



2025
SPONSORSHIP PACKET



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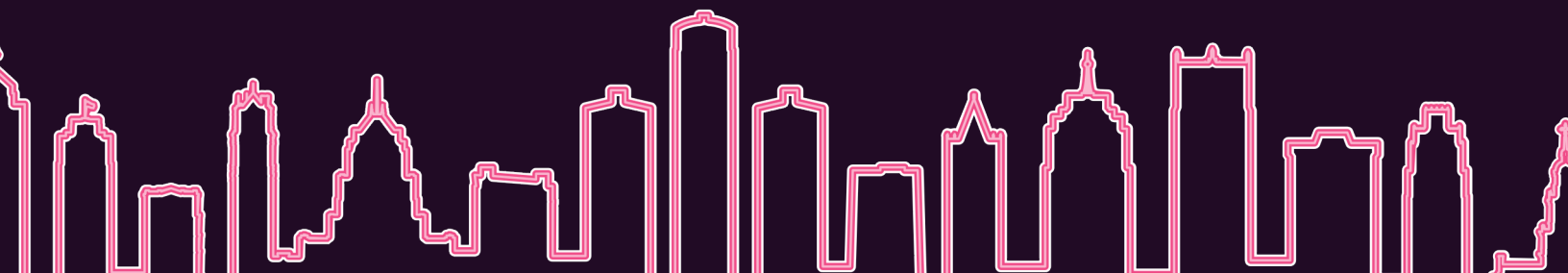
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WELCOME LETTER

ON BEHALF OF THE MOTOR CITY DHAMAAL EXECUTIVE BOARD, WE WOULD LIKE TO THANK YOU FOR YOUR INTEREST IN SUPPORTING THE 2024 MOTOR DHAMAAL BOLLYWOOD DANCE COMPETITION. MOTOR CITY DHAMAAL IS A SOUTH ASIAN DANCE COMPETITION TO PROMOTE SOUTH ASIAN CULTURE AWARENESS THROUGH A COMMUNITY-CATERED EVENT WHERE ALL PEOPLE CAN COME TOGETHER TO CELEBRATE PERFORMING ARTS. THIS ORGANIZATION ASPIRES TO FOSTER AN ENVIRONMENT OF DIVERSITY, INCLUSION, AND FESTIVITY. MOTOR CITY DHAMAAL WISHES TO CREATE A PLATFORM WHERE DANCERS CAN SHOWCASE THEIR TALENT AND FUTURE GENERATIONS CAN BE INSPIRED AND ENCOURAGED TO FOLLOW THEIR PASSIONS. OUR UPCOMING DANCE COMPETITION IS SCHEDULED FOR FEBRUARY 10TH, 2024, AND WILL TAKE PLACE IN THE DETROIT SCHOOL OF ARTS, IN DOWNTOWN DETROIT. WE WILL SELECT EIGHT OF THE FRESHEST SOUTH ASIAN FUSION TEAMS FROM ACROSS THE NATION TO COMPETE FOR NATIONAL RECOGNITION AND FOR CASH PRIZES. OUR PAST COMPETITIONS GATHERED A MASSIVE AUDIENCE OF ABOUT 700 PEOPLE AND 800 ONLINE, AND WE ARE EXPECTING MORE THIS YEAR! TO ACCOMPLISH OUR MISSION AND TO MAKE IT EVEN BETTER THAN BEFORE, WE ARE SEEKING YOUR SUPPORT. IN RETURN FOR YOUR GRACIOUS SUPPORT, MOTOR CITY DHAMAAL WILL PROMOTE YOUR COMPANY, SERVICES, AND PRODUCTS ACCORDING TO YOUR BUSINESS SCOPE AND SPONSORSHIP LEVEL. MOTOR CITY DHAMAAL HAS A NEW NAME, BUT THE SAME DEEP CONNECTION TO THE SOUTH ASIAN COMMUNITY IN THE DETROIT AREA AND ACROSS THE UNITED STATES. OUR NETWORK AND SUPPORT TEAMS WILL PROVIDE YOUR COMPANY WITH BROAD OUTREACH. WE HAVE A GENUINE INTEREST IN OUR MISSION OF GIVING BACK TO OUR COMMUNITY WHILE ALSO PROMPTING SOUTH ASIAN CULTURE. THIS YEAR, YOUR VALUED CONTRIBUTIONS WILL HELP US SPREAD AWARENESS AND GIVE BACK TO THE DETROIT EDUCATION SOCIETY. THEIR MISSION IS TO PROVIDE SUPPLEMENTAL EDUCATION TO STUDENTS LIVING IN FINANCIALLY DISTRESSED CITIES, AND HELP THEM ACHIEVE THEIR GOALS IN EDUCATION WE CORDIALLY INVITE YOU TO BE AN OFFICIAL SPONSOR FOR MOTOR CITY DHAMAAL. WE APPRECIATE ANY TYPE OF SPONSORSHIP YOU ARE ABLE TO DONATE, INCLUDING CASH, GIFT CERTIFICATES, OR TANGIBLE ITEMS. ANY DONATION WILL BE BENEFICIAL TO OUR ORGANIZATION. OUR TEAM HAS CREATED SEVERAL SPONSORSHIP LEVELS THAT YOU MAY PICK FROM THAT HAVE A WIDE RANGE OF ADVERTISEMENT OPTIONS ON A LOCAL AND/OR NATIONAL BASIS. WE TRULY BELIEVE THAT WE CAN CREATE MUTUALLY BENEFICIAL OPPORTUNITIES. PLEASE DO NOT HESITATE TO CONTACT US WITH ANY ADDITIONAL QUESTIONS. WE WANT TO THANK YOU FOR YOUR TIME AND CONSIDERATION, AND WE LOOK FORWARD TO WORKING WITH YOU AND YOUR ORGANIZATION.



ABOUT US

MOTOR CITY DHAMAAL IS A COLLEGIATE SOUTH ASIAN FUSION DANCE COMPETITION. FROM ACROSS THE NATION, WE BRING TOGETHER SOUTH ASIAN DANCE TEAMS TO PUT ON A PRODUCTION THAT INCORPORATES CREATIVITY AND SHOWCASES TEAMWORK. AS A MIXTURE OF SOUTH ASIAN AND WESTERN STYLES, THE PERFORMANCES INCORPORATE CULTURE FROM ALL AROUND THE WORLD TO DEPICT CLASSIC STORIES, AS WELL AS TO MAKE STATEMENTS ON CURRENT SOCIAL ISSUES. THE HARD WORK PUT INTO THESE ELABORATE PERFORMANCES KEEP TEAMS COMING BACK TO ENTERTAIN AUDIENCES YEAR AFTER YEAR. SOUTH ASIAN FUSION HIGHLIGHTS CULTURAL DIVERSITY AND SEEKS TO FOSTER AN ENVIRONMENT OF DIVERSITY THAT BRINGS PEOPLE CLOSER TOGETHER THROUGH A SHARED LOVE FOR CULTURE AND COMMUNITY MAKING MOTOR CITY DHAMAAL A NIGHT TO REMEMBER.



COMPETITION AFFILIATION

THE DESI DANCE NETWORK INC. WAS ESTABLISHED IN 2014 BY CO-FOUNDERS BRYANT PHAN AND CHINTAN PARIKH. THE ORGANIZATION CREATES A SPACE FOR SOUTH ASIANS TO EXPRESS THEMSELVES, GROW AS ARTISTS, AND CREATE A COMMUNITY FOR ALL TO ENJOY. THE SUPPORTIVE NETWORK ALLOWS FOR THE PRESERVATION OF SOUTH ASIAN CULTURE AND A PLACE FOR INDIVIDUALS TO CELEBRATE COMMUNITY. DESI DANCE NETWORK ALLOWS FOR YOUNG ADULTS FROM ALL OVER THE COUNTRY TO BE A PART OF A GLOBAL MOVEMENT THAT BRINGS TOGETHER PERFORMANCE, ART, EDUCATION, AND PHILANTHROPY. OVER THE PAST YEARS, DDN HAS GROWN TO HAVE A FACEBOOK GROUP WITH OVER 11K MEMBERS. ADDITIONALLY, THEIR YOUTUBE CHANNEL HAS OVER 5K SUBSCRIBERS WITH VIDEOS HAVING OVER HUNDREDS OF THOUSANDS OF VIEWS. THIS YEAR MOTOR CITY DHAMAAL HAS PARTNERED WITH LEGENDS BOLLYWOOD DANCE CHAMPIONSHIP, TO INCREASE VIEWERSHIP TO THE THOUSANDS THROUGH LIVE AUDIENCES AND LIVE STREAMS.



PHILANTHROPY

MOTOR CITY DHAMAAL IS PLEASED TO ANNOUNCE OUR PARTNERSHIP WITH THE DETROIT EDUCATION SOCIETY (DES). OUR COLLABORATION IS FOUNDED ON A SHARED COMMITMENT TO ADDRESSING THE EDUCATIONAL CHALLENGES FACED BY STUDENTS LIVING IN ECONOMICALLY DISADVANTAGED URBAN AREAS, WITH A SPECIFIC FOCUS ON DETROIT. THE DETROIT EDUCATION SOCIETY HAS ESTABLISHED NOTEWORTHY PARTNERSHIPS WITH KEY EDUCATIONAL INSTITUTIONS IN THE DETROIT AREA, INCLUDING CARLETON ELEMENTARY SCHOOL, KORNERSTONE CHARTER SCHOOLS, AND HEALTH & TECHNOLOGY HIGH-SCHOOL. THESE PARTNERSHIPS ARE PIVOTAL IN ADVANCING OUR MISSION OF FOSTERING ACADEMIC EXCELLENCE. AN INNOVATIVE ASPECT OF DES'S APPROACH IS THEIR USE OF INFORMATION TECHNOLOGY. THEY FACILITATE ONE-ON-ONE ONLINE TUTORING SESSIONS IN STEM (SCIENCE, TECHNOLOGY, ENGINEERING, AND MATHEMATICS) AND ENGLISH, CONDUCTED BY DEDICATED HIGH-SCHOOL STUDENTS. ADDITIONALLY, DES OFFERS PREPARATORY CLASSES FOR STANDARDIZED TESTS LIKE THE ACT AND SAT, EQUIPPING DETROIT PUBLIC SCHOOL HIGH-SCHOOL STUDENTS WITH THE SKILLS NEEDED FOR SUCCESS IN THESE ASSESSMENTS. A CORNERSTONE OF DES'S SUCCESS IS THE VALUABLE CONTRIBUTION OF VOLUNTEERS FROM METRO-DETROIT HIGH SCHOOLS WHO MENTOR AND TUTOR STUDENTS, PROVIDING VITAL SUPPORT FOR EDUCATIONAL ACHIEVEMENT. TO REALIZE OUR SHARED VISION OF TRANSFORMATIVE EDUCATION IN DETROIT, WE SEEK YOUR GENEROUS SPONSORSHIP. YOUR SUPPORT WILL ENABLE US TO EXPAND OUR REACH AND IMPACT THROUGH THE DETROIT EDUCATION SOCIETY. TOGETHER, WE CAN PROVIDE STUDENTS IN DETROIT WITH THE RESOURCES AND OPPORTUNITIES THEY NEED TO EXCEL ACADEMICALLY. JOIN US IN THIS MEANINGFUL ENDEAVOR, AND LET US COLLECTIVELY EMPOWER THE FUTURE LEADERS OF DETROIT THROUGH EDUCATION. YOUR PARTNERSHIP WILL MAKE A PROFOUND DIFFERENCE IN THE MOTOR CITY AND BEYOND, SHAPING A BRIGHTER AND MORE PROMISING FUTURE FOR ALL.



DETROIT EDUCATION
SOCIETY



SPONSORSHIP PACKAGES

Bronze

\$250+

- Logo/ad on show pamphlet
- Intermission Ad



Silver

\$500+

- Logo/ad on Show Pamphlet
- Intermission Ad
- Logo in Social Media Post



Gold

\$750+

- Logo/ad on Show Pamphlet
- Intermission Ad
- Logo in Social Media Post
- 2 Show Tickets



Platinum

\$1000+

- Logo/ad on Show Pamphlet
- Intermission Ad
- Logo in Social Media Post
- 4 Show Tickets
- Collaborated Photo Booth
- Social Media Content Collaboration



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DHAMAAL