

# INDIA ASSOCIATION OF TALLAHASSEE (IATLH)

A 501 (c) (3) non-profit organization - FEIN# 59-3521114

[www.iatlh.org](http://www.iatlh.org) | PO Box 12111 | Tallahassee, FL 32317

## Invitation for event sponsorship for 2017

India Association of Tallahassee (IATLH) is a 501 (c) (3) non-profit organization serving to foster friendship co-operation among the people from Indian sub-continent residing in Tallahassee area. IATLH was formed with a primary objective of providing a platform for social exchanges and showcase the rich cultural heritage of India. From a humble beginning to serve the cultural needs of the members, the association has grown into an organization with a sense of responsibility to the society, participating actively in the community events in the Tallahassee area. Joining hands with other ethnic organizations of people from other parts of Asia, as a major member of Asian Coalition, IATLH has widened the reach by taking its activities to much larger audiences. IATLH participates regularly in the community events, rises to the occasion at time of social needs.

IATLH's cultural and social events are typically attended by hundreds of people from a wide cross section of the society, and having diverse needs for products and services. Every event, be indoor or outdoor, provides ample opportunity for businesses and service providers to reach out to a number of people at a single place. Businesses and communities need each other and have to work together to achieve a greater good. Businesses can extend the financial help for the Association's events and IATLH can provide much needed platform to reach out to the members of community at a single place. IATLH intends to provide a platform for organizations to reach out to the members and promote their product or service, and use the proceeds of the sponsorship to meet a part of the expenditure for the events.

### Following are the general levels of sponsorships and the benefit associated with it:

<p><b>Major (\$5000)</b> Sponsor – will sponsor a significant part of cost of the events through the year.</p> <p><b>Only ONE spot available</b></p>	<ul style="list-style-type: none"><li>• All publicity material will contain the Sponsor's name as "IATLH and &lt;sponsor name&gt; presents &lt;event name&gt;" for all IATLH events before next Glimpses.</li><li>• Up to 2 full color pages (center spread) of sponsor's choice of publicity matter in member directory</li><li>• Chance to setup a booth at the venue (sponsor brings the materials- no sales allowed unless it is pre-approved).</li><li>• Sponsor can distribute their own publicity material during the event (outside the auditorium).</li><li>• Display a banner at a prime location along with IATLH (IATLH will print this banner).</li><li>• 3 minutes of time during the peak time of the event for the one sponsor's representative to talk about the product or service.</li><li>• Ten reserved prime seats for Glimpses.</li></ul>
<p><b>Premier (\$1000)</b> Sponsor – will sponsor a significant part of cost of the event.</p>	<ul style="list-style-type: none"><li>• Chance to setup a booth at the venue (sponsor brings the materials – No sales allowed unless it is pre-approved).</li><li>• Sponsor can distribute their own publicity material during the event (outside the auditorium).</li><li>• Display a banner near the stage (to be supplied by the sponsor).</li><li>• 2 minutes of time during the event for one sponsor's representative to talk about the product or service.</li><li>• Six reserved prime seats for Glimpses</li></ul>

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<p><b>DIAMOND (\$700)</b> Sponsor – will sponsor a part of the total cost of the event shared with others.</p>	<ul style="list-style-type: none"> <li>• One (B &amp;W) full page publicity material in member directory</li> <li>• Sponsor can distribute their own publicity material during intermission outside the auditorium.</li> <li>• Display a banner near the stage (to be supplied by the sponsor).</li> <li>• Six reserved seats for Glimpses.</li> </ul>
<p><b>PLATINUM (\$500)</b> Sponsor – will sponsor a part of the total cost of the event shared with others.</p>	<ul style="list-style-type: none"> <li>• Full page (B &amp; W) publicity material in the membership directory</li> <li>• Sponsor can distribute their own publicity material during during intermission outside the auditorium.</li> <li>• Display a banner in the auditorium (to be supplied by the sponsor).</li> <li>• Four reserved seats for Glimpses.</li> </ul>
<p><b>GOLD (\$250)</b> Sponsor – will sponsor a small part of the cost of the event shared with others.</p>	<ul style="list-style-type: none"> <li>• Half page (B &amp; W) publicity material in the membership directory.</li> <li>• Three reserved seats for Glimpses.</li> </ul>
<p><b>PATRON (\$100)</b> - Individual member donation.</p>	<ul style="list-style-type: none"> <li>• A special recognition at during the Vote of Thanks.</li> <li>• Member name printed as Patron in membership directory.</li> <li>• Two reserved seats for Glimpses.</li> </ul>

**Other GLIMPSES sponsorships:**

<p><b>Glimpses DVDs (\$2000)</b></p>	<ul style="list-style-type: none"> <li>• Half page publicity material on DVDs back cover page.</li> <li>• 2 minute video presentation in the DVD</li> <li>• Half page (B&amp;W) publicity material in the membership directory.</li> <li>• Display a banner in the auditorium (to be supplied by the sponsor).</li> <li>• Four reserved seats for Glimpses</li> </ul>
<p><b>Glimpses Trophies (\$1000)</b> - Individual member participation trophy</p>	<ul style="list-style-type: none"> <li>• Sponsors name at the back of the trophies.</li> <li>• Half page (B &amp; W) publicity material in the membership directory.</li> <li>• Display a banner in the auditorium (to be supplied by the sponsor).</li> <li>• Four reserved seats for Glimpses.</li> <li>• A special recognition at during the Vote of Thanks.</li> </ul>

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## Following are some of the IATLH yearly events & the levels of sponsorships proposed:

Event	Time	Typical attendance	Sponsorship levels available (‘Major’ Sponsor will be included in all IATLH event)
Republic Day / Art Contest	January	200	<ul style="list-style-type: none"><li>• GOLD</li><li>• PATRONS</li></ul>
Holi	March	300	<ul style="list-style-type: none"><li>• GOLD</li><li>• PATRONS</li></ul>
Sports Day	April	300	<ul style="list-style-type: none"><li>• GOLD</li><li>• PATRONS</li></ul>
UTSAV / India Day – A showcase for multifaceted talent by the members.	August	400	<ul style="list-style-type: none"><li>• DIAMOND</li><li>• PLATINUM</li><li>• PATRON</li></ul>
GLIMPSES – an audio visual treat of group dances by extremely talented local artists.	November	1200+	<ul style="list-style-type: none"><li>• PREMIER</li><li>• PLATINUM</li><li>• GOLD</li><li>• PATRON</li></ul>
SPECIAL Events – Various dance or music or drama troupe	Throughout the year	400	<ul style="list-style-type: none"><li>• DIAMOND</li><li>• PLATINUM</li><li>• GOLD</li></ul>

This invitation is being extended to all the local businesses, organizations and individuals in Tallahassee who intend to reach out to the community and take advantage of one-point publicity for the business or the services. If you intend to sponsor an event, please write to India Association of Tallahassee, PO Box 12111, Tallahassee, FL, 32312, or send an email to [President.iatlh@gmail.com](mailto:President.iatlh@gmail.com), or [Treas.iatlh@gmail.com](mailto:Treas.iatlh@gmail.com), or contact one of the executive committee members.

Thank you in advance for your support  
-The Executive Committee (2016-2017)

Baskar Krishnamoorthy – President - [President.iatlh@gmail.com](mailto:President.iatlh@gmail.com)  
Deepak Haldiya – Vice President – [VicePresident.iatlh@gmail.com](mailto:VicePresident.iatlh@gmail.com)  
Ratna Krishnan – General Secretary - [GenSecretary.iatlh@gmail.com](mailto:GenSecretary.iatlh@gmail.com)  
Vamsi Mulangi – Joint Secretary – [JtSecretary.iatlh@gmail.com](mailto:JtSecretary.iatlh@gmail.com)  
Devraj Acharya – Treasurer – [Treas.iatlh@gmail.com](mailto:Treas.iatlh@gmail.com)

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## Sponsorship Form for 2017

<b>Name of the Organization</b>	
<b>Address</b>	
<b>City, State, Zip</b>	
<b>Telephone &amp; Fax Numbers</b>	
<b>E-mail Address</b>	
<b>Contact person</b>	
<b>Sponsored Event</b>	
<b>Level of sponsorship</b>	
<b>Amount</b>	
<b>Check Number and date</b>	