

April 26, 2014

BHANGRA BY THE BAY SPONSORSHIP

December 11, 2013

Dear AADP Supporter,

Asian American Donor Program (AADP) would like to invite you to join us as a sponsor or individual participant in our First Annual Bhangra by the Bay dance show/competition.

Bhangra by the Bay will take place on Saturday, April 26<sup>th</sup>, 2014 at the James Logan Center for the Performing Arts. Our goal is to have 500 audience members in attendance.

AADP is dedicated to saving lives by working with the community and registering new marrow donors. We work closely with patients diagnosed with Leukemia, Lymphoma, and other blood diseases and help them tell their story. These diseases are curable by a bone marrow or stem cell transplant. We are able to achieve our mission only with the generous support from organizations like yours and individuals such as you.

Our hope is that you will take pride in being a part of this event. Your decision in becoming a sponsor of our event will elevate the awareness of your organization within the 18 to 50 years old, strong buying power, South Asian community. Most importantly, your tax deductible donation will help more patients find their life saving match.

To ensure that your company's name and advertisement appear in promotional materials please reply by Friday, April 4<sup>th</sup>, 2014. Please send all image-ready advertisement materials to [donna@aadp.org](mailto:donna@aadp.org). The deadline to be included in the program is Friday, April 11, 2014.

Thank you for your time in exploring this sponsorship opportunity. We look forward to hearing from you and hope to work with you as a valuable supporter of AADP's Bhangra by the Bay.

Sincerely,

Carol Gillespie  
Executive Director  
[Carol@aadp.org](mailto:Carol@aadp.org)

Puneet Samra  
South Asian Outreach  
[Puneet@aadp.org](mailto:Puneet@aadp.org)

## About Asian American Donor Program (AADP):

AADP is a community 501c3 non-profit organization dedicated to increasing the availability of potential stem cell donors for patients with life-threatening blood diseases, like Leukemia and Lymphoma that are curable with a stem cell transplant. To achieve its mission, AADP works with family and friends of patients in need and helps tell their story through social media. AADP conducts over 400 registration drives a year in areas where you live, worship, play, and work.

Because finding a matching donor is often based on ethnicity, and because there are so few Asian American, South Asian, and Pacific Islander donors listed on the National Registry, many patients are not able to find a perfect matching donor. AADP's goal is to register more ethnic minority donors and give patients a greater chance of finding a perfect match early on in their diagnosis. **It costs \$100 to add one new donor onto the Registry. We need your help to continue our cause so no donor is asked to pay to join the registry.**

## About Bhangra by the Bay:

Bhangra by the Bay will feature a competition among 8 teams and will showcase performances from talented Bhangra teams from all across the Bay Area. The main purpose of Bhangra by the Bay is to engage dance teams in a fun way, while raising awareness and encouraging them to register to be potential marrow/stem cell donors. The secondary purpose is to raise funds for AADP – to help us continue our outreach in the community. Our primary audience will consist of Bay Area college students and South Asian families.

## SPONSORSHIP LEVELS

**All donations made to AADP (a 501c3 organization) are tax-deductible**

### Title Sponsor \$2000+

- Show titled “(Company Name) presents: AADP Bhangra by the Bay 2014.”
- Logo banner on promotional video.
- One (1) minute video ad shown before the show and during intermission.
- Full page ad inside program cover or back cover.
- Logo in printed and social media online marketing materials.
- Recognition on website, Facebook, Twitter, YouTube promotional video, etc.
- One (1) display table with prominent logo placement around event.
- Twenty-five (25) complimentary VIP tickets with VIP seating.

### Premier Partner \$1000+

- Full page ad inside program.
- Logo in printed and social media online marketing materials.
- Recognition on website, Facebook, Twitter, and YouTube promotional video etc.
- One (1) display table with prominent logo placement around event.
- Twelve (12) complimentary VIP tickets with VIP seating.

### Community Builder \$500+

- Half page ad inside program.
- Logo in printed and social media online marketing materials.
- Recognition on website, Facebook, Twitter, YouTube promotional video, etc.
- One (1) display table with prominent logo placement around event.
- Six (6) complimentary VIP tickets with VIP seating.

### Creative Contributor \$250+

- Quarter page ad inside program.
- Recognition on website, Facebook, Twitter, YouTube promotional video, etc.
- Logo placement around event.
- Four (4) complimentary VIP tickets with VIP seating.

#### Nonprofit Supporter \$100+

- Recognition inside program.
- Recognition on website, Facebook, Twitter, and YouTube promotional video, etc.
- One (1) shared display table (with another nonprofit) with prominent logo placement around the event.
- Two (2) complimentary VIP tickets with VIP seating

#### Media Sponsorship

- Help spread the word about Bhangra by the Bay through print, radio, or television broadcast.
- Honorable mention inside program
- Logo placement around the event
- Two (2) complimentary

## Sponsorship Agreement

Please submit agreement form to [Ruby@aadp.org](mailto:Ruby@aadp.org)  
by Friday, April 4, 2014

### SPONSORSHIP LEVEL

Indicate your level of sponsorship:

- Title Sponsor/\$2,000+
- Premier Sponsor/\$1,000+
- Community Builder/\$500+
- Creative Contributor/\$250+
- Nonprofit Sponsor/\$100+
- Media Sponsorship

### SPONSORSHIP CONTACT INFORMATION:

Please complete all sections. (NOTE: **Company**-official business/organization name to be used for communication and recognition purposes. **Name**-contact person who is responsible for contribution or to whom all communications should be directed. **Email**- email address of contact person listed here.)

Organization/Company name:

Contact:

Title:

Address:

City:

State:

Zip:

Phone:

Fax:

E-mail:

### METHOD OF PAYMENT:

Please make checks payable to AADP

Check       Credit Card      CHECK ONE:    Visa    MasterCard    Other:

Card Number:                      /                      /                      /                      Exp. Date:                      /                      /

Name as it appears on card:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_