“Ragamala has become the standard bearer of a singularly successful kind of hybridity.”
—The Huffington Post

“Thrillingly three-dimensional... rapturous and profound.”
—The New York Times

“A wholly magnificent piece of live art.”
—The Chicago Tribune

“A living tradition that is resonant for modern times.”
—The Boston Globe

FROM OUR AUDIENCES

“This dance company is a national treasure”

“Full of grace and perfection... Thank you for bringing Bharatanatyam and Indian culture to the mainstream in the U.S. We are very proud of you.”

“Thanks for your contributions to Minnesota and the world.”
By partnering with Ragamala, you will gain

• Vital support for programs that promote balance, resilience, and mental health during this crisis
• A visible demonstration of your company’s commitment to equity, diversity, and inclusion
• A tangible gesture to your South Asian employees that your company is invested in supporting and amplifying their cultural traditions

RAGAMALA DANCE COMPANY’S REACH

Your sponsorship is a community-focused, inclusive, philanthropic initiative that connects your organization—through performances, community events, and digital media—to the South Asian community, high value arts patrons, and beyond.

• Through live performances, classes, and events, Ragamala reaches an annual audience of 15,000.
• Ragamala’s e-newsletter reaches 8,350 people monthly, leading to a combined 199,200 impressions annually.
• Ragamala’s social media platforms (Facebook, Instagram, YouTube) have a combined following of 4,605 and 150,000 impressions annually.
• Ragamala has performed in 43 U.S. states, 12 cities in India, and 6 additional countries in Europe, Asia, and the Middle East.
• Since April 2020, 94,200 people have tuned in to 42 offerings as part of Ragamala’s free virtual season.

Audience members and committed donors go well beyond those of Indian descent. They are highly engaged, culturally-attuned attendees who support the connection of diverse backgrounds and high-level artistic/cultural traditions with the broader community.

OUR PARTNERSHIP

By partnering with Ragamala, you will gain
Through 2021 and beyond, Ragamala Dance Company’s newest work, *Fires of Varanasi*, will tour to several major venues in the U.S. (exact dates pending due to COVID-19). Sponsors in these areas can directly attend performances and take part in community engagement activities, both in-person and virtual.

**UPCOMING PERFORMANCES**

- **Minneapolis, MN**: Northrop at the University of Minnesota
- **Washington, DC**: The John F. Kennedy Center for the Performing Arts
- **Los Angeles, CA**: The Younes and Soraya Nazarian Center for the Performing Arts, Cal State Northridge
- **Seattle, WA**: Meany Center for the Performing Arts at the University of Washington
- **Chicago, IL**: Harris Theater for Music & Dance
- **Durham, NC**: American Dance Festival
- **Hanover, NH**: Hopkins Center for the Arts at Dartmouth

**RAGAMALA IN THE COMMUNITY**

Ragamala offers a free and inclusive community and audience engagement platform that explores the cultural roots and inspirations that make up Ragamala’s work. Through local and national experiential in-person and digital events, our work in the community amplifies the voices of contemporary South Asian-American artists and welcomes diverse audiences to feel connected to cultural traditions that may be unfamiliar.

In April of 2020, we boosted our digital platforms, connecting directly with people in their homes during a time of isolation and fostering hope, reflection, connection, and resilience in challenging times.

Visit [www.ragamaladance.org/ragamala-rooted](http://www.ragamaladance.org/ragamala-rooted) for details.
# Keep Dancing Virtual Season Launch | September 16, 2020
An online kick-off event featuring remarks by the Artistic Directors, cocktail tutorials, and a company performance.

The Multinational Soul | October 13, 2020
Artistic Directors Ranee and Aparna Ramaswamy and renowned author Pico Iyer reflect on concepts of impermanence, joy, and sorrow through the lens of their shared Indian heritage.

TEDxMinneapolis | October 24, 2020
Ranee, Aparna, and Ashwini Ramaswamy share a series of solo performances as part of TEDxMinneapolis 2020: Adaptation.

Foods for the Souls | November 5, 2020
Award-winning chef/author Raghavan Iyer discusses the Hindu tradition of Shraddham (food offerings to the ancestors), demonstrates Shraddham cooking techniques, and speaks with Ranee, Aparna, and Ashwini about how sustaining immigrant culinary traditions can make a new place feel like home.

Cultivating Creativity: A Conversation on Arts and Cultural Leadership | December 7, 2020
Ranee, Aparna and Ashwini Ramaswamy reflect upon their experience as pioneering women artists of color in Minnesota and provide vital insights for the next generation of cultural leaders.

Returning to the Earth | March 11, 2021
An interfaith dialogue on life and death in the diaspora, featuring faith leaders and elders from Hindu, Muslim, Sikh, Christian, Zoroastrian, and Jewish traditions.

Sacred Geography | Summer, 2021
We invite the public to join us in constructing this participatory outdoor installation, using the South Indian visual art form of kolam as a metaphor for pilgrimage and transcendence.

Inaugural Event at Ragamala’s New Studio Space | Dates TBD due to COVID-19
A performance by Ragamala Dance Company and reception with the artists.

Our 2020 digital season is available to view anytime on our YouTube channel: www.youtube.com/c/RagamalaDanceCompany/
As we approach our 30th anniversary season, Ragamala is proud to announce that, in May of 2021, we will be moving into a new studio and office space at the Center for Performing Arts in South Minneapolis.

Benefits include:

- A new home in a large, light-filled, professionally-outfitted dance studio, where we can nurture our creative, inclusive, and educational vision
- A digitally-native building, equipped with state-of-the-art live-streaming capabilities
- Access to two shared theater spaces, event spaces, and additional dance studios
- A place where all are welcome, with full ADA-accessibility, ample parking, and located on two bus routes
- An efficient heating, cooling, and an HVAC system with high quality air filtration to create a safe environment for our performers, students, and guests
- A warm, vibrant, and creative environment where we can welcome Ragamala’s large, diverse family of artists, community members, students and parents, artistic collaborators, institutional partners, donors, and many more
- A bridge to a post-COVID workplace environment that prioritizes communal workspace and shared resources
- An opportunity for you to be a foundational sponsor of this new space!

[https://cfpampls.com/about/expansion/](https://cfpampls.com/about/expansion/)
We work closely with each sponsoring partner to develop a comprehensive benefits package tailored to meet your specific needs. We are able to provide unique opportunities to enhance company visibility, demonstrate a commitment to diversity, engage prospective clients, and reward employees with unforgettable experiences.

$10,000 Season Sponsorship/Foundational Sponsor of Ragamala’s New Space

Underwrites Ragamala’s New Space at the Center for Performing Arts
• Naming rights and recognition on permanent signage in the new space
• Private tour (in-person or virtual) of the new space
• Invitation to an exclusive donor reception and performance in the new space
• Opportunities to curate online digital posts leading up to the inauguration of the new space
• Verbal recognition during an inaugural event at the new space
• Prominent logo placement and recognition on event signage, program books, media releases, e-communication, social media, and website

Underwrites Ragamala Rooted Activities (in-person and digital) throughout the season
• Verbal recognition before every Ragamala Rooted activity and event
• Prominent logo placement and recognition on event signage, program books, media releases, e-communication, social media, and website
• Opportunity to curate virtual activities to fit your organization/employees’ needs

National Performances/Events
• Eight (8) premium tickets to a performance of Fires of Varanasi in the market of your choice*
• Company invitation to an in-person event in the market of your choice*
• Exclusive previews of Ragamala Rooted digital content for company employees

Daytime Performance for Your Employees
• A daytime performance at your company headquarters – in-person or digital – that will amplify South Asian-American immigrant narratives in your community, educate and inspire your employees, and further your company’s Equity, Diversity, and Inclusion goals.

*Tickets available in the following markets:
Washington, DC: The John F. Kennedy Center for the Performing Arts
Minneapolis, MN: Northrop at the University of Minnesota
Los Angeles, CA: The Younes and Soraya Nazarian Center for the Performing Arts, Cal State Northridge
Seattle, WA: Meany Center for the Performing Arts at the University of Washington
Chicago, IL: Harris Theater for Music & Dance
Durham, NC: American Dance Festival
Hanover, NH: Hopkins Center for the Arts at Dartmouth
Exact dates pending due to COVID-19

Continued on next page...
$5,000 Event Sponsorship/Co-Sponsor of Ragamala’s New Space

**Supports Ragamala’s New Space at the Center for Performing Arts**
- Private tour (in-person or virtual) of the new space
- Invitation to an exclusive donor reception and performance in the new space
- Verbal recognition during an inaugural event at the new space
- Logo placement and recognition on event signage, program books, media releases, e-communication, social media, and website

**Supports Ragamala Rooted Activities (in-person and digital) throughout the season**
- Verbal recognition before every *Ragamala Rooted* activity and event
- Logo placement and recognition on event signage, program books, media releases, e-communication, social media, and website

**National Performances/Events**
- Four (4) premium tickets to a performance of *Fires of Varanasi* in the market of your choice*
- Company invitation to an in-person event in the market of your choice*
- Exclusive previews of Ragamala Rooted digital content for company employees
- Logo placement and recognition in media releases, e-communication, social media, and website

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$1,500 Event Sponsorship/Supporter of Ragamala’s New Space

**Supports Ragamala’s New Space at the Center for Performing Arts**
- Private tour (in-person or virtual) of the new space
- Invitation to an exclusive donor reception and performance in the new space
- Verbal recognition during an inaugural event at the new space
- Logo placement and recognition in e-communication, social media, and website

**Supports Ragamala Rooted Activities (in-person and digital) throughout the season**
- Verbal recognition before every *Ragamala Rooted* activity and event
- Logo placement and recognition in e-communication, social media, and website

**National Performances/Events**
- Two (2) premium tickets to a performance of *Fires of Varanasi* in the market of your choice*
- Company invitation to an in-person event in the market of your choice*
- Thank you in e-communication, social media, and website

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*Tickets available in the following markets:

- **Washington, DC:** The John F. Kennedy Center for the Performing Arts
- **Minneapolis, MN:** Northrop at the University of Minnesota
- **Los Angeles, CA:** The Younes and Soraya Nazarian Center for the Performing Arts, Cal State Northridge
- **Seattle, WA:** Meany Center for the Performing Arts at the University of Washington
- **Chicago, IL:** Harris Theater for Music & Dance
- **Durham, NC:** American Dance Festival
- **Hanover, NH:** Hopkins Center for the Arts at Dartmouth

Exact dates pending due to COVID-19
Throughout Ragamala’s history, every aspect of our work has been driven by a desire to forge connections—between people, ideas, disciplines, institutions, and communities.

We are proud to be nationally recognized for intercultural, multidisciplinary performance works and extensive community engagement/educational programs rooted in Bharatanatyam, the classical dance of South India. As first-generation Indian-American women artists working in an intergenerational partnership between mother and daughters, we explore the myth and spirituality of our Indian heritage through the lens of our experience as immigrants living within two cultures.

We are driven to share our vision of the South Indian dance form of Bharatanatyam as a dynamic, living art form with audiences across boundaries of language, culture, and faith—at home in the Twin Cities and on tour nationally and internationally. This mission has brought Ragamala to some of the world’s most celebrated stages—from the Walker Art Center in Minneapolis, to the Kennedy Center in Washington, D.C., to Lincoln Center in New York City, to the National Centre for Performing Arts in Mumbai.

A partnership with Ragamala Dance Company is a commitment to fostering diversity and inclusion by connecting with people across the cultural spectrum. It is a powerful statement to your employees, business partners and community leaders that your organization is dedicated to bringing highly relevant and diverse conversations to the larger community.

We hope you will consider supporting our commitment to raising up unique voices in our changing world.

—Ranee Ramaswamy, Founder and Co-Artistic Director
Aparna Ramaswamy, Co-Artistic Director
Ashwini Ramaswamy, Choreographic Associate
“Extraordinary—beautiful, moving, heartening! What a balm in this bizarre and tragic time.”

“Exhilarating, superb, world-class, one-of-a-kind.... We Minnesotans are so fortunate to have Ragamala in our midst.”

“It brought such a lightness to my spirit that I haven’t felt for weeks. So inspiring! Thank you for the excellent work that you continually bring to the community.”

“Filled me with stillness, hope, purpose, and inspiration.”

“It’s so inspiring to see how these three strong and empowered women have graced our community with their artistic gifts. I am honored each and every time that I have been able to experience Ragamala Dance performances. Thank you for sharing your gifts and passion for Bharatanatyam with all of us!”

“You are fearless in your willingness to collaborate beyond your art form and to experiment.”