



BOSTON UNIVERSITY

India Club

SPONSORSHIP PACKET



Welcome to the BUIC Sponsorship Packet!

Dear Prospective Sponsor:

Founded in 1981, the Boston University India Club is an undergraduate association founded to highlight our presence and to serve the needs of the South Asian population at Boston University. During the year, the India Club organizes meetings, community service events, presentations, social events and cultural shows in order for the Boston University community to connect themselves with their culture in various forms. Being one of the biggest cultural organizations on campus, we work towards linking members of our group with both the BU community and the Boston community.

Each year, Boston University India Club hosts two primary events, the Fall Cultural Show and the Spring Cultural Show. Each of the cultural shows (both fall and spring) attracts 400-500 individuals in the Greater Boston area. Most of our other events are cultural events, such as Gandhi Day, Republic Day and Diwali. We are the largest India-based organization on the east coast, with 300+ members, and have been widely recognized both by Boston University and other organizations (i.e. MTV, other universities, newspapers) as being one of the most cohesive and well-run undergraduate clubs facilitating the preservation of the Indian culture.

We thank you for your time in reading this letter and the attached sponsorship options. We greatly appreciate the support and hope to hear from you soon.

Please feel free to contact us with any questions or concerns.

Sincerely,

Boston University India Club



The Rising Indian American Market Population

Indian Americans are among the fastest growing immigrant groups in America. The 2009 American Community Survey shows that the Indian American population stands at **over 2.5 million people**, making it the second largest Asian population in America.

Indian Americans are one of the **wealthiest and best-educated communities** in the United States, with a median household income of \$69,470 (as compared with \$41,110 for non-Hispanic white families). Few groups have comparable income levels.

With an outlet such as Boston University India Club, your company will be able to reach over **300 college students** that will have the power above and beyond the average demographic to be involved in world of tomorrow. Your company was selected as a possible sponsor due to the already large Indian American population that has an interest or utility in the product or service that your company offers. *Source: US Census 2000 (www.census.gov)*

Bottom line, your company can reach out to a demographic that has large influence in the rest of the upper-level community.

IN SUMMATION:

- You will be marketing to a large group of college students located in a city with a large and diverse student population
- You will be marketing to one of the fastest growing demographics in the country, and
- You will be marketing to the fastest-growing ethnic group, and also one of the most influential and most powerful demographics in terms of job placement and buying power
- You will be marketing to a very diverse, multi-ethnic group that has the ability to spread your message to multiple large communities
- Your company's message and product will potentially spread nationally and internationally due to the large and geographically diverse population attending our events
- Your investment in Boston University India Club will clearly be beneficial to your company due to both:
 - The vast amount of attendees at already largely popular events, and
 - This great advertising opportunity in such large scale events



Sponsorship Options

PLATINUM SPONSOR (contribution of **\$5,000.00**)

- The logo of the company will be put alongside the BUIC logo in all the emails that are sent out to the members, along with the promotions that the company may be offering at that time for the members.
- 10 complimentary tickets for the BUIC Fall, Spring Cultural Shows
- Can play a video during the show for promotional purposes for both Fall & Spring Cultural Shows. (3 minutes maximum)
- May have a booth outside of Tsai Auditorium during the shows. (No Food)
- The banner of the company will be hung outside of Tsai performance center.
- Two Full page advertisement in the program booklets for Spring & Fall show (1 color, 1 black & white)
- Title sponsor of Boston University India Club's Fall and Spring show
- All Boston University India Club staff t-Shirts will have company logo on it (*Note: Staff t-shirts will say "Staff" on them)
- Granted a three-minute presentation at the first meeting of each semester for promotional purposes.
- Company logo will be on all promotional material (i.e. radio ads, TV ads, newspaper, website, fliers, e-fliers, staff t-shirts)
- Promotional offers will be "Tweeted" on the BUIC Twitter Account once a week (exact message must be <140 characters and given to BUIC prior to the Tweet)

GOLD SPONSOR (contribution of **\$3,000.00**)

- Granted a two-minute presentation at the first meeting of each semester for promotional purposes
- 1 Full Page advertisement in both Fall, Spring Cultural Shows (black & white)
- May have a booth outside of Tsai Auditorium during the shows. (No Food)
- Promotional offers will be forwarded in email to members of the club
- 6 Complimentary tickets to Fall, Spring Cultural Shows
- Logo on staff t-shirts as Gold Sponsor (*Note: Staff t-shirts will say "Staff" on them)
- Company logo will be on promotional material such as newspaper, website, fliers, e-fliers
- Promotional offers will be "Tweeted" on the BUIC Twitter Account once a month (exact message must be <140 characters and given to BUIC prior to the Tweet)

SILVER SPONSOR (contribution of **\$1,000.00**)

- Granted a two-minute presentation at one meeting during the year
- Promotional offers will be forwarded in email to members accordingly.
- 1 Half-page advertisement in both Fall, Spring Cultural Shows (black and white)
- 4 Complimentary tickets to Fall & Spring Cultural Shows
- Logo on all staff t-shirts (*Note: Staff t-shirts will say "Staff" on them)
- Company logo will be on website



EVENT COMPONENT SPONSOR (Any type of contribution regarding an aspect of the show)

Various sponsorship opportunities arise with each aspect of the show. A company may choose to sponsor one of the aspects of the show listed below by providing a product or service in exchange for advertisement with the teams and during the show. Your company's contributions to Boston University India Club will be acknowledged during the slideshow. The aspects of the show that can be sponsored are:

- Meals during the day of Cultural shows (for participants and volunteers)
 - Breakfast / Lunch
 - Dinner
- Beverages during Cultural shows (for participants)

Please remember these options are for an entire **YEAR** of sponsorship and promotional material.

All options are negotiable.



Advertisement Booklet Options

During our shows we will be distributing booklets which will include the program of the night, descriptions of the teams performing, and advertisements from our sponsors and supporters. The advertisement prices are as follows:

Front Inside Cover (B/W).....	\$200.00
Back Inside Cover (B/W).....	\$150.00
Full Page (B/W).....	\$100.00
Half Page (B/W)	\$ 75.00
Quarter Page (B/W).....	\$ 50.00
Business Card (B/W).....	\$ 25.00

To support our event and promote your company, simply fill out and send us the form below:

Name:

Company:

Address:

Phone: _____ Ad. Attached: YES _____ NO _____ *

Place a number on the line of how many of each advertisement you would like:

_____ Front Inside Cover	@ \$ 200.00	=	_____ .00
_____ Back Inside Cover	@ \$ 150.00	=	_____ .00
_____ Full Page	@ \$ 100.00	=	_____ .00
_____ Half Page	@ \$ 75.00	=	_____ .00
_____ Quarter Page	@ \$ 50.00	=	_____ .00
_____ Business Card	@ \$ 25.00	=	_____ .00

Please send a check made out to **Boston University India Club** in the amount of _____ .00 (Total)

* Please indicate if mailing hard copy and/or digital copy of ad. HARD COPY _____ DIGITAL _____

* If no ad is received within 14 days, do you give **BUIC** permission to design the ad? YES _____ NO _____



Contact Information

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