



Bollywood Musical Night

An Indian Light Music Fund Raising Concert

By Washington Shruti

Program Details for Sponsors

**Venue: Westfield High School
4700 Stonecroft Boulevard
Chantilly, Virginia 20151**

Date: Dec 4, 2010

Introduction:

The Art of Living Foundation (501c) is an international Non-Governmental Organization (NGO) in special consultative status with the Economic and Social Council (ECOSOC) of the United Nations, participating in a variety of committees and activities relating to health, education, sustainable development and conflict resolution. The Foundation has accredited representatives at the United Nations in New York, Geneva and Vienna and also works in formal consultation with the World Health Organization (WHO): "Development of a Global Health Policy for the 21st Century"

The Art of Living Foundation, established by His Holiness Sri Sri Ravi Shankar in 1981, is a unique global service project that formulates and implements lasting solutions to conflicts and issues faced by individuals, communities and nations. One of the largest volunteer-based organizations in the world, the foundation's work has touched more than 300 million people spanning over 140 countries.

Programs

Art of Living has many initiatives. One such initiative is to support Education for Poor and needy children. From 1985 Art of Living Foundation has helped to support Care for Children, an innovative school and service program for children and their communities in rural India. It is now in the planning stage for countries in South America and Africa. The children who come from economically disadvantage families in some of the poorest parts of India are provided with free education, book, balanced meals and regular medical care. Many of them are the first in their families to have had a formal education. The program currently supports 75+ schools and over 6000+ children in India.

For details, please visit the website: <http://www.artofliving.org/>

"Bollywood Musical Night" Fund Raising Indian Light Music Concert by Washington Shruti

We are conducting an Indian light music concert titled "Bollywood Music Journey 1913-2008" to be performed by Washington Shruti a very popular local Indian music group. Funds raised from this event would support the Care For Children program- an innovative initiative by the Art of Living Foundation to run schools and promote education to poor and needy in rural India and Africa. This event is also to raise awareness in the local community about Art of Living courses and programs offered by the local chapters.

Type of Sponsors:

We have the following sponsorship opportunities for the planned event. The event is expected to draw about 1000 people from the South Asian community in the Greater DC area,

- Event Sponsor - \$5000 - Only one.
- Platinum Sponsor - \$2500
- Gold Sponsor - \$1000
- Silver Sponsor - \$500
- Bronze Sponsor - \$250

Benefits to Sponsor

- **Event Sponsors: \$5000**
 - Display of Banner at Two Places inside the Concert Hall.
 - Display of one Banner outside the concert Hall.
 - 20 Sponsor tickets of \$100 value each.
 - Two Tables outside to display, promote and distribute goods and services.
 - Logo and message will be printed on all marketing material if sponsorship is received before Oct 30, 2010.
 - Two announcements during the show about sponsor.
 - Certificate giving two Free Art of Living Part I course valued at \$900. Class should be attended within three months of concert.
 - Full page advertisement at the back cover of Program Brochure plus one insert in Program Brochure.
- **Platinum Sponsors : \$2500**
 - 5 Sponsor Ticket of \$100 value each.
 - Table to display, distribute and promote goods and services.
 - Two announcements during show about sponsor.
 - 20% discount certificate for two people taking Art of Living Part I course valued at \$200 - valid for three months from the date of the concert.
 - One marketing material insert in Program Brochure.
- **Gold Sponsors: \$500**
 - 3 Sponsor ticket of \$100 each.
 - Table to display, distribute and promote goods and services.
 - 10% discount Certificate for two people to take Art of Living Part I course valued at \$100 - valid for two months from date of concert.
 - One marketing material insert in Program Brochure
- **Silver Sponsors: \$250**
 - 2 x \$50 concert ticket of \$100 value
 - Table to display, distribute and promote goods and services.
 - Marketing materials can be given to audience.

- 10% discount certificate for one for art Of Living Part I course valued at \$50 - valid for two months from date of concert.
 - One marketing material insert in Program Brochure.
- **Bronze Sponsor - \$250**
 - 2 x \$50 concert ticket of \$100 value
 - 10% discount certificate for one for art Of Living Part I course valued at \$50 - valid for two months from date of concert.
 - One marketing material insert in Program Brochure.

This is a great sponsorship opportunity for your business to reach over a potential 1000 people of the South Asian community in the Greater DC area while supporting a worthy cause of education for needy and deserving children in rural India.

We look forward to your generous support for this event. Please call me at (202)-255-1431 or email Ramesh_kumble@yahoo.com to become a sponsor today.

Thank you.

Ramesh Kumble
Chair Person, Organizing Committee
(Art of Living Foundation, Greater Washington D.C)