

May 8th, 2021

To whom it may concern:



We are the Indian Student Association (ISA) at the University of Minnesota-Twin Cities.

We would like to offer your organization a potential sponsorship opportunity. ISA aims to share and preserve Indian culture on campus through our events and social media presence. ISA's biggest event of the year is the annual Fall Show at the Northrop Auditorium, which attracts 1,500+ attendees and showcases cultural dancing, singing, and more.

ISA also organizes a variety of other events throughout the year, including but not limited to: The Welcome Back event, Fall Show, Spring Formal, Indian Perspectives Discussion, Chit Chat Chai, and other social events. Each of these events garner significant attention from the student body.

Outlined below are sponsorship packages offered by ISA:

Yearly

Bronze Package - \$1,500

- Bronze Fall/Spring Package
- Mention on social media
- Promote one picture on the ISA website
- Mention for smaller ISA events

Silver Package - \$3,000

- Bronze Package +
- Silver Fall/Spring Package
- Promote any type of media (pictures, video ads, etc.) on the ISA website
- Mention for all events except Fall Show & Spring Formal

Platinum Package - \$4,500

- Silver Package +
- Platinum Fall/Spring Package
- Continual promotion on ISA's social media throughout the year (Facebook, Twitter, Instagram)
- Mention at all ISA events
- Feature on ISA's official website for the entire year

Fall Show

Bronze Package - \$1,000

- Mention on promotional materials for the Fall Show (on campus and on social media)
- Mention on programs distributed at the Fall Show
- VIP Seating at the Fall Show

Silver Package - \$2,000

- Bronze Package +
- Booth at the Fall Show (a chance to interact with guests right outside of the event)
- Mention on stage at the Fall Show

Platinum Package - \$3,000

- Silver Package +
- Continual promotion of organization on ISA's social media around time of event (Facebook, Twitter, Instagram)
- Feature on ISA's official website around time of event

Spring Formal

Bronze Package - \$1,000

- Mention on promotional materials for the Spring Formal (on campus and on social media)
- Mention on programs distributed at the Spring Formal

Silver Package - \$2,000

- Bronze Package +
- Table at Spring Formal to interact with guests
- Mentioned by DJ before official Board announcement

Platinum Package - \$3,000

- Silver Package +
- Continual promotion of organization on ISA's social media around time of event (Facebook, Twitter, Instagram)
- Feature on ISA's official website around time of event

Please contact Rohit Krishnan at krish272@umn.edu if you have any further questions. ISA is more than willing to accommodate any special requests. We look forward to working with you this year, thank you for your consideration!

Sincerely,

Rohit Krishnan

Fundraising and Sponsorship Chair