



## **TEAM MARKETING BROCHURE & SPONSORSHIP LEVELS:**

### **Who we are?**

Telugu Association of Minnesota (TEAM) is non-profit organization registered under 501© and serves the Telugu community in the Twin Cities and surrounding areas. TEAM is devoted to spreading the awareness of and promotion of Telugu culture and heritage.

### **What we do?**

TEAM strives to preserve and promote our rich traditions and to pass them on to our future generations. TEAM takes a very active role in organizing social events for the larger Indian community. TEAM has led many spiritual and cultural events in collaboration with other Indian organizations in the Twin Cities. Every year TEAM organizes Sankranti, Ugadi, Summer Picnic and Deepawali events, which brings more than 5000 Telugu people in and around the Twin Cities area.

### **How we could help?**

There are approximately 5000 plus Telugu families in and around the Twin cities area, and about 500 families attend each event.

The publicity campaign for each event will kick-off approximately 4 weeks prior to the event and will reach out to the Telugu families in and around the Twin Cities. We have a very active and dynamic web site [www.telugumn.org](http://www.telugumn.org) and it is becoming a portal for Telugu community. Lately, it has been serving the newcomers to Minnesota as a place to connect with the community. This would be a great opportunity for your business to reach out to Telugu community by choosing one of the following sponsorships levels.

### **Recent events:**

**Sankranti** (Pongal) – Jan 17, 2010 attended by 1000 people with a day long program of Spiritual, cultural and social activities.

**Deepavli:** – Nov 17, 2009 attended by 1100 people with fun filled cultural event with about 20 sponsors participating in the event

**Summer Picnic:** - July 23, 2009 – attended by 300 people in Hyland Park with few sponsors

**Ugadi:** - Nov 23, 2008 – attended by 900 people with cultural gathering with 20 sponsors

**AP Flood Relief operations:** TEAM took up philanthropic effort of collecting donations of money and cloths and shipped to India to flood affected areas collaborating with national and international organizations

<b>Features / Sponsorship Levels</b>	<b>Platinum</b>	<b>Diamond</b>	<b>Gold</b>	<b>Silver</b>	<b>Booth &amp; Banner</b>	<b>Banner only at the event</b>	<b>Web page Ad only</b>	<b>Flier Ad only</b>
<b>Amount (\$)</b>	1000	400	300	150	75	50	100	50
<b>Event Named after your Business Name</b>	√							
<b>Logo and Link on TEAM web site home Page</b>	√	√	√	√			√	
<b>Premier Web Banner placement on TEAM web site</b>	√	√	√	√			√	
<b>Company Ad in the event Program Guide</b>	Double Page – Prominent Pages	Full Page	Half Page	Quarter Page				1/16 page
<b>Logo / Banner displayed at onsite venue</b>	√	√	√	√	√	√		
<b>Event Passes</b>	10	6	4	2	1			
<b>Booth Space</b>	√	√	√	√	√			
<b>PowerPoint Slide show</b>	√	√	√	√				
<b>Company Name in event related press release by TEAM</b>	√							
<b>Company Name on Trophies</b>	√							

Voluntary non-profit organization can have a booth/banner for a nominal or at no cost under mutual/reciprocal advertisement policy. Proof of non-profit status is required.

## **TEAM Sponsorship Form:**

Event:

Organization Name:

Contact Person:

Address:

Email:

Phone:

Sponsorship Level:

Check enclosed for amount: \$

Signature:

Date:

Please make checks payable to TEAM and mail to TEAM marketing coordinator,

Saladi Naidu  
17440 49<sup>th</sup> Avenue N  
Plymouth, MN 55446

Any questions, please contact TEAM Marketing committee at [www.telugumn.org](http://www.telugumn.org) or Saladi Naidu at 612-298-2627 – email: [saladi.naidu@gmail.com](mailto:saladi.naidu@gmail.com)