

Asha for Education Washington DC Chapter Presents Notes of Hope 2009



Dear Prospective Sponsor,

It is with great pleasure that I write to you on behalf of the Washington DC Chapter of **Asha for Education**, to request your support as a sponsor for **Notes of Hope 2009**, our annual fundraising concert on July 25, 2009.

Asha for Education is a 501 (c) (3) non-profit organization with a mission to catalyze socio-economic change in India, by bringing basic education to its most vulnerable and underprivileged children. Founded in 1991, Asha for Education is a volunteer-based organization, which enables it to operate with very low overheads and has earned it the highest rating among similar organizations. Asha for Education has more than 70 chapters worldwide and currently supports over 200 projects in India.

Notes of Hope is Asha for Education's signature concert series and a vital fundraising event. The concert series has enjoyed tremendous success in the past, having hosted distinguished exponents of Indian-Classical music, such as Pandit Hariprasad Chaurasia, Ustad Amjad Ali Khan, and Pandit Shivkumar Sharma, who played to sell out audiences. Now, in its sixth year, the DC Chapter has chosen to foster the city's own cultural treasures. Notes of Hope 2009 will feature the highly acclaimed music of **Facing East** and the equally applauded dance performances of **Dakshina**. These artists seamlessly blend the Indian-Classical forms of their art with their western forms, taking the audience on a spellbinding journey from the classical to the contemporary, and building strong bridges between cultures.

The proceeds from this event go entirely to projects funded by the DC Chapter of Asha for Education. Therefore, as a sponsor of the event, you make a real difference to the lives of the most disadvantaged children in India, and you help sustain Asha for Education's mission.

The event draws a diverse audience including Indians and Americans from the government, academic and professional communities. With the publicity options that are available for various levels of sponsorship, you will also be recognized by this audience as a supporter of Asha for Education, and as a patron of the arts.

I look forward to receiving your support and hope to hear from you soon,

Sincerely,

Srinjoy Mitra,
Asha for Education, Washington DC Chapter

Venue, Sponsorship and Advertisement

VENUE

Notes of Hope 2009 is at The Harold and Sylvia Greenberg Theater, located at 4200 Wisconsin Ave NW, Washington DC 20016, at 6.00 PM on July 25, 2009. The theater is readily accessible from the Metro Red Line Tenleytown/AU station. Parking is available in an underground parking lot.

SPONSORSHIP LEVELS

As a sponsor you will receive several benefits including publicity at the venue, in the printed program and on the Notes of Hope (NoH) Website, mention on social media such as Facebook, and mention in publicity emails. In addition, you will receive complimentary tickets to the concert as our way of thanking you for your support.

| Sponsorship Level | Platinum | Gold | Silver |
|--|-------------------------------|-------------------------------|-------------------------------|
| Amount | \$1000 | \$750 | \$500 |
| Your poster in the lobby at the theater | Yes | Yes | - |
| Specific mention during the event | Yes | Yes | - |
| Advertisement on NoH Web Site, Facebook Page | Up to 1 month after the event | Up to 1 month after the event | Up to 1 month after the event |
| Mention as a sponsor in NoH publicity email | Yes | Yes | - |
| Advertisement in event program | Full Page | Half Page | Quarter Page |
| Complimentary tickets to the event | 4 | 2 | 2 |

ADVERTISEMENT RATES

If you prefer, you can choose to only purchase an advertisement in the program. Copies of the program will be available to all members of the audience.

| Program Page | Rate |
|---------------------|-------------|
| Back Cover | \$200 |
| Inside Front | \$175 |
| Inside Back | \$150 |
| Full Page | \$100 |
| Half Page | \$75 |
| Quarter Page | \$50 |

OTHER OPPORTUNITIES

There are a limited number of other sponsorship opportunities, such as in-kind sponsorships, tables at the venue etc. An Asha for Education volunteer will be glad to discuss such options with you.

The Artists

Facing East

Facing East draws its inspiration from the classical music of India, Western classical, jazz and other world music genres. Their music combines soulful bansuri (North Indian bamboo flute) and Indian ragas with African drums, Middle Eastern patterns, and Celtic influences. John Wubbenhorst, the leading artist and founder of the group, mastered the bansuri as a disciple of Pandit Hariprasad Chaurasia. Other members of the group include Steve Zerlin (bass), Samrat Kakkeri (tabla), Rob Levit (guitar), and Ken Anoff (drums). The Artists of Facing East provide a rich and diverse music due to their extraordinary expertise and desire to work together to create music for the world's ears to enjoy. In addition to their performances, members of Facing East also engage in conducting music workshops and seminars to educate the public about Indian melodies.

"A stunning virtuoso display of the bamboo flute, the compositions and arrangements are equally impressive."
– **Washington Post**

"The bansuri flute is one of the most sensual and serene instruments to come of India. Only a couple of Westerners have mastered its intricacy, one is John Wubbenhorst."
– **Billboard Magazine**

For more information please visit www.facingeast.com

Dakshina

Dakshina/Daniel Phoenix Singh Dance Company, the D.C. based dance troupe, is best known for its seamless and time-collapsing blend of modern and western dance forms with Indian classical dance - Bharatanatyam. Dakshina, which means 'offering' in Sanskrit, engages in dance not only as a means for aesthetic and artistic growth but also, as a vehicle for social change and community development. Dakshina has won several accolades including 'The Emerging Group', and 'Excellence in Costume Design' awards at the 2008 Metro DC Dance awards. Additionally, the dancers of Dakshina have also received the prestigious National Endowment for the Arts award, for their display of artistic excellence.

"Singh's attempt to fuse modern dance and traditional Indian forms... is on a promising and exciting path"
– **Washington Post**

"The dancers' precise moves and positions, expressive facial gestures, and rich physical translation of the music made it seem as if viewers had been transported to an ancient and more spiritual world"
– **Washington Asia Press**

For more information, please visit www.dakshina.org

About Asha for Education

Asha for education was founded in the summer of 1991 at the University of California, Berkeley by a group of students who understood the importance and inherent need to impart education to underprivileged children in India. The organization has aptly lived up to its name, Asha, which means "hope", by creating aspirations for a brighter tomorrow for millions of children in India. Asha is a volunteer driven organization and its non-hierarchical, de-centralized, and non-discriminatory nature has facilitated extensive educational outreach in India. This has also enabled it to receive consistently high ratings by Charity Navigator and is a top-rated nonprofit on many Charity Navigator lists, including "10 Slam Dunk Charities."

Since its inception, Asha has initiated 74 chapters spread across the United States, Canada, Europe, Australia, India and Singapore and disbursed more than \$6 million dollars. It has funded nearly 900 past and present educational projects spread across 28 states and 7 union territories. Success with previous projects has enabled Asha to venture onto different aspects of education like funding a science laboratory and research on child disabilities in Bhopal and Madhya Pradesh, respectively.

The people of Asha for Education are its driving force. These are students and young professionals from a variety of geographical, social and cultural backgrounds, who despite their demanding schedules, are united in their endeavors to catalyze socio-economic change in India through education of disadvantaged children.

The volunteers of Asha chapters outside India recognize the practical limitations of monitoring projects from thousands of miles away. Thus, although decentralized, this barrier is easily overcome by the large volunteer base in India that is instrumental in conducting site visits, monitoring projects, filing site reports and efficiently coordinating with overseas volunteer chapters. Such a synchronized and concerted effort aids compliance with Asha for Education's main objective of quality educational outreach and also increases socio-economic awareness amongst young volunteers.



Activities of the DC Chapter

PROJECTS

The DC Chapter funds projects throughout India, supporting not only formal education but also essential vocational skills development, hygiene awareness and self motivation. The projects we support are:

- **BTS/Baikunthapur Tarun Sangha.** Promotes a curriculum that aims to inspire a creative and scientific temperament in children. While the morning session consists of regular schooling, the afternoon session includes activities like clay modeling, dance and drama, fishery, embroidery, or informal classes on mathematics and botany.
- **Nalamdana.** An educational scholarship program for 35 children from the slums of Chennai and Tamil Nadu. The project is directed at students in the 8th grade or above who demonstrate academic ability, leadership, motivation and commitment to social change.
- **Parijat Academy.** A school for underprivileged children in the Garbhanga Village situated at the Assam-Meghalaya border. Many of the school children are *Karbi* who live in the hills of upper Assam and work on *Jhoom* cultivation. The school not only provides study materials for the children but also supports teacher training.
- **Asha Center – Lalpur.** A full-fledged centre called Asha Ashram mediates intervention through right to information (RTI), self-governance, non-formal education (such as hygiene awareness), vocational skills development, gender rights and women's self-help groups. It also provides free education to children and health facilities to the villagers.
- **Fellowship: Mahesh Pandey.** Provides formal education to regional tribal children, supports teacher training, information on regional development through education, income generation, and issues of the underprivileged children in Nagar and Dehat districts of Kanpur. Mr. Pandey perseveres in understanding the children's issues of migrant labor by living and working with them. This has resulted in increased awareness and participation amongst local communities in addition to accumulating an excellent academic record.
- **Patte Education Trust.** Provides formal education up to 12th grade to children of daily wagers and farmers in the Puttur area of Karnataka. Its mission is to create a cohesive group of the brightest and most socially committed students from low income group and empower them through education, thus helping their families and community to achieve better living.
- **Sanctuary schools in tribal hamlets.** 4 schools run in remote tribal villages in Kaigal valley in Andhra Pradesh have been specifically designed to provide education to tribal children, especially girls.

TEAM ASHA

Running a marathon to raise funds is a proven grassroots fundraising technique. Team Asha is Asha for Education's marathon fund-raising arm. Each year Team Asha coaches several runners to successfully complete the Marine Corps Marathon, while raising funds for Asha for Education. The success of this program is due to the strong commitment of our coaches, a robust support structure for first time marathoners, and an inspiring cause.



Sponsorship form

Our company is pleased to support the following event by a sponsorship grant at the level indicated below.

Event name: Notes of Hope 2009

Sponsoring company:

Contact name:

Address:

Phone: **Fax:**

Email:

Website:

Please indicate the sponsorship level.

- PLATINUM \$1,000
- GOLD \$750
- SILVER \$500
- OTHER

Please choose the form of payment. For more details, contact Asha for Education, DC chapter (sponsors@ashadc.net).

- Check
- Bank Transfer

Signature _____ Date _____