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## ACE 2005 DETAILS

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**Date: Saturday June 4<sup>th</sup>, 2005**

**Time: 4:00 p.m. to 8:00 p.m.**

**Venue: Khemka Auditorium, Indian School of Business (ISB), Hyderabad**

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**Asha**, Hyderabad invites your participation in **ACE 2005**, the Corporate Quiz.

### What is ACE 2005?

**Asha's ACE 2005** Corporate Quiz will be a battle among the best brains from Hyderabad's big corporate houses. The quiz, conducted by one of the best quizzing associations in India, **K-Circle** ("K Circle-Outlook School Quiz 2004", "BIZ Quiz-Insomnia at BITS Pilani"), will attract teams from various corporate houses of the city and we promise to give the Quizzers a tough time along with attractive prizes worth Rs. 60 thousand.

In its continuous endeavor to provide for the basic needs of children, **Asha's Hyderabad** chapter is organizing its first corporate quiz, **ACE 2005**, whose proceeds would go towards the welfare of needy students at Yellammabanda School, Kukatpally, Hyderabad.

### What is Asha?

Asha's Mission Statement: **"To catalyze socio-economic change in India through education of underprivileged children."**

**Asha** was started in 1991 on the campus of University of California, Berkley. Since then, both the cause and the organization have found a lot of support from individuals and institutions across the US and India. **Asha** has supported more than 385 different projects in India since its inception and currently has 66 chapters worldwide with more than a thousand active volunteers. Asha volunteers work with partner grass root organizations and special needs institutions in India to provide the necessary education for kids in various communities.

**Important Note:** As per **Asha's** philosophy, *all proceeds from the ACE Quiz will go directly towards projects in India supported by Asha*. No funds are used for Asha's administrative expenses; these expenses are borne by volunteers. The entire accounts of **ACE 2005** will be available to anyone who is interested. 100% of donations to **Asha** are directed towards supported projects in India. All donations to Asha are tax-exempt.

For a better understanding of Asha, its projects and goals, you are encouraged to visit <http://www.ashanet.org/hyderabad> or speak to any Asha Hyderabad Volunteer.

### Why Sponsor ACE 2005?

#### Share the cause:

**ACE 2005** affects the community in two positive ways –

- It provides life-altering education to underprivileged children in our country.
- It addresses important problems faced by rural kids like malnutrition.

If your business values this goal of **ACE 2005**, you and your business will benefit greatly by this association. Not only will you gain excellent coverage and publicity but also enjoy the goodwill of people who share these ideals. Asha Hyderabad reaches out to ~1000 patrons and their friends in the city.

### **Join other socially conscious organizations:**

Individuals from a wide spectrum of professional and economic backgrounds have supported Asha Hyderabad. Our previous events have also been sponsored by various other organizations like Microsoft Corporation, Hyderabad, Gland Pharma Ltd., Hyderabad, Bibo Water, Hyderabad, etc.

### **Enjoy tax benefits:**

**Asha** is a registered non-profit organization under Sec 80 (G). Tax deductions can be claimed against donations to **Asha**.

### **Get Publicity for your organization:**

**ACE 2005** offers the sponsors a unique opportunity to reach a wide spectrum of audiences in a very effective and visible fashion. At the same time, your business will also demonstrate involvement with the community.

**ACE 2005** will be promoted and publicized in Hyderabad and across the country with the help of the wide reach of **Asha's** network.

Publicity methods will include:

- ❑ **Internet: ACE 2005** will be listed on the **Asha Hyderabad** and **Asha** websites.
- ❑ **Community centers and organizations:** Flyers and other event publicity materials will be distributed to various organizations and community centers.
- ❑ **Networking: Asha Hyderabad** volunteers are scattered throughout Hyderabad and will use their own channels to publicize and generate interest for the event. In addition, **Asha** has a wide volunteer base through its 65 chapters across the world, which will also help in promoting the event.
- ❑ **Post-event publicity:** A full report of **ACE 2005** along with photographs will be published on the **Asha** site and circulated among the volunteer base across 35 countries. The event would also be publicized through the print media.

### **Reach your target audience:**

Sponsors of **ACE 2005** can expect very effective coverage through our multi-pronged publicity efforts. While the publicity will aim to cover the broad spectrum of population, we expect greater interest and penetration among professionals, and high-income group individuals from big corporate firms.

### **Other Notes for Sponsors**

- ❑ Cheques must be drawn in favour of **Asha**.  
Contact  
**Bhavani** - Ph: 9440952140 ([bhavanirrr@yahoo.co.in](mailto:bhavanirrr@yahoo.co.in))  
**Anuj** – Ph : 9392495302 ([anujkadyan@yahoo.co.in](mailto:anujkadyan@yahoo.co.in))  
or mail to House No. 438, Sagar Society, Road No.2, Banjara Hills, Hyderabad- 500034
- ❑ You will be able to sponsor specific rounds of Quiz that meet your target audience.
- ❑ A dedicated 50 strong volunteer force of Asha Hyderabad is available to make this event a success for Asha and our sponsors.
- ❑ For Platinum and Gold sponsors, besides the benefits mentioned in the Sponsorship Package Options, your organization will gain visibility on our website <http://www.ashanet.org/hyderabad/> for a period of 2 months and will find honorable mention in our next newsletter.
- ❑ In addition to the sponsorship opportunities listed, advertising space on the event Brochure is available for sale: Rs 10000 – one full page ad, Rs 5000 – half-page ad. *Note: Front and Back Pages are reserved for Platinum and Gold sponsors and Asha Hyderabad.*