

## **Presentation about Asha Holi 2006 to Events Advisory committee**

Overview of event:

Asha Holi is an annual event organized by Asha for education (<http://www.stanford.edu/group/asha>). Holi is the Indian festival of colors celebrating the onset of the spring season. Every year, for the past seven years, we have been organizing this event at one the fields in Stanford. Wilbur field has been the venue for the past six years. Last year, we had around 1500 people enjoying a day of water, colors and food. We had food stalls, a dance floor and playing equipment such as tubs, balloons and sprinklers spread around the field. We also have a special kid's area for the safety of our younger participants. This year we plan to conduct the event on 25<sup>th</sup> of March on SandHill Fields.

Goals of event:

- Promote a fun-filled cultural event in which people come together to celebrate.
- Raise funds benefiting education of underprivileged in India.

Proposed budget as approved by OSA:

<b><u>Revenues</u></b>	<b><u>Expenses</u></b>
Ticket sales: (200 x \$10): \$2000	Colors: \$2000 (from sponsors)
Ticket sales: (200 x \$12): \$2400	Supplies: \$2000 (water guns, buckets, tables. Chairs) (partly from sponsors)
Ticket sales: (600 x \$12): \$7200	Publicity: \$500 (posters, flyers, etc)
Ticket sales: (500 x \$15): \$7500	Security: \$1000
Corporate sponsorships: \$2000	Music expenses: \$500
Food sales: \$2000	
Tickets are \$10 and \$12 for students and \$12 and \$15 for others.	
<b>TOTAL: \$23,100</b>	<b>TOTAL: \$5,500</b>

TOTAL PROCEEDS (Expected): \$17,600

## Main Logistics of event and how each will be managed :

- Date, time, venue, expected number of attendees:  
25th March from 10 AM until 2 PM.  
Location: Sand Hill Fields for the event.  
Setup: 8:00 am-10:00am  
Security: 9:30am-4:00pm  
Cleanup: 2:30pm-5:00pm
- Planning committee members and contact information  
  
Bharat Beedu ([bbeedu@stanfordalumni.org](mailto:bbeedu@stanfordalumni.org)): Overall Coordinator  
Neeraj Sonalkar ([sonalkar@stanford.edu](mailto:sonalkar@stanford.edu)): Tickets  
OmPrakash Muppirala ([omuppi1@gmail.com](mailto:omuppi1@gmail.com)): Sponsors  
Lakshmikanth Gandikota ([lakshmi@pmgm2.stanford.edu](mailto:lakshmi@pmgm2.stanford.edu)): Accounts  
Other members are handling publicity, inventory etc.
- Special guest speakers (security required? Consult Dept. of Public Safety)  
No special guests planned as yet.
- How the event will be staffed and managed

Last year, we had around 40-50 volunteers, who were Stanford students and also people from the community. On the day of the event, we have one person handling each main task such as water, food, ticket booth, dance floor etc. There are 2-10 volunteers under each such person. There is an overall coordinator who handles the entire event. We are supported during the event by Stanford security (details below).

- Parking and Transportation

A week before the event, we are informed about the parking arrangements for the event. A security officer on the day of the event briefs us about the details. We have removable signs at different locations on campus which mark the route to the parking lots. These signs are removed on the evening of the event. Last year we had 3 big parking lots: one closest to Wilbur, the second at Tresidder, the third at the traffic structure near Bambi lot.

- Security/traffic control arrangements  
(consult Department of Public Safety)

Last year we had four special event security personnel arranged by Jill Jakelis from public safety department and One of them stood inside field while the three other were stationed outside. Later, after the event, we were accompanied by one of the personnel to the ASSU bank where we deposited the cash collected during the event. This year we are contacting Kenneth Bates.

- First Aid (ambulance required for events where attendance is 2,000+)

Will contact Red Cross

- Catering and other general setup/theme/décor

We had two caterers last year. We arranged for the tables and the caterers arranged for the stall setup.

- Alcohol being served? Plans in place to oversee service? Permit required?

No alcohol is being served.

- Liability Insurance (consult with Risk Management)

Not applicable.

- Advertising/promotion/giveaways  
(also include some proposed advertisement, invitation or flier samples)

Sponsor packet distributed.

- Disability access information (contact Diversity & Access Office)

To contact Rosa Gonzales

- Press/Media attendance

On invite. Suggestions encouraged.

- Event to be ticketed? (consult with Stanford Ticket Office)

Yes this is a ticketed event. We have online ticketing arranged through Stanford. Ticketing is at <http://egroups.stanford.edu/Holi2006>

- If the event is a student fundraiser please provide detailed information regarding the recipient of the funds (student groups need to first contact Office of Student Activities for initial approval)

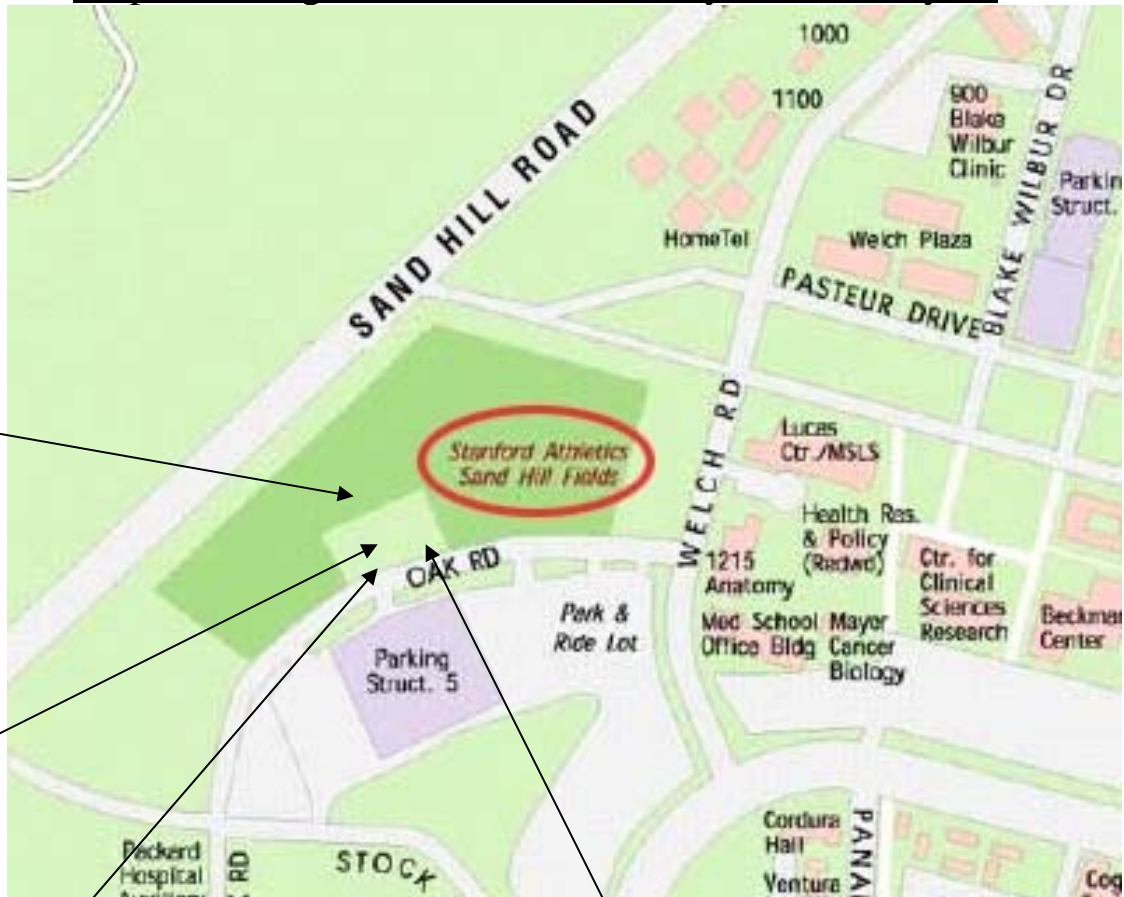
This is a benefit fundraiser for 'Asha for education – Silicon valley'. The proceeds benefit education of underprivileged in India. Details given in OSA application.

## HOLI 2006: List of targeted sponsors

This was our list of targeted sponsors for Holi 2006. If we contact any sponsors outside this list, we would inform the Office of Student Activities about it.

1. PayPal Inc
2. Dot Edu ventures
3. Net.com
4. Suraj India Restaurant
5. Genentech Inc
6. Saffron Indian Bistro
7. Flavor of India restaurant
8. Southern Curries restaurant
9. Sulekha.com

Maps showing event locations and layout for this year



Kid's area

Music floor

Ticket booth

Stalls