

The University of Pittsburgh
presents
Dhirana 2019

2. 23. 2019



Sponsorship Packet

What is Dhirana?

Dhirana is a national intercollegiate Indian classical dance competition hosted by students of the University of Pittsburgh. Dhirana brings an ancient and unique cultural tradition to the northeast region while giving back to the local Pittsburgh community. After hosting Laasya 2012, Pitt Nrityamala created Dhirana with the community's support and the enthusiastic involvement from college students to foster interest in Indian classical dance as well as raise funds for a local Pittsburgh charity.

Not only is Dhirana the first large-scale, student-run dance competition hosted by the University of Pittsburgh, it is also one of the only nationally recognized competitions featuring Indian classical dance styles such as Bharatanatyam, Kuchipudi, Kathak, and Odissi.

Our Mission:

- Provide a platform for collegiate dancers
- Promote the awareness of Indian classical dance
- Better the Pittsburgh community through philanthropy and service

Each year, the competition features eight collegiate teams from across the country who portray stories through Indian classical dance. World-renowned judges, committed to preserving the tradition of this ancient art form, evaluate the teams on *nritya* - intricate footwork, *mudras* - hand gestures, *abhinaya* - facial expressions, and other aspects of the dance. Hundreds of attendees enjoy this spectacular show and are immersed in a powerful storytelling experience. This year, we are proud to host eight teams on **February 23, 2019 at Soldiers and Sailors Memorial Hall.**



Why Sponsor?

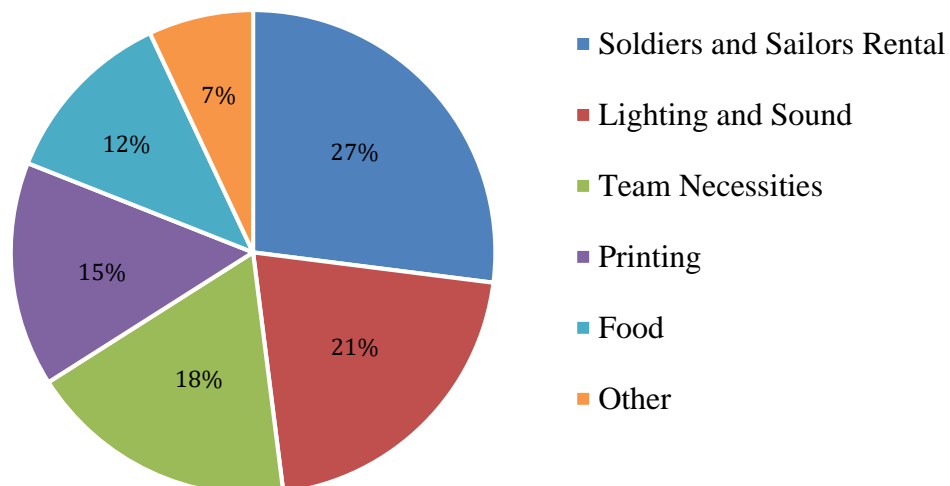
- Join the revival and expansion of ancient Indian classical art
- Support student achievement by making Dhirana 2019 a success
- Be an integral part of supporting healthcare in your local community
- Contribute to the foundation of Indian culture and art in Pittsburgh and the country
- As a corporate sponsor, expand your brand to thousands at the local and national level
- Enjoy a tax-deductible donation



Where Will Your Donation Go?

- Your generosity will allow us to fund vital components needed to run Dhirana 2019
- Through donations and sponsorship, we are able to have a successful show
- Having as many funds as possible allows us to make Dhirana comfortable for teams, accessible to people in the Pittsburgh community, and reach a bigger audience
- All proceeds from ticket sales to Dhirana will benefit the Birmingham Free Clinic

Cost Distribution



Total Cost of Show: \$20,778.50

Dhirana's Contributions

Dhirana has raised over \$65,000 for Birmingham Free Clinic!

Over the past six years, our donations have:

- Funded a 12-lead EKG for the clinic
- Covered medication costs for patients
- Provided a consistent source of income for the clinic's annual budget
- Impacted the lives of thousands in the Pittsburgh area



Birmingham Free Clinic

The Birmingham Free Clinic Offers:

- Community based collaboration that provides care to uninsured groups
- Unbiased care with dignity, compassion, and understanding
- Range of clinical services including cardiology, guerrilla eye service, ear nose and throat, dermatology, pediatrics, smoking cessation, diabetes, and gynecology
- Services for Spanish-speaking families
- Exclusively volunteer team of physicians, pharmacists, and nurses
- Treatment to more than 3,000 patients in a year, and the number is increasing



Sponsor Benefits

	Copper	Bronze	Silver	Gold	Platinum	Lead
Donation Amount	\$100-\$200	\$201-\$350	\$351-\$500	\$501-\$750	\$751-\$900	Highest contribution
VIP Tickets¹	1	2	3	4	5	10
Name in Program³	✓	✓	✓	✓	✓	✓
Ad in Program³			¼ page	½ page	Full page	Full page
Logo in Newsletter			✓	✓	✓	✓
Logo on Website²				✓	✓	✓
Program Slideshow³					✓	✓
Banner³					✓	✓
Info Booth³						✓
1 Minute Video³						✓
5 Minute Speech³						✓

Separate Program Ads & Messages³: Full page: \$250 Half-page: \$150 Quarter-page: \$100

¹ VIP Tickets include a reception with dinner before the show and preferred seating at the show

² Logo will be displayed on our website, www.dhirana.com, for one year after donation date

³ These benefits will reach our audience at the show on February 23, 2019



Contact Info



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*On behalf of the entire Dhirana 2019 Board, we'd like to thank you for your generous contribution!
We look forward to seeing you at the show!*

Response Form

<input type="checkbox"/> Individual <input type="checkbox"/> Corporate	Tier Selection:
Name in Program:	<input type="checkbox"/> Copper
Primary Contact:	<input type="checkbox"/> Bronze
Email Address:	<input type="checkbox"/> Silver
Phone Number:	<input type="checkbox"/> Gold
	<input type="checkbox"/> Platinum
Donation Method:	Separate Ads & Messages:
<input type="checkbox"/> Check (please make check payable to <i>University of Pittsburgh, Memo: Dhirana 2019</i>)	<input type="checkbox"/> Full page
<input type="checkbox"/> Credit (please visit http://pi.tt/dhirana2019)	<input type="checkbox"/> Half page
	<input type="checkbox"/> Quarter page

Please send completed response form and donation to:

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