To Whom It May Concern:

The Indian Cultural Exchange (ICE) at the University of South Carolina is a student organization whose purpose is to expose the diverse culture of India to students and the surrounding Columbia community. Over the years, ICE has developed a focused schedule of service, social, and cultural events to fulfill this purpose.

ICE sponsors many events each year including participation in several service events, hosting a tri-state basketball tournament. In addition, ICE organizes cultural events such as an annual Garba dance celebration, as well as the Holi festival. These events appeal to many USC students and community members because they are unique and also enjoyable. Aag Ki Raat – Night of Fire is our annual showcase of Indian dance and culture, which attracts over 400 people and is our biggest event of the year. Aag Ki Raat will be held on April 4th, 2015 at the Koger Center in Columbia, SC. ICE will donate the proceeds to Ekal Vidyalaya and GlobeMed.

Half of the proceeds from Aag Ki Raat will go towards our charity, Ekal Vidyalaya. Ekal Vidyalaya a non-profit organization dedicated to bringing education to underprivileged children between ages 5 and 14 in rural parts of India. The Ekal movement aims to help eradicate illiteracy from rural India. With the participation of numerous non-profit trusts & organizations, this program has now become the greatest non-governmental education movement in India. Ekal Vidyalaya also seeks to empower the village community for its own self-development.

The other half our proceeds will be going towards GlobeMed. GlobeMed is a student-driven non-profit organization committed to building a movement to improve global health. GlobeMed at the University of South Carolina is one of many GlobeMed chapters working to improve the health of people living in poverty around the world. GlobeMed partners with Alternative for Rural Movement (ARM), a grassroots organization in Orissa, India, to empower and develop the village people of North Orissa, with emphasis on women, children, and Dalit communities.

ICE appreciates your interest in sponsoring Aag Ki Raat. By becoming a sponsor, your organization will have exposure to hundreds of students and citizens of the area. In addition, by being a sponsor you will indirectly help Ekal Vidyalaya in their cause to eradicate illiteracy from rural and tribal India. You will also be supporting a well-respected student organization of the University of South Carolina and hardworking invidiuals organizing Aag Ki Raat. Please see the attached sheet for sponsorship opportunities.

Thank you for your time and consideration.

Sincerely,

Laharee Parikh
Aag Ki Raat Chair

Priyanka Patel
President

Indian Cultural Exchange
University of South Carolina
aagkiraat2015@gmail.com

Encl: Sponsorship Opportunities
Sponsorship Opportunities:

Company/Organization Name: ____________________________________________

Contact Name: _______________________________________________________

Address: ___________________________________________________________________________

Phone: ___________________ Email: __________________________________________

Sponsorship Amount:

_______ Garnet Sponsor: Grand Sponsor: $2,000 +
   (Logo/company name on all flyers*, short advertisement during show**, full-page advertisement in program***)

_______ Gold Sponsor: $300 +
   (Includes advertisement during show **, full-page advertisement in program)

_______ Silver Sponsor: $100 +
   (Full-page advertisement in program)

_______ Bronze Sponsor: $50
   (Half-page advertisement in program)

ICE appreciates your contribution and looks forward to working with your organization. Non-financial donations are also appreciated.

* Flyers will be posted/distributed on the USC campus and around the Columbia area

** Short advertisement will consist of a credit role of your business during a portion of the show on a projector screen

*** Programs will be distributed on the right of the show to all attendees