



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 families 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 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 sponsorships levels listed in the next page.

Recent events:

Summer Picnic: Jul 23, 2011 – attended by 500 people in Hyland Park.

FMSC: Jun 25, 2011-- TEAM supported and participated in packing 92 boxes / 3312 packets / 19,872 meals for Haiti kids. This helped to feed 55 kids for whole year.

Ugadi: Apr 23, 2011 – attended by 1100 people with cultural gathering with 25 sponsors

Sankranti (Pongal): Jan 17, 2011 attended by 1000 people with a day long program of Spiritual, cultural and social activities.

Diwali: – 2010 - attended by 1100 people with fun filled cultural event with about 20 sponsors participating in the event

The upcoming event is 2011 Diwali (Indian Light festival) where lot of Indian families gather and celebrate the event. We would like to invite interested businesses to the event and get familiarize with the community. We have kids cultural event (Bala Vinodham) planned on Oct 08th and main event on Oct 29th.

Features / Sponsorship Levels	Event Sponsor	Platinum	Diamond	Gold	Silver	Web page Ad only	Booth & Banner	Banner only at the event	Flier Ad only
Amount (\$)	1500	1000	400	300	150	100	75	50	50
Event Named after your Business Name	√								
Logo and Link on TEAM web site home Page	√	√	√	√	√	√			
Premier Web Banner placement on TEAM web site	√	√	√	√	√	√			
Company Ad in the event Program Guide	Double Page – Prominent Pages	Double Page – Prominent Pages	Full Page	Half Page	Quarter Page				1/16 page
Logo / Banner displayed at onsite venue	√	√	√	√	√		√	√	
Event Passes	15	10	6	4	2		1		
Booth Space	√	√	√	√	√		√		
PowerPoint Slide show	√	√	√	√	√				
Company Name in event related press release by TEAM	√	√							
Company Name on Trophies		√							

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,

Raju Danthuluru
12100 Marion Ln #6120
Minnetonka, MN 55305

Any questions, please contact TEAM Marketing Marketing@telugumn.org at www.telugumn.org or call Raju Danthuluru at 612-801-0749.