion of ticket sales to a charity of choice and for the second year in a row, we are excited to announce that we are sponsoring a COLUMBUS based refugee resettlement agency, Community Refugee and Immigration Services [CRIS]!

CRIS is an independent non-profit organization whose mission is to help refugees and immigrants reach safety and stability, sustain self sufficient and achieve successful integration into the Central Ohio community. CRIS provides English classes, employment trainings and placement, health and wellness groups, youth mentorship, family support advocacy for victims of crime and legal services and more.

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Timeline

Mixer

Teams get to know each other and play games to decide show order

Tech Time

Final run-through on stage for each team before the actual competition

Competition

16 total teams compete (8 bhangra, 8 fusion)

Awards

Separate awards are given for bhangra and fusion circuits for 1st, 2nd, and 3rd place

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Benefits for you!

- Increase sales and experience growth
- Connect with our members/show attendees
- Tax benefits
- Attract new customers through a platform of telling your story

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Your Company

Sponsorship Levels

Gold ($1000+)

- **1-2 minute video played during the show**
- Gift basket of Mela merch
- Banner space at auditorium
- Booth inside auditorium
- Logo on Mela website & social media marketing
- Logo in all Mela promo videos
- Recognition in pre/post event videos

Silver ($500-1000)

- **Gift basket of Mela merch**
- **Banner space at auditorium**
- **Booth inside auditorium**
- Logo on Mela website & social media marketing
- Logo in all Mela promo videos
- Recognition in pre/post event videos

Bronze ($100-$500)

- **Logo on Mela website & social media marketing**
- **Logo in all Mela promo videos**
- **Recognition in pre/post event videos**

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Thank you for considering sponsorship towards Buckeye Mela! *Your support is crucial in helping us enrich our event and in fostering a vibrant community of cultural appreciation and artistic expression. Together, we can create lasting memories for all participants and viewers.*

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