Michigan Bhangra Team

Sponsorship Packet

MBT Captains:
Samit Sheth
Bijal Bhavsar

Finance Committee:
Anay Bedi
Sharan Shokar
Support the Michigan Bhangra Team

About Us:

The Michigan Bhangra Team was founded in the fall of 2000 with a very distinct vision: we strive to promote awareness of Punjabi culture and the importance of diversity and multiculturalism. We accomplish these goals by performing at numerous charity and cultural events for both our campus community and the community at large. Our team is known for our energy both on and off stage; we are driven to inspire others with our passion, dedication, and unique style. Our performance is based upon a foundation of camaraderie, creativity, and spirit, all elements we hope will work to transcend social boundaries to build a sense of community and awareness.

Team Success:

The Michigan Bhangra Team performances have been well received in the past, at competitions and events on and off campus. Our events stem as locally as the Ohio State University/University of Michigan Pep Rally and Michigan’s very own Dance Mix, to performances at IKEA, weddings, and off-campus shows. In regards to competitions, MBT has made a national name for itself through competing and placing in many competitions all over the country. The goal of competing is not only to build sportsmanship and team morale, but also to represent the University of Michigan, and our affiliation with North Indian Culture.

Competition Winnings:

- 2007 Bhangra Blitz 2nd Place
- 2006 Bhangra Fusion 1st Place
- 2005 Bhangra Fusion 1st Place
- 2004 Bhangra Blowout 2nd Place
- 2004 Zee Bhangra 2nd Place
- 2004 PCS International Bhangra 1st Place
- 2003 Bhangra Fusion 3rd Place
- 2001 Bhangra Fusion 1st Place
Sponsorship Benefits:

Publicity
The Michigan Bhangra Team attracts a wide consumer base with strong purchasing power that allows sponsors to reap the benefits of broad advertising and publicity strategies. Based on the level of sponsorship a firm or individual chooses, sponsors will have the option of having their logos and/or company names clearly defined on official flyers, website, and will be thanked at our performances (those which allow). Also, in accordance with sponsorship levels, sponsors can have their posters and/or banners placed at applicable events.

Community Involvement
The Michigan Bhangra Team is documented as a 501.c.3, non-profit organization, whose goal is to promote North Indian culture via Bhangra dance. Your contribution to the organization joins with the cooperative effort of fans and audience members to fund charitable endeavors. The Bhangra team also serves to educate members of the community about the prominence and success achieved by the South Asian community. By developing partnerships with a wide variety of companies and organizations, community ties are vastly strengthened with the knowledge of rich Punjabi culture. With the creation of this alliance, we are working for a common good to benefit all members of the community. Your sponsorship is greatly appreciated because you will not only help the Michigan Bhangra Team promote Punjabi culture, but you will also contribute to the unification of the community at large.

Team Enrichment
Your sponsorship goes directly to help the team spread awareness of North Indian culture by increasing access to competitions and community events, as well as the utilization of traditional props and costumes to truly spread cultural awareness. Indirectly, your sponsorship supports the University of Michigan in its quest to promote North Indian culture, reduce cultural disparities, and increase team camaraderie.
## Types of Sponsorships:

### MBT Silver Sponsor $100
- Recognition on Website
- Online Publicity of Firm

### MBT Gold Sponsor $200
- Recognition on Website
- Banner on Website
- 1 Free T-Shirt
- Online Publicity of Firm
- Announcement During Performances

### MBT Platinum Sponsor $500
- Recognition on Website
- Banner on Website
- 5 Free T-Shirts
- 1 Performance
- Online Publicity of Firm
- Announcement During Performances

### MBT Platinum Elite Sponsor $1000
- Recognition on Website
- Banner on Website
- 10 Free T-Shirts
- 2 Tickets to Bhangra Fusion (Detroit Competition)
- 1 Performance
- Online Publicity of Firm
- 1 Bhangra Workshop
- Announcement During Performances
Sponsorship Form:

CONTACT NAME: ..................................................................................................................................................

TITLE: ......................................................................................................................................................................

ORGANIZATION NAME: ......................................................................................................................................

CURRENT MAILING ADDRESS: ................................................................................................................................

CITY.................................................................STATE...............................................ZIP.................................

PHONE NUMBER:...............................................EMAIL:..........................................................

ADDITIONAL INFORMATION/COMMENTS: ......................................................................................................................
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PLEASE INCLUDE A COPY OF THE AD, WHICH WILL BE PRINTED LINKED TO VIA THE WEBSITE.

The Michigan Bhangra Team agrees to provide the publicity and advertising space stated in the Sponsorship Packet, in return for a donation of $___________________. If the Michigan Bhangra Team does not fulfill its obligation, it will fully reimburse the organization of its donation.

______________________________________ ______________
Organization Representative       Date

______________________________________ ______________
Anay Bedi/Sharan Shokar MBT Finance Date

______________________________________ ______________
Samit Sheth/Bijal Bhavsar MBT Co-Captains Date

Please Mail Forms to: Please make checks payable to:
Michigan Bhangra Team
1128 Nielsen Court
Apt #5
Ann Arbor, MI 48105