



A N D A A Z

Sponsorship Packet 2022-2023



About us!

ASU Andaaz was founded in 2012 with the intention of influencing and inspiring audiences to the beauty of South Asian dance. Andaaz strives to uphold our fundamental values of family, culture, love, and compassion. We are a student run, co-ed competitive Bollywood-Fusion dance team based in Tempe, Arizona. We love to represent Arizona at events with the goal of sharing the rich culture of India to the world.

Our routines consist of various styles including Bollywood, hip-hop, bhangra, kuthu, contemporary, classical, and more. We combine intricate choreography with impressive technique and storytelling. In the past, we have brought the plots of stories, such as *Queen*, *Fairly Odd Parents*, & *Taare Zameen Paar*, to life through acting, dialogue, and set design.

We have the honor of competing at some of the nation's well-known Bollywood-fusion dance competitions each year against collegiate teams from all over the country. We have represented Arizona at national competitions several times. Andaaz strives to bring an entertaining and engaging performance to the stage, every single year, while reminding everyone to believe in themselves.





Marketing and Advertising:

What We Can Give You

- ❖ Your company would be advertised to the 75,000+ students along with distinguished faculty and neighboring businesses.
- ❖ Your company's logo would be broadcasted on all of our social media platforms including Facebook (1500 Followers), Instagram(1300 Followers), Twitter, and TikTok (viewership of up to 40k).
- ❖ As Arizona's premiere and only Bollywood-fusion dance team, we have support from alumni and other age groups.

At Competitions

- ❖ Your company's logo and name would be advertised at the competitions we attend to dancers in the South Asian circuit which includes over a 1,000 people per competition.
- ❖ Depending on the sponsorship level, your company's logo could appear on our merchandise and in our intro video which is seen by thousands of people every year.
- ❖ In addition to just the competition's audience, the competitions have live streams which are watched by people from all over the nation.



Sponsorship

For us to compete at various competitions around the nation, we must pay several expenses including roster/hotel fees, registration fees, transportation fees, costumes, and stage production. On an average, these expenses add up to approximately \$10,000 a year. As a team, we hold fundraisers around campus and with nearby organizations, to fund our team. By sponsoring Andaaaz, you will be supporting us in our artistic endeavors as we bring awareness to South-Asian culture.



Email: asuandaaz@gmail.com



Sponsorship Packages

To accommodate the different situations of a company, Andaaz has created different sponsorship packages with baseline amounts. However, these amounts are not concrete and donations between each level are appreciated. If you have any questions regarding creating a sponsorship package specific to your company, please reach out to us.

In advance, we thank you for your contribution!

Package Levels	Gold	Silver	Bronze
Amount per level	\$500	\$300	\$200
Logo in Introduction Video	X	X	X
Logo on Team Gear	X	X	
Repost Events by Your Company	3	2	1
Logo Appearance on Social Media posts	3	2	1
Performance at an Event	X		



Sponsorship Package Details

Performance at an Event: Based on our schedule, Andaaz will perform at an event hosted by your company and accommodate most requests. We can perform any segments you wish from the past year.

Logo in Introduction Video: At the end of our introduction video, we will include your company logo. This video is shown at all of the competitions we attend in a year all around the nation. Each competition has a viewership of thousands, with additional reach through the livestream. Furthermore, we will share our introduction video on all of our social media platforms.

Logo on Team Gear: At every competition and event, we will be wearing our team gear which will include your company logo. Your company logo will be seen by all the thousands of attendees.



Sponsorship Donation Form

Dear Sponsor,

Thank you for your contribution to ASU Andaaz, we truly appreciate your donation! If you have any questions or concerns, please feel free to contact Esha Saini and Ajay Buch at asuandaaz@gmail.com. If you would prefer to complete a Venmo transaction, our handle is @ASU-Andaaz. However, we request that you still fill out this form and email it to us. Please make all checks payable to “Andaaz” and mail this completed form and check to the following address with the name Esha Saini or give to an Andaaz board member:

1050 S Terrace Rd,
Apt. 1028,
Tempe, AZ 85281

Full Name or Company Name:

Contact Name:

Mailing Address:

Primary Email Address:

Phone Number:

Your contribution to Andaaz (Please Mark Only One):

_____ Gold Package (\$500)

_____ Silver Package (\$300)

_____ Bronze Package (\$200)

Other: _____

Email: asuandaaz@gmail.com