



# **BHANGRA** **IN THE BURGH**



**SPONSORSHIP 2016**

# WELCOME

Dear Prospective Sponsor,

The Bhangra in the Burgh (BIB) Executive Committee is excited to present our tenth annual bhangra dance competition on Saturday, November 19, 2016. We are a non-profit, entirely student-run bhangra competition with Carnegie Mellon University as our parent organization. Since our inception in 2007, BIB has been a platform for top teams from across the nation to showcase their talent. This colorful exhibition of the positive energy that Bhangra represents helps us raise funds for a local Pittsburgh charity annually. Our sold-out shows have raised over \$78,000 for charity and brought together students in the area and from across the nation, making us known as the largest student-run event in Pittsburgh. This year, we are dedicating our efforts to Pittsburgh Promise, an organization working to revitalize the public education system in our region, energize our workforce and enable students to pursue their higher education ambitions. This is our second year working with Pittsburgh Promise, and we hope to reach a total of \$40,000 to donate. We are thrilled to support Pittsburgh Promise in their work to invest in a better future through reformation of the city's schools and scholarships provided to urban youth.

Our mission is to maximize our impact and reach in the Pittsburgh community. Thus, we turn to our community for support to help us run the vehicle for philanthropy Bhangra in the Burgh has become in Pittsburgh. We attribute our success over the years greatly to our generous, supportive sponsors. From small businesses to large corporations, we are inspired by the donations we receive annually to help us make a difference in our community. The financial support and donated goods that we receive help us cover the operating costs of the event, providing an experience that everyone involved can look forward to every year. With the support we receive from our sponsors, we can dedicate greater portions of our revenue to our philanthropic mission.

We are seeking a mutually beneficial, sustainable partnership with you that takes advantage of the reach and popularity of Bhangra in the Burgh to make a meaningful impact close to home. Sponsors have the unique opportunity to attract both local and national audiences, including Carnegie Mellon students, faculty, alumni, and the Pittsburgh community as a whole.

The attached sponsorship packet delineates our various sponsorship levels and provides you with more information regarding Bhangra, BIB and Pittsburgh Promise. Thank you for your time and interest in sponsoring Bhangra in the Burgh, please feel free to contact us, through the information provided in this packet, with any questions or concerns. With your support, we can celebrate a decade of serving our community through dance!

Sincerely,  
Sharanya Bhatheja and Kunal Sinha  
Sponsorship Chairs, Bhangra in the Burgh X  
bhagraintheburgh@gmail.com

## ABOUT BHANGRA IN THE BURGH

Bhangra in the Burgh brings together the top bhangra teams from across the nation to compete on one stage in a night of music, dance, and South Asian culture. Since the competition started in 2007, it has only continued to grow in popularity and acclaim. The competition, now deemed the largest student run event in Pittsburgh, has attracted a sold out crowd of 2,500 people for the past six years so it is no doubt that the art of bhangra is truly a sight to see. The Bhangra in the Burgh organization uses the competition as a vehicle to raise money every year for a local charity, this year to **Pittsburgh Promise**. We have raised over \$60,000 over a period of eight years and we hope to go to unprecedented heights this year. Together, we can use Bhangra in the Burgh to make a significant, meaningful impact on the Pittsburgh community.



## ABOUT BHANGRA

Bhangra is a lively and energetic folk dance that is usually performed in celebration of the annual harvest. It originates from a region extending from Northwest India to East Pakistan, known as Punjab. The dance is accompanied with a combination of various classical instruments, such as the 'dhol', along with traditional lyrics. By fusing with Western elements, such as hiphop and reggae, Bhangra has been dramatically transformed in recent years. The growing influence of contemporary bhangra has captured the attention not only of the Punjabi diaspora, but of larger communities as well, primarily in the United Kingdom, Canada and the United States.

Bhangra has become a popular activity in many universities around the United States with over 30 Bhangra competitions and more than 65 collegiate Bhangra teams. South Asian clubs and organizations in these universities form teams and hold annual Bhangra competitions in major US cities. Bhangra has hugely expanded its audience and is quickly becoming one of the most popular dance styles in the country.



## PITTSBURGH PROMISE

The Pittsburgh Promise is a nationally renowned scholarship program for urban youth in the City of Pittsburgh. The scholarship offered by The Pittsburgh Promise encourages students to pursue higher education with little strings attached; live in The City of Pittsburgh and attend its schools, earn a 2.5GPA or higher, and maintain a 90% attendance rate. To date, the program has awarded more than \$64.3 million in scholarships to over 5,500 urban youth.



**ALAN**

“The Promise eased the burden of tuition which makes me passionate about doing well and helping others in order to pay it forward.”



**KAYLA**

“The Promise allowed me to attend a university that helped me discover what I wanted to pursue, and then to flourish during my pursuit.”



**JANAY**

“I hope to start my own nonprofit that helps urban youth become the best that they can be.”



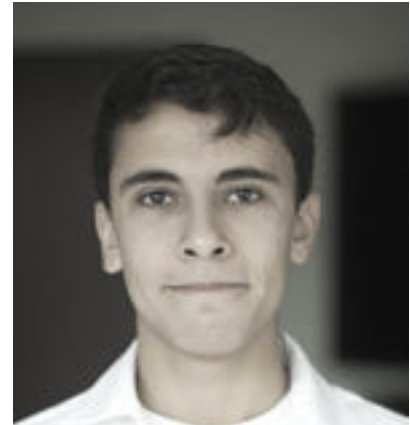
**ANITA**

“I know that receiving a Promise scholarship will help turn my aspirations into my realities.”



**NICK**

“I love that I can proudly say that I graduated from Pittsburgh Public Schools, I am a Promise Alumnus, and I am employee of UPMC.”



**AYSAR**

“The Promise opens doors. Anyone who works hard enough can get to college because of it, which is an amazing thing.”

## SPONSORSHIP PACKAGES

	BRONZE I	BRONZE II	SILVER	GOLD	PLATINUM
Logo and branding on central poster on Carnegie Mellon campus					✓
Invitation to present trophies to teams					✓
30-60 seconds for video/speech during show				✓	✓
Special feature on official BIB website				✓	✓
Banner (provided by sponsor) in main event lobby			✓	✓	✓
Mentions on social media			✓	✓	✓
Logo on back of event t-shirt*			✓	✓	✓
Name acknowledgement by MCs		✓	✓	✓	✓
Logo projected on screen before show and during intermission		✓	✓	✓	✓
Branding on flyers	✓	✓	✓	✓	✓
Advertisement in flyer	1/4 page	1/4 page	1/2 page	full	full cover
Logo and link to company website on official BIB site	✓	✓	✓	✓	✓
VIP tickets	None	None	3	5	7
Donation	\$150 - \$249	\$250 - \$999	\$1,000 - \$1,999	\$2,000 - \$3,499	\$3,500+

Packages for in kind donations will correspond to the monetary value of the items donated.

\*Tshirts are distributed to Carnegie Mellon students, dancers from across the nation, and sold to the public.