



Asha for Education™

P.O. Box 391802, Cambridge, MA 02139 USA

www.ashanet.org

Re: Opportunity to Sponsor the Asha MIT/Boston Fall 2005 Concert featuring Penn Masala

Dear Madam/Sir,

Asha for Education™ ("Asha") MIT/Boston invites you to become a sponsor of the **Penn Masala** Concert being held at the MIT Kresge Auditorium in Cambridge, MA. Asha is a non-profit voluntary organization, registered under section 501(c)3, dedicated to catalyzing socio-economic change in India through the education of underprivileged children.

Penn Masala is the nation's premier all-male Hindi a capella group from the University of Pennsylvania. This group of college students sings a medley of popular Hindi songs and hit English music, backing up their lead singers by creating all of the instrumental components with their voices. They have gained immense popularity and fame since their founding in 1996, **singing to sold-out audiences all over the nation** and touring across countries such as the United Kingdom and India. The group has produced three complete albums (titled "Awaaz," "11 PM," and "Soundcheck"), as well as a full-length music video to the song "Chhamak Chalho" (which was in the top 10 on Channel V when it debuted back in 1999). Penn Masala also recorded the soundtrack of the hit movie *American Desi*. See <http://www.pennmasala.com> for more information.

Asha for Education is a secular, non-political, and zero-overhead organization which raises awareness of and supports children's education projects in various parts of India. Current projects supported by the MIT/Boston chapter include:

- A school for children of prostitutes in Uttar Pradesh
- A school for tribal children in Jharkhand
- A supplementary education centre in Madurai
- Resource centres to provide learning materials and support to school teachers in Karnataka
- A coaching centre to assist dalit students pass class X exams in Andhra Pradesh
- A tuition centre in Gujarat

and a number of other programs providing education to underprivileged children in India. See <http://www.ashanet.org/> for further information.

To raise funds for its projects, Asha organizes:

- Music concerts by well-known artistes, such as the recently concluded **Notes of Hope™** series (www.ashanet.org/notesofhope), featuring world-renowned artists such as Ustad Amjad Ali Khan which attracted over 500 people.
- Our annual, online **Work-An-Hour** drive (www.workanhour.com)
- Sports events such as the **Harbingers of Hope** marathon

- Lectures and talks by notaries such as Prof. Ashok Jhunjhunwala and Dr. Jayaprakash Narayan

Asha for Education has 66 chapters worldwide and has **disbursed over \$4,000,000** to more than 385 projects in India. Typical audiences for its concerts and shows have ranged from 400–750 people, but given Penn Masala's reputation amongst students and the large number of schools and colleges in the area, we expect the concert to sell-out (capacity 1100).

The opportunity this event holds for sponsors can only be described as a win-win situation. It is a chance for your company to increase mind share and receive extensive advertising coverage at a prominent Cambridge/Boston area concert hall, while helping the worthy cause of educating underprivileged children in India.

Almost all events organized by Asha receive intense and extensive publicity through the ***radio, TV, Internet, major newspapers, posters/flyers, program handouts and other marketing material***. In addition, sponsors also receive exposure on the day of the event through banners, any handouts they may want to audience to have, brochure advertisements, mention on stage, stalls at the venue to sell their products, etc. We would also be willing to work with any other specific requests you may have.

Given the popularity of the group and their music, as well as Asha's presence in the city and its particularly wide reach among

- working Indian professionals
- the student community, and
- high net-worth individuals

we are confident that the concert will be a huge success and will hopefully lead to a long-lasting partnership with your company.

The following documents (attached here) describe these features in detail:

- Sponsorship levels
- Advertising rates
- Sponsorship/advertising contract

We hope to have the opportunity to work with your company and look forward to hearing from you soon.

Yours sincerely,

Asha for Education – MIT/Boston
Contact: mit@ashanet.org
Phone: 617-230-2911



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Sponsorship Levels and Benefits

Category	Benefit	Fees
Platinum Sponsor	All marketing material will carry your company name or logo. This includes: - Newspaper, TV, radio and Internet ads - Posters, flyers and brochures On-stage banner during the concert. This will be the only banner (along with the <i>Asha</i> banner) Full-page advertisement on back cover, inside front, inside back or inside of the concert brochures on a first come-first serve basis Prominent coverage on the event website Your corporate message (up to 4 lines) on all email fliers sent nationwide to mailing lists and newsgroups	\$2,500
Gold Sponsor	Banner in the auditorium (not on the stage) Mention as a sponsor in the brochure Full-page advertisement in the brochure (not on back cover, inside front or inside back) Prominent coverage on the event website Mention as a regional sponsor in local advertisements Your message (up to 20 words) on all email fliers sent to the local patrons	\$1,500
Silver Sponsor	Banner in the auditorium (not on the stage) Half-page advertisement in the brochure (not on back cover, inside front or inside back) Mention as a regional sponsor in local advertisements Coverage on the event website Your message (up to 10 words) on all email fliers sent to the local patrons	\$750



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Advertising Rates

Banner Advertising

Category	Fees
Outside Auditorium	\$500
Asha MIT/Boston Web-site (week of the concert)	\$500
Event Website (week of the concert)	\$250

Program Brochure Advertising

Category	Fees
Full page (not on back cover, inside front or inside back)	\$250
Half-page (not on back cover, inside front or inside back)	\$150
Quarter-page (not on back cover, inside front or inside back)	\$100

Coupon Advertising

Category	Fees
Quarter-page Size (not on back cover, inside front or inside	\$100



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Request for Service

To
Asha For Education
P.O. Box 391802,
Cambridge, MA 02139
USA

Client: _____

Address: _____

Address: _____

Date: October 16th, 2005

Event: Penn Masala Concert
Venue: Cambridge

Services Provided by Asha for Education

Service Type	Description

In return of these services, the client will remit \$_____ to Asha for Education MIT/BOSTON (*Make checks payable to Asha for Education MIT/BOSTON with "2005 Penn Masala" in the memo field*)

Special Instructions:

Accepted For Asha for Education by _____

Authorized for the client by _____

Print Name: _____

Date: _____

Print Name: _____

Date: _____



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