



TELUGU ASSOCIATION OF MINNESOTA (TEAM)

TEAM is a 501(c)(3) organization

To preserve and perpetuate the cultural heritage of Telugu speaking people of Greater Minnesota. To assist and promote cultural, charitable, educational, social and community affairs of Telugu speaking people in Minnesota. To foster harmony within the Telugu community and to share our diverse culture with the greater Minnesota community.



www.telugumn.org



Telugu Association Of Minnesota

TAX ID : 90-0089250



Our Beginnings:

Started in the early 1990s with a small group of Telugu language speaking people. Eventually, the community grown from 10's to 1000's, TEAM has registered as 501(c)(3) non-profit organization to better serve the Telugu community across Minnesota.

About TEAM & Telugu community:

- * Vibrant Telugu community is huge across greater Minnesota
- * **TEAM** conducts **12-14** events every year.
- * Approximately **4000+** Telugu families
- * **400+** Active memberships
- * **1200+** attend major events

What we do:

TEAM plays a very active role in organizing social and cultural events for a large Indian community.

TEAM conducts events every year to celebrate festivals like Sankranti, Ugadi, Diwali in the best of spirits to enhance the feeling of harmony and brotherhood in the society. It gives a chance to Telugu people of Indian origin, relive the nostalgic memories of the festivals and help their children aware of the tradition of Telugu festivals and culture.

TEAM take part in charitable events like Feed My Starving Children and also local community events hosted by the Indian Association of Minnesota. TEAM actively conducts Telugu Competitions, Jr Tennis Tournaments to encourage children and promote awareness of Telugu language, culture. TEAM collaborates with Vegesana foundation to promote noble cause of meeting, the important needs of Poor and Disabled Children in India.

TEAM EVENT'S CALENDAR

Telugu Community (Signature) Events

- ◆ Ugadi – April
- ◆ Summer Picnic - July
- ◆ Balavinodam - September
- ◆ Deepavali - November

Competitive Events

- ◆ Telugu Competitions - March
- ◆ Jr Tennis Tournaments – June
- ◆ Volleyball tournament – August

Collaborate with other non-profits

- ◆ Sankranti, TEAM @ Hindu Temple – January
- ◆ Festival Of Nations, TEAM @ IAM – May
- ◆ IndiaFest, TEAM @ IAM – August

Other Events

- ◆ Volunteer appreciation day – November

Charitable Events

- ◆ Feed My Starving Children (FMSC) – August

****Members get free admission to all regular TEAM events through out the year.**

The calendar lists the following events:

- Sankranti** (Festival of Nations with IAM)
- Ugadi Festival** (Festival of Nations)
- Summer Picnic** (Independence day with IAM)
- Balavinodam** (Volunteer Appreciation)
- Deepavali** (Volunteer Appreciation)
- Telugu Language Competitions**
- Jr. Tennis Competitions**
- Volleyball tournament***
- Charitable Events:** Financial Seminars, Charity Donations, FMSC (Feed My Starving Children)

* There is a fee for participants. Members get free admission to all regular TEAM events during year.

Features / Sponsorship Levels	Grand Event Sponsor	Event Sponsor	Platinum	Email to Community in TEAM communication (All Year)	Diamond	Gold	Silver	Miscellaneous	Musical Entertainment (DJ)
Ugadi & Diwali (per event)	\$3,500	\$2,500	\$1,500	\$1000 (can be customized with other Sponsorship)	\$750	\$500	\$300	\$50-\$100	\$500
Telugu Language Competitions	\$2,500	\$2,000	\$1,000		\$500	\$300	\$200	\$50-\$100	
BalaVinodham	\$2,500	\$2,000	\$1,000		\$500	\$300	\$200	\$50-\$100	

SPONSORSHIP BENEFITS

Logo and link on TEAM website home page	✓	✓	✓	✓ (Email Only)	✓	✓	✓		✓
Recognition in event specific communication	✓	✓	✓		✓	✓			✓
Company Ad in event Program Guide++	6 Prominent Pages	4 Prominent Pages	2 Prominent Pages		Full Page	Half Page	Half Page	1/8th Page = \$50	Half Page
Logo/Banner*** displayed at on-site venue	Stage & Auditorium	Stage	Auditorium	✓	✓	✓	✓	\$75-\$100 for booth & banner \$50 for just banner	✓
Event Passes	20	15	10		8	6	4		
Booth Space	✓	✓	✓		✓	✓	✓	✓	\$75-\$100
State Time & Digital Media	10 Min*	7 Min*	5 Min*	✓	3 Min**	1 Min**			
Presentation Slides***	6	4	4		4	4	2		
Company Name in event related press release by TEAM	✓	✓	✓						
Company Name on Trophies	✓	✓	✓						
Facebook Postings	✓	✓	✓		✓	✓	✓		

*Approval of content and stage time is up to the discretion TEAM Executives Board. Only for Ugadi, Diwali main events.

**Digital Media content only, presented during event prime time. Only for Ugadi and Diwali main events.

***Logo/Banner/Presentation Slides provided by the sponsor. Only for Ugadi and Diwali main events

How we could help?

There are approximately **4000+** Telugu families in and around Twin cities and **400+** families attend each event. TEAM has broader reach to the Telugu community in the Minnesota.

The publicity campaign for each event will start approximately 4 weeks prior to the event and will reach out to the Telugu families in and around the Twin Cities via E-mail and campaign.

Our website at www.telugumn.org gives newcomers to Minnesota an opportunity to connect with the community. This would be a great opportunity for your business to reach the Telugu community by choosing one of the sponsorship levels listed.

Any questions please contact TEAM marketing executive:
MARKETING@TELUGUMN.ORG
WWW.TELUGUMN.ORG

