

MADTOWN BHANGRA

SPONSORSHIP PACKET



FEBRUARY 24TH 2024

WELCOME

Dear Prospective Sponsor,

Thank you for your interest in being a sponsor for Madtown Bhangra. We are happy to announce Madtown Bhangra will be hosting its first ever in person competition next year after being virtual the past two years! We are thrilled to host this competition at the University of Wisconsin-Madison campus on February 24th, 2024. In this packet, you will learn more about our event, our mission and the impact we will make through our philanthropic initiative.

As a potential sponsor, you will have the opportunity to be a part of one of the largest South Asian cultural events in the Midwest. Through joining the MTB family, you will reach a growing South Asian market in the midwest and reach more students and professionals from across the country.

With your partnership, we will be able to create our first in-person competition and reach our philanthropic goals. This competition celebrates South Asian culture and gives you access to a diverse and talented dance audience. We hope that you can join us for an unforgettable competition weekend and look forward to working with you to establish a successful weekend!

Sincerely,

Madtown Bhangra

WHAT IS MTB?

BHANGRA

Bhangra is a traditional Punjabi dance form that celebrates the annual harvest season in Punjab (region in northern India also encompassing Pakistan). It is a vibrant and energetic dance form that has developed over centuries with many connotations to agriculture, an important symbol in Punjabi culture. Bhangra has spread to other parts of the world (UK and America) and has been influenced by many Western styles (hip pop and jazz) to merge both modern and folk styles in the cultural dance form.

OUR MISSION

Founded in 2020, Madtown Bhangra was a virtual bhangra competition with the mission to create a platform for collegiate Bhangra teams to showcase their Bhangra talent in front of renowned judges in the circuit and hundreds of Bhangra fans. Madtown Bhangra is proud to provide the opportunity for winning teams to contribute to causes they are passionate about. We advocate for a philanthropic initiative where every team gets to select a charity of their choice and MTB will donate the set proceeds to the chosen charities on behalf of the placing team. This year, we hope to host teams from across the country in Madison, WI and continue our philanthropic initiative.



SPONSORSHIP LEVELS

Bronze

\$500+

- Recognition in all MTB emails
- Logo featured on event program
- Free Tshirts
- 2 Reserved VIP seats

Silver

\$1000+

- Advertisement on MTB website
- In-show shout out by MCs
- Logo projected during event
- Half page for event program
- Complimentary assorted merch
- 4 Reserved VIP seats

Gold

\$3000+

- Logo on event merch
- Ad during Award Ceremony
- Banner in Event Lobby
- Shout out on MTB social media
- Full page in event program
- Premium Gift Basket
- 10 Reserved VIP seats

NOTE!!!

- **The SILVER package includes the BRONZE package**
- **The GOLD package includes the SILVER AND BRONZE package**

OUR IMPACT



Madtown Bhangra is proud to provide the opportunity for winning teams to contribute to causes they are passionate about. Over the past two virtual competitions, Madtown Bhangra has donated all its proceeds on behalf of the placing teams with a total of over 2.5k in donations. The logos of organizations we have donated to are shown below.



Sahaita
The helping hand



Sakhi
for South Asian Women

Make-A-Wish

CONTACT INFORMATION

Feel free to ask us any questions!

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