



Asha for Education
Bringing hope through education



Asha Greater Kansas City Chapter

www.ashanet.org/kansascity

Colors of India

The Asha Greater Kansas City Chapter presents 'Colors of India'; a fund-raising event that highlights the glamour and grandeur of India, an evening filled with entertainment that showcases the talents of the Greater Kansas City area, a festival that celebrates India's rich and colorful cultural diversity by bringing the entire Greater Kansas City Indian community together.

The entertainment extravaganza will draw over 700 viewers, 70 participants and over 30 volunteers. The show takes a broad peek into contemporary India with innovative **fusion dances** presented by area's major dance schools namely Nartan Academy of Dance (Ritu Daga), Natanam (Maithili Parikh), Anjali Tata's school of dance & Nritya School of Indian dance (Hema Sharma). An enchanting **bridal/fashion show** presented by a prominent Indian designer from New York (Shehnaai Couture Events) will flaunt its charming Indian bridal costumes and its vibrant contemporary designs. The evening will end with a scintillating multi-lingual Indian **light music concert** performed by a group of award winning musicians and singers (presented by Amrutha Varshini). The entertainment festival will also include dinner in the commons area. The event will be widely publicized through the Asha Greater Kansas City's 'Colors of India' website. E-mails and flyers will reach viewers across the city.

The concept of coming together to celebrate India has already invoked tremendous interest and response from all Indian communities in the area. The event will be appropriate for viewers of all ages. The performing artists are trained professionals and the performances are going to be unique in that it will be a fusion of the old Indian heritage and modern glamorous India.

As a sponsor for the event, you will be able to advertise directly to the targeted audience at the venue. You will also get exposure to a much larger audience through the pre-event publicity. All your contributions will be tax deductible while supporting the great cause of transforming the lives of many underprivileged children in India.



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About ASHA

'Asha for Education' is a global, secular, not-for-profit, all volunteer (zero overhead) organization aiming to **provide education to the underprivileged children in India**, in the belief that education is a critical prerequisite for socio-economic change. Asha has over 66 chapters worldwide: 45 in the US, 14 in India and 7 in Europe, Singapore and Australia. Asha currently supports over 385 projects in 24 states of India benefiting thousands of children. Please find the project details at - <http://ashanet.org/index.php?page=projects>

The name 'Asha' stands for 'Hope'; the hope to make a difference in the lives of underprivileged children through education.

'Asha for Education' was ranked a 4 star charity and among the top 10 charities in 'International Development and Relief Services' by Charity Navigator- an independent evaluator of charities operating in US. Asha's role in supporting the education of underprivileged children in India was recently projected in CNN.

<http://www.cnn.com/video/#/video/world/2009/06/10/impact.india.hour.cnn>

The Asha Greater Kansas City chapter was formed in September 2008 and strives to be a diverse mix of professionals, students and other community members who are motivated about making a difference in the lives of those who were not awarded with the same opportunities as we were. The objective of the group has been to mobilize and empower the local community to collectively support and provide financial assistance to grassroots level educational movements in India. The organization is currently looking for volunteers from all walks of life to be part of the movement.

Why Sponsor

- Tax benefit from contribution to 'Asha for Education' (Asha for Education is a 501(c)(3) tax exempt organization)
- Gain publicity through advertisement, pre-event publicity
- Be a part of the movement that believes in uplifting India by providing education to underprivileged children
- Support one of the largest cultural and dancing events in the Heartland.
- Promote India pursuits in performing arts
- All Proceeds go to the 'Asha for Education'



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Sponsorship Levels

In order to support such a large scale event, Asha requires donations or sponsorships to cover its operating cost. We are offering you, your business or organization an opportunity to become a sponsor, based on your financial range. Your sponsorship will not only serve as the means to make 'Colors of India' one of the biggest celebrated events in Kansas City, but also will help Asha support its cause. We also offer options for you to create your own level of sponsorship. If you have any questions, please contact us at your earliest convenience (email - asha-gkc-core@yahoogroups.com)

DIAMOND SPONSOR – \$5000

- Tax Deduction
- Premium advertisement space on 'Asha Greater Kansas City' website
- 10 VIP tickets to the show
- Advertisement on all e-mail promotions sent out
- Company name announced during the program as Diamond Sponsor
- Company banner displayed at the venue during the event
- Opportunity to have a table set-up in the theater lobby to display company brochures, publications, and other media
- Advertisement in all pre-event publicity such as flyers, online marketing

PLATINUM SPONSOR - \$3000

- Tax Deduction
- Advertisement space on 'Asha Greater Kansas City' website
- 8 VIP Tickets
- Advertisement on all e-mail promotions sent out
- Company name announced during the program as Platinum Sponsor
- Advertisement in all pre-event publicity such as flyers, online marketing

ASHA PATRONS - \$2000/\$1000/\$500/\$250

- Tax Deduction
- VIP Tickets (5 tickets for 2000\$, 3 tickets for 1000\$, 2 tickets for 500\$, 1 ticket for 250\$)
- Sponsor's name announced during the program as a supporter of Asha's cause