



February 21, 2006

Subject: Sponsorship for Asha Stanford Holi

Dear Sir/ Madam

We are happy to announce that Asha Stanford is organizing Holi celebrations on 25<sup>th</sup> March, 2006, at the Sandhill Fields in Stanford University campus. Asha is a non-profit, secular organization that has efficiently channeled large funds to support basic and vocational education programs for under-privileged children in India. Holi, the festival of colors is one of the most enjoyable festivals celebrated in India. It is a community event where people gather to throw color and water on each other. We have enclosed our press release for the event for your information.

The Stanford University chapter of Asha, organizes the celebration of Holi annually. This event is one of the biggest annual fundraisers for Asha Stanford, and is also Bay Area's most popular Holi celebration. In addition to a large number of Indians, we are seeing increasing number of non-Indians participating in this event every year. This year we expect over 1500 people for this event.

We seek a limited number of sponsors for this event to ensure prominent publicity. Sponsors can put their banners at the festival venue; advertise on the tickets, fliers, website, and the sponsorship can also be announced during the event. You can choose amongst the various sponsorship packages, the details of which are enclosed.

We greatly value your sponsorship and appreciate your contribution to a noble cause. We also take this opportunity to welcome you to participate in our Holi celebrations along with your family, friends and colleagues. Please contact us for any further information you may require.

Thank you.

Sincerely,

OmPrakash Muppirala

*Sponsorship Coordinator*

*Asha Stanford*

*Phone: 312 933 9203*

*Email : omprakash.muppirala@gmail.com*

*www.ashanet.org/stanford*





February 21, 2006

Dear Madam|Sir,

Asha for Education, an action group for basic education in India, leads an international effort to raise awareness of the importance of education and funds hundreds of local education projects across the breadth of India. The Stanford University chapter is a volunteer-led, zero-overhead, non-profit organization that has efficiently channeled funds to support basic and vocational education programs for under-privileged children in various parts of India. In this effort, Asha Stanford often hosts social and cultural fundraising events to provide an opportunity for the Bay Area community to enjoy themselves while learning about Asha, its accomplishments and the dire state of education in India.

On March 25, 2006, Asha Stanford will host its annual Holi festival on the Stanford campus. Holi, the Indian festival of color, heralds the spring and is one of the most widely celebrated events throughout India. Characteristically, the event involves the showering of colored powder (*gulal*) and water upon one another (see our press release for the event). The event is Asha Stanford's largest annual fundraiser and the Bay Area's greatest and most popular Holi, having seen over 1500 people last year. This year, we expect over 1500 individuals to attend this event with an ever-increasing number of non-Indians.

We seek a limited number of sponsors for Holi each year to ensure the prominent presence of each. Publicity materials will reach a wide audience throughout the Bay Area including professionals and students before the event and over 1500 individuals during the event....

- All major Silicon Valley companies with a strong Indian presence will receive announcements and flyers.
- Major universities in the area, including Stanford and Berkeley, will be targeted with poster campaigns and email lists.
- Over 200 Indian grocery stores and restaurants throughout Sunnyvale, Berkeley, San Francisco and the peninsula will have publicity materials prominently displayed.
- Holi will be listed in local newspapers and publicized on radio.

A variety of sponsorship options including inclusion on the event poster and tickets are possible (please see attached sponsor rates). Note that time and space is limited. Please contact me immediately for any discussion about the sponsorship.

Please join us now to help build a better-educated Bay Area and India.

Thank you and Sincerely,

OmPrakash Muppirala  
Sponsor Coordinator  
Asha Stanford  
312.933.9203  
omprakash.muppirala@gmail.com  
www.ashanet.org/stanford



Asha for Education  
PO Box 19449  
Stanford, CA 94305-9449

## **MEDIA RELEASE**

Contact:

OmPrakash Muppirala

Publicity Coordinator

Asha Stanford

[www.ashanet.org/stanford](http://www.ashanet.org/stanford)

312.933.9203

[omprakash.muppirala@gmail.com](mailto:omprakash.muppirala@gmail.com)

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FOR IMMEDIATE RELEASE

### **Asha Stanford Organizes its Annual Holi Fundraiser for the Education of Under-Privileged Children in India**

(Stanford, California) - Asha Stanford, a non-profit volunteer group catalyzing socio-economic change in India through the medium of education, plans its annual Holi, the Indian spring festival of color on March 25 2006. Located on Sandhill Fields on the Stanford campus, the event will be the Bay Area's largest Holi, expected to attract over 1500 individuals. All proceeds will benefit Asha Stanford's education projects in India.

Originally a festival to celebrate good harvests and fertility, Holi heralds the onset of spring through a riotous celebration of color. The festival affords a moment to overcome caste, creed and economic barriers in the greeting of fellow revelers with gulal, the colored powder, often mixed with water, which Holi-goers characteristically shower upon each other. Associated with much Indian mythology and legend, Holi is celebrated throughout India in parks, town squares and other public spaces where large crowds gather to play to the accompaniment of folk music.

Asha Stanford organizes an analogous event at Stanford with much color, water, popular Bollywood and Indian dance music and food for the enjoyment of Bay Area professionals, families and students. Last year's Holi saw over 1500 people shedding inhibitions for a day of flirtatious throwing of color and dousing with water.

Asha Stanford, a local chapter of Asha for Education, seeks to make education available to all children in India by funding projects such as primary schools and teacher training workshops. The organization is volunteer-based and zero-overhead such that all proceeds from the event will be disbursed to local non-governmental organizations (NGOs) and schools working to provide education to some of India's most under-privileged youth. All Asha Stanford projects are strictly secular and non-discriminatory and great priority is afforded to schools in rural and as-yet-untouched areas.

Holi Tickets may be purchased online at [www.ashanet.org/stanford](http://www.ashanet.org/stanford).

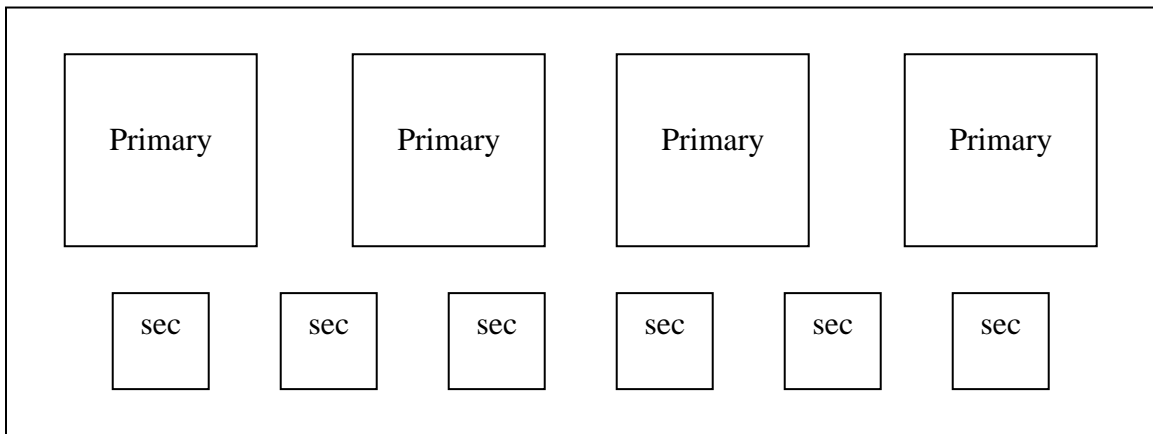
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## Holi 2006 - Sponsorship Rates

Title	Benefits	Amount (US\$)
Exclusive Sponsor	Mention on front of tickets Unlimited banners Announcement every 1/2 hour during event 8 complimentary tickets (12 total)  PLUS all Event/Color Sponsor Benefits	10,000
Event/Color Sponsor	Mention on event website, flyers, backside of tickets Banners (limit 2) Announcement every 1 hour during event Table/Stall at event 4 complimentary tickets	2,000

Event Banner Primary	Organization logo/name on event banner as indicated below	750
Secondary	Organization logo/name on event banner as indicated below (sec)	250





## Holi 2006 Sponsor Contract

The agreement made on this \_\_\_\_ day of \_\_\_\_\_ 2006, when signed by representatives of both parties shall constitute a contract between the Stanford University student organization, Asha Stanford and \_\_\_\_\_ (hereinafter referred to as "Sponsor"), contracted through \_\_\_\_\_ (hereinafter referred to as "Sponsor Representative"). This contract applies to Asha Stanford Holi 2006 (hereinafter referred to as "Event"), to be held at the Sandhill Fields, Stanford University on 25<sup>th</sup> March 2006.

This contract specifies that both parties, namely the Sponsor and Asha Stanford, agree to the following:

1. The Sponsor agrees to pay the amount of US \$2,000 in cash or U.S. check or money order payable to "Stanford University." The amount must be paid in full by 5.00 pm, March 4, 2006.
2. Asha Stanford agrees to provide the Sponsor the following benefits:
  - a) Mention on event website, flyers, posters, backside of tickets.
  - b) Stall at the event
  - c) Announcement every one hour during the event
  - d) 4 complimentary tickets for the event
  - e) 2 banners (the sponsor has to bring their own banners) at the event site.
3. Asha Stanford will immediately notify the Sponsor in case of any change in program or sponsor schedule.

### ACCEPTED AND AGREED:

For Stanford University, Asha Stanford

For Caterer

By \_\_\_\_\_

By \_\_\_\_\_

Title \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

Signature \_\_\_\_\_

*\*Please note that both signatures are required to make this contract valid*



Asha for Education  
PO Box 19449  
Stanford, CA 94305-9449

Asha Stanford & SIA present ...



(Karthikeyan Samynathan, Selvi Arts, 2004)

19 March  
10 am to 5 pm



The most colorful festival ever ...

# Holi 2005



Wilbur Field  
Stanford University

Color  
piles of gual

Water  
water guns, hose, tubs

Music  
bhangra, bollywood, hip-hop

Food  
samosas, curries, lassi

Tickets		Before March 12nd !!
General	\$15	\$12
Student	\$10	\$8

Children under 5 free!

KZSU DJs  
90.1 FM 6 am to 9 am

Sponsored by  
  
 



(Karthikeyan Samynathan, Selvi Arts, 2004)

To purchase tickets visit [www.ashanet.org/stanford](http://www.ashanet.org/stanford) today!