Telugu Association of Minnesota (TEAM)

**TEAM is a 501(c)(3) organization**

To preserve and perpetuate the cultural heritage of Telugu speaking people of Greater Minnesota.
To assist and promote cultural, charitable, educational, social and community affairs of Telugu speaking people in Minnesota.
To foster harmony within the Telugu community and to share our diverse culture with the greater Minnesota community.

**www.telugumn.org**

**TAX ID : 90-0089250**

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**Our Beginnings:**

Started in the early 1990s with a small group of Telugu language speaking people. Eventually, the community grown from 10’s to 1000’s, TEAM has registered as 501(c)(3) non-profit organization to better serve the Telugu community across Minnesota.

**About TEAM & Telugu community:**

* Vibrant Telugu community is huge across greater Minnesota
* TEAM conducts 12-14 events every year.
* Approximately 4000+ Telugu families
* 400+ Active memberships
* 1200+ attend major events

**What we do:**

TEAM plays a very active role in organizing social and cultural events for a large Indian community.

TEAM conducts events every year to celebrate festivals like Sankranthi, Ugadi, Diwali in the best of spirits to enhance the feeling of harmony and brotherhood in the society. It gives a chance to Telugu people of Indian origin, relive the nostalgic memories of the festivals and help their children aware of the tradition of Telugu festivals and culture.

TEAM take part in charitable events like Feed My Starving Children and also local community events hosted by the Indian Association of Minnesota. TEAM actively conducts Telugu Competitions, Jr Tennis Tournaments to encourage children and promote awareness of Telugu language, culture. TEAM collaborates with Vegesana foundation to promote noble cause of meeting, the important needs of Poor and Disabled Children in India.

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**TEAM Event’s Calendar**

**Telugu Community (Signature) Events**

♦ Ugadi – April
♦ Summer Picnic - July
♦ Balavinodam - September
♦ Deepavali - November

**Competitive Events**

♦ Telugu Competitions - March
♦ Jr Tennis Tournaments – June
♦ Volleyball tournament – August

**Collaborate with other non-profits**

♦ Sankranthi, TEAM @ Hindu Temple – January
♦ Festival Of Nations, TEAM @ IAM – May
♦ IndiaFest, TEAM @ IAM – August

**Other Events**

♦ Volunteer appreciation day – November

**Charitable Events**

♦ Feed My Starving Children (FMSC) – August

**Members get free admission to all regular TEAM events throughout the year.**
<table>
<thead>
<tr>
<th>Features / Sponsorship Levels</th>
<th>Grand Event Sponsor</th>
<th>Event Sponsor</th>
<th>Platinum</th>
<th>Email to Community in TEAM communication (All Year)</th>
<th>Diamond</th>
<th>Gold</th>
<th>Silver</th>
<th>Miscellaneous</th>
<th>Musical Entertainment (DJ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ugadi &amp; Diwali (per event)</td>
<td>$3,500</td>
<td>$2,500</td>
<td>$1,500</td>
<td>$1000 (can be customized with other Sponsorship)</td>
<td>$750</td>
<td>$500</td>
<td>$300</td>
<td>$50-$100</td>
<td>$500</td>
</tr>
<tr>
<td>Telugu Language Competitions</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$1,000</td>
<td></td>
<td>$500</td>
<td>$300</td>
<td>$200</td>
<td>$50-$100</td>
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<tr>
<td>BalaVinodham</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$1,000</td>
<td></td>
<td>$500</td>
<td>$300</td>
<td>$200</td>
<td>$50-$100</td>
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</tr>
</tbody>
</table>

**SPONSORSHIP BENEFITS**

| Logo and link on TEAM website home page | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition in event specific communication | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company Ad in event Program Guide++ | 6 Prominent Pages | 4 Prominent Pages | 2 Prominent Pages | (Email Only) | Full Page | Half Page | Half Page | 1/8th Page = $50 | Half Page |
| Logo/Banner*** displayed at on-site venue | Stage & Auditorium | Stage | Auditorium | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Event Passes | 20 | 15 | 10 | 8 | 6 | 4 | | | |
| Booth Space | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| State Time & Digital Media | 10 Min* | 7 Min* | 5 Min* | 3 Min** | 1 Min** | | | | |
| Presentation Slides*** | 6 | 4 | 4 | 4 | 4 | 2 | | | |
| Company Name in event related press release by TEAM | ✓ | ✓ | ✓ | | | | | | |
| Company Name on Trophies | ✓ | ✓ | ✓ | | | | | | |
| Facebook Postings | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

*Approval of content and stage time is up to the discretion TEAM Executives Board. Only for Ugadi, Diwali main events.
**Digital Media content only, presented during event prime time. Only for Ugadi and Diwali main events.
***Logo/Banner/Presentation Slides provided by the sponsor. Only for Ugadi and Diwali main events.

**How we could help?**

There are approximately 4000+ Telugu families in and around Twin cities and 400+ families attend each event. TEAM has broader reach to the Telugu community in the Minnesota.

The publicity campaign for each event will start approximately 4 weeks prior to the event and will reach out to the Telugu families in and around the Twin Cities via E-mail and campaign.

Our website at [www.telugumn.org](http://www.telugumn.org) gives newcomers to Minnesota an opportunity to connect with the community. This would be a great opportunity for your business to reach the Telugu community by choosing one of the sponsorship levels listed.

Any questions please contact TEAM marketing executive:
MARKETING@TELUGUMN.ORG
WWW.TELUGUMN.ORG