



# India Club at Georgia Tech Partnership Booklet 2015-2016

On behalf of the India Club at Georgia Tech (ICGT), we offer our sincerest appreciation for your consideration of sponsoring ICGT and its efforts. We promise to uphold the values of our organization and use your aid to the best to fulfill our mission:

*“To build a fulfilled Indian community on the Georgia Tech campus, to preserve the Indian culture, and to celebrate the unique Indian heritage”*

## **ABOUT ICGT**

India Club at Georgia Tech was established in 1974 with the purpose of celebrating the rich Indian culture and creating a home away from home for students of Indian ancestry. With a member count of **over 700**, we are the **largest and most active** student cultural organization in Georgia Tech. ICGT also constitutes an integral part of the South Asian collegiate culture in the Southeast US, attracting students from Emory University, University of Georgia, Georgia State, and Mercer University, to our events.

## **TO OUR SPONSORS, Returning and Potential**

India Club's success is attributed to the support of its sponsors, who are each quintessential to our history at Georgia Tech. New or returning, we want to proudly show your involvement is supporting India Club's mission. ICGT offers you a wide range of opportunities and advantages for your valued partnership:

**Spreading awareness regarding South Asian culture and your involvement:** Companies of Indian origin or with an appreciation of Indian culture are the backbone of our community in Atlanta. Your involvement can help us continue India Club's mission!

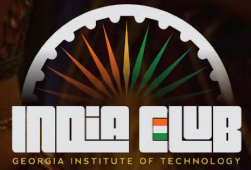
**Advertising directly to Georgia Tech students and families:** Sponsoring India Club gives you a direct platform with Georgia Tech students, especially those of Indian heritage. In addition to our undergraduate Indian population, we have a large graduate outreach as well.

**Finding prospective employees with exclusive access to our resume database:** Be it an after-school employee, or a web-designer, or even a full-time employee, India Club's resume database includes every member who is seeking a new opportunity to help.

Enclosed in this packet is further information regarding our sponsorship opportunities. We sincerely appreciate your interest in sponsoring us, and look forward to working with you.

Best Regards,  
ICGT Executive Board 2015-2016

# Our Events



We hold a variety of events that are attended by students, alumni and families of all cultural backgrounds. Sponsors play an essential part in bringing the event to life, and we make sure to let our audience know who you are, and your valued contributions. Enlisted below are our major events. We encourage you to celebrate these traditions and meet the students who love our Indian culture.

## GT GARBA

- ❖ ATTENDANCE : 700+ | Fall Semester
- ❖ GT Garba is the most festive of Indian events and a big part of our tradition. We start the evening with Matajini Aarti, followed by Garba and Raas. The night ends with fun-filled Bollywood and Bhangra music and moves.



## DIWALI DINNER AND DIYA JALE

- ❖ ATTENDANCE : 800+ | Fall Semester
- ❖ We invite students all over Tech to celebrate the much-awaited Indian festival of lights by giving them the opportunity to light a tea-light candle, followed by a traditional 3-course Diwali Dinner filled with lively musical and dance performances. We end the night with Bollywood music and desi dancing!



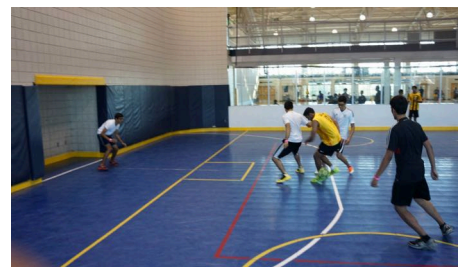
## INTERNATIONAL HARMONY

- ❖ ATTENDANCE : 250 | Spring Semester
- ❖ ICGT usually partners with the Campus Christian Fellowship and the the Pakistani Student Association to host International Harmony – a house-full musical event that showcases Tech's talent to music-lovers.



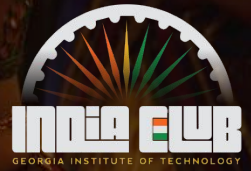
## SPORTS TOURNAMENTS

- ❖ ATTENDANCE : 100+ | Fall and Spring Semesters
- ❖ As opposed to dancing and singing, you'll find true competitive spirit and individuals ready to ace their sport at the ICGT's Sports Tournaments. We hold tournaments for cricket, basketball, indoor soccer, badminton, table tennis, racquetball and squash.





# Our Events



## INDIA DAY

- ❖ ATTENDANCE : 150+ | Spring Semester
- ❖ India Day celebrates Indian culture and invites the entire campus to join! ICGT partners with different campus organizations to boast of India's rich food and heritage.



## REPUBLIC DAY & INDEPENDENCE DAY

- ❖ ATTENDANCE : 150+ | Spring and Fall Semester
- ❖ Every year, we proudly celebrate India's National Days by singing the National Anthem and patriotic songs followed by the hoisting of the Indian flag, Indian snacks, and masala chai. We encourage everyone at Tech to join us in celebrating India's pride.



## FRESHMAN & GENERAL MIXERS

- ❖ ATTENDANCE : 200+ | Fall Semester
- ❖ The Freshman and General mixers is our way of welcoming everyone to the new school year. Everyone gets an opportunity to meet the new faces and new ICGT General Board over yummy snacks, music and games!



## HOLI HAI!

- ❖ ATTENDANCE : 800 + | Spring Semester
- ❖ No one misses out on Holi playing, especially not India Club. One of our most successful events, Holi Hai attracts students all over campus for some fun with colors and water balloons.

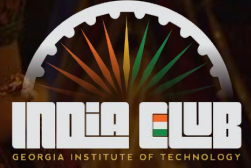


## HOLI SHOW

- ❖ ATTENDANCE : 1500+ | Spring Semester
- ❖ ICGT hosts Holi Show, an annual dance and music show that is house-full every year! Our audience comprises of high school students, college students, families, distinguished guests and community members. This signature event features the best student dance teams from major Georgia universities: Georgia Tech (GT), Georgia State University (GSU), Emory University, and the University of Georgia (UGA).
- ❖ Holi Show's size opens up sponsorship opportunities of its own!



# Sponsorships



## ICGT ALL YEAR, MULTI-EVENT SPONSORSHIPS

Each of the following sponsorship opportunities will be available at each event, excluding Holi Show. Please do consider which of our spectacular events suits your needs.

### Partnership & Presenting Title

**40% of Event Cost/Effort**

This includes a **40% partnership** with ICGT for one of the larger Your **Corporate name** will be attached in front of the event name (eg: Georgia Tech Garba presented by Your Company!). This partnership includes **premium sponsorship benefits**

### Exhibition Space

**\$350**

You will get an **exclusive exhibition/booth space** at the said event, which you can freely use for promoting your company face-to-face with India Club's large and diverse audience base. Food, drink and other concessions may be limited.

### Corporate Table

**\$350**

A table will be reserved for you at Diwali Dinner, with your company's sign prominently displayed on it. The table includes **8 reserved seats** (\$10 per seat thereafter) along with a **shoutout on our facebook page**.

### Banner Advertisement

**\$200**

Your **company's banner** will be prominently displayed at the event for all members and attendees to see.

### Shoutout on ICGT Advertisements

**\$150**

You will have the opportunity to have your logo or slogan displayed on our event advertisements that include shoutouts on our **facebook page, official website**, and a **special mention** of your contribution at the event.

### Company Logo Sponsorship Options

The following sponsorship options give you a wide range of opportunities regarding putting your company logo out there for our large member and audience-base to see.

	Prominent Logo	Medium Logo	Small Logo
Photo-booth Backdrop	\$300	\$250	\$175
ICGT Website	\$150	\$125	\$100
Yearly T-Shirt	\$125	\$100	\$75

### Creative License (On Contact with Executive Board)

**Varies**

Due to the varied nature of our events, we offer you the exclusive opportunity to **design your preferred method or package of advertising** through us. Please contact the Executive Board so that we can help you find the best opportunity via ICGT.



## **SINCERE THANK YOU FROM INDIA CLUB AT GEORGIA TECH**

Thank you for your consideration to sponsor the India Club at Georgia Tech. Your chosen sponsorship opportunity will be an incredible part of our events, prominently displayed for all our attendees to see.

It will be a great pleasure to work with you. To returning sponsors, seeing our relationship grow is an incredible experience, and India Club can not wait to see what we will do together in the future. To our new sponsors, welcome to the ICGT family! We hope that you receive all that you wished for and more from this opportunity, and that our relationship will grow in years to come.

If you have queries regarding any sponsorship opportunity, please feel free to contact us at [info@gtindiaclub.com](mailto:info@gtindiaclub.com). All of our events are highly anticipated and would not be possible without your support. Again, on behalf of the Indian youth and the Georgia Tech community, thank you for your consideration and your support of our mission.

Also, please remember we are here to serve the Indian community of Atlanta and those who appreciate the Indian culture. Feel free to contact us with any concerns; we will be happy to help!

Warm Regards,

**Executive Board at India Club Georgia Tech  
2015-2016**