



SMA SPONSORSHIP PACKAGE

Governing Body 2018 | Susquehanna Malayalee Association
Non Profit 501(C)



SMA OVERVIEW

- Susquehanna Malayalee Association (SMA) is a non-profit (501 C) organization formulated by the people of Kerala, (India) residing in and around Harrisburg in Central Pennsylvania, catering to the social and cultural needs of the Indian community.
- Through SMA, our members work to provide encouragement, support and incentives for the continuation of Indian art forms, culture, heritage, social and family life and in transferring the same values to future generations. Our association, encourages charitable activities that benefits the community that we live in and beyond.



SMA COMMUNITY EVENTS

- Winter Games – JAN-FEB
- Women’s Day - MAR
- Vishu/Easter Celebrations – (Main Event - APR)
- Badminton Championship & Workshop – MAY
- Family Picnic - July
- Onam Celebrations – (Main Event - AUG)
- Halloween Party - OCT
- Christmas & New Year Celebrations - (Main Event - DEC)
- Adopt a Highway, Food Drive & Community services – FEB-JUN-SEP



SPONSORSHIP OVERVIEW

- Platinum Sponsor (For 5 Years) - \$1,000 (\$250 Per Year from Year 2 onwards)
- Diamond Sponsor - \$500
- Badminton Championship Sponsor - \$300 (\$500 with T-Shirt option)
- Gold Sponsor - \$300
- Winter Games Sponsor - \$250
- Website hosting Partnership Sponsor - \$150
- Bronze Sponsor - \$100



PLATINUM SPONSOR (\$1,000 AND \$250 PER YEAR FROM YEAR 2 ONWARDS)

- You will be our exclusive partner in your business area. And SMA will include you in all communications including emails, flyers, Digital Magazines and Newsletter as long as your continued support is active.
- Exclusive home page icons with business logo and description and an exclusive page in our website displaying business details and SMA will keep it current.
- You will be provided with a table for three of our popular events. Your company banner can be displayed at the event and a table will be provided to advertise your services / products for promoting your business among our members.
- Presentation and speech on stage for three of our events for 10 minutes.
- Advertisement of your company on our digital event brochure for three events
- An email of your advertisement will be sent to all registered members of our Association 6 times a year. The content of the email will be drafted by you, related to your business.
- You have all right to end the contract from 2nd year onwards.



DIAMOND SPONSOR (\$500)

- Your company banner can be displayed at the event and a table will be provided for 3 events to advertise your services / products for promoting your business among our members.
- Advertisement of your company on our digital event brochure for two events
- Presentation and speech on stage for one of our events for 10 minutes.
- There will be your business advertisement posted on our website (max size of 5cm by 7cm) for one year.
- An email of your advertisement will be sent to all registered members of our Association 4 times a year. The content of the email will be drafted by you, related to your business.
- Any of the above can be substituted with 6 emails of your business advertisement to all SMA members if so desired.



BADMINTON SPONSORSHIP (\$300. WITH T-SHIRT \$500)

- Sponsor of SMA Badminton Championship which includes Men's and Women's singles and doubles badminton competition. A 3 Hour workshop will be conducted during the season for kids and fresher's to introduce the basics of badminton skills to promote healthy habits within the community
- A T-Shirt with the logo of your company or business will be given to all the participants (if you choose \$500 option. Otherwise you can provide the T-Shirts with logo as well)
- Company/Business logo will be displayed on the Trophies for the winners (First, Second and third place). Certificates with logo will be provided for all participants
- There will be your business advertisement posted on our website (max size of 5cm by 7cm).
- An email of your advertisement will be sent to all registered members of our Association 2 time a year. The content of the email will be drafted by you, related to your business.



GOLD SPONSOR (\$300)

- You will be provided with a table for two of our popular events. Your company banner can be displayed at the event and a table will be provided to advertise your services / products for promoting your business among our members.
- Advertisement of your company on our event brochure for two events
- There will be your business advertisement posted on our website (max size of 5cm by 7cm) for one year.
- An email of your advertisement will be sent to all registered members of our Association 2 times a year. The content of the email will be drafted by you, related to your business.



WINTER GAMES SPONSOR(\$250)

- Sponsor of SMA winter games which includes card games (28 and Rummy), Caroms and Chess conducted for Men's, Women's and Kids.
- Company/Business logo will be displayed on the Trophies for the winners (First, Second and third place). Certificates with logo will be provided for all participants
- There will be your business advertisement posted on our website (max size of 5cm by 7cm).
- An email of your advertisement will be sent to all registered members of our Association 2 time a year. The content of the email will be drafted by you, related to your business.



WEBSITE HOSTING PARTNERSHIP SPONSOR (\$150)

- Will provide web space on SMA server to host the business website for 1 Year. This can be extended from second year onwards with an additional fees of \$50 per year
- There will be your business advertisement posted on our website (max size of 5cm by 7cm).
- An email of your advertisement will be sent to all registered members of our Association 1 time a year. The content of the email will be drafted by you, related to your business.



BRONZE SPONSOR (\$100)

- Your company banner and flyers can be displayed at our 2 main event
- Advertisement of your company on our digital event brochure for one event
- There will be your business advertisement posted on our website (max size of 5cm by 7cm) for six months.
- An email of your advertisement will be sent to all registered members of our Association 1 time a year. The content of the email will be drafted by you, related to your business.