



SPONSORSHIP REQUEST

HTA - Harrisburg Telugu Association



Dear Telugu Community friends & family,

My name is **Madhu Koka**, HTA President for 2023

Harrisburg Telugu Association (HTA), a 501(c) non-profit organization for the Telugu community in Central PA has been promoting Telugu Culture, tradition and values in our community and for our children from the year 2002. HTA has always provided encouragement, support and services to the community. With the support of the Executive Board, Board of Directors and volunteers, we remain committed to giving back to the community.

As we try to restore normalcy and fun in our lives, HTA plans to bring back some of the below events and activities, where possible.

2023 Events

- Ugadi Celebration
- Blood Drive In Association with RedCross
- HTA Adopt A Highway
- JUL(Just Us ladies)Mother's day
- HTA Sports
- HTA Summer Picnic
- Bathukamma & Dussehra Celebrations
- Thanksgiving Food Drive
- Active participation in Sangamam
- Volunteer Program

Tentative Dates

March 25
April & October
May / September
May 13
June /July
August
October
November /December
November

If needed, please feel free to reach out to me or any of the office bearers. We look forward to active involvement & suggestions from the community.

With Regards,
Madhu Koka HTA
President – 2023



Sponsorship Request for year 2023

Serving South Indian (Telugu) Community in Central Pennsylvania

Harrisburg Telugu Association



- Harrisburg Telugu Association
 - Foster community spirit among Telugu families
 - Provide, encouragement, support and incentives for the continuation of Telugu Art Forms, Culture, Heritage, Social & Family Life
 - One of the largest growing Indian Community in Central Pennsylvania Area
 - 1000+ registered families
 - We take pride in having our members, majority of who are professionals in Health Care, Public Sector, Real Estate, Information Technology, R&D, Financial Industries & Small Businesses



- What do we do?
 - Supporting local community service organizations: Adopt a Highway, Vision Resources, Food Bank, Shalom House, Bethesda Mission, Community Aid, United way, local Asian Indian organizations
 - Supporting South Indian community service organizations: Andhra Pradesh & Telangana Chief Minister Relief fund, Spandana Foundation, Vegesana Foundation (orphanages), Sankar Eye Foundation, Karminagar Blind School
 - Thanksgiving food baskets, donating school backpacks, supporting international students, flood relief funds, raising funds for needy people
 - Conducting Blood Drive's in Association with Red Cross
 - Entertainment Events
 - Sport Events



Major Events

- Ugadi - New Year Celebrations for South Indians 2023
- HTA Adopt A Highway
- JUL (Just Us ladies) - Women's event for Mother's day 2023
- Blood Drive
- HTA Sports
- HTA Summer Picnic (Summer Fest)
- Bathukamma & Dussehra Celebrations 2022- Bathukamma is a floral festival celebrated by the Hindu Women.
- Thanksgiving Food Drive
- Youth Volunteer / Community Service
- HTA Educational program
- Financial Planning / Tax / Will Planning / Life Insurance - Campaign / Expo
- Life Insurance, Will & Trust Planning - Campaign / Expo
- Financial Planning / Investment 101
- Diwali – A fund raising event – includes entertainment program
- Fund Raising, Health awareness and Youth Events



- Our Communication Tools
 - Constant Contact Emails
 - More than 1000 Email Ids
 - Website
 - Social Websites
 - WhatsUp groups – 1250 target Members
 - Facebook – 1000+ followers
 - YouTube
 - Poster Ads
 - Brochures
 - Flyers
 - Last but not the least “Word of Mouth”



- Our Events are solely done for serving the community and we are able to do the events at minimal to no cost because of the generous support we receive from our sponsors and supporters.
- We are requesting your financial support to our organization.
- Our sponsorship package are made for a win – win to you and our organization.



Yearly Sponsorship Packages

Support Amount	Platinum	Gold	Event	Event
Amount	\$2,000	\$1,000	\$500	\$250
Table Display	Any Two Events	Any Two Events	Any One Event	One Event
Logo on HTA emails	One Year * (Approximate 50)	Half Year* (Approximate 25)	One Month* (Approximate 4)	None
Face Book	One Year *	Six Months *	One Month*	None
Whats Communication~	One Year *	Six Months *	One Month*	None
Website Banner Ad	One Year *	Six Months *	One Month*	None
News letter Ad	Full Page Ad in any two events	Full Page Ad in any two events	Half Page Ad in any one events	Quarter Page Ad in any one events
Posters	Logo	Logo	Logo	None
Event Speech Time	3 minutes for two programs	3 minutes for one program	None	None
Greet and Meet OB's	Yes	Yes	Yes	Yes
Email	1 email to HTA email list	1 email to HTA email list	None	None

*All the sponsorships will expire on December 31st, 2023 at 12am.
~WhatsUp Communication is 1500+ Target Audience in multiple groups



Patrons Sponsorship Packages

Support Amount	ROYAL PATRON	GRAND PATRON	PATRON
Donation Amount	\$10,000	\$7,500	\$5000
Term	Lifetime	10 Years	5 Years
Table Display	Any Two Events Per Year	Any Two Events Per Year	Any Two Events Per Year
Logo on HTA emails	Yes	Yes	Yes
Face Book	Yes	Yes	Yes
Website Banner Ad	Yes	Yes	Yes
News letter Ad	Yes	Yes	Yes
Posters	Yes	Yes	Yes
Greet and Meet OB's	Yes	Yes	Yes
Email	2 Per Year	2 Per Year	2 Per Year

**** Patron packages may increase by 10% every three years**



- Help us & Please contact below for more information:
- Madhu Koka, President
 - Phone 732-397-9522
 - Email: madhura029@yahoo.com
- Santosh Mittapalli, Sponsorship Secretary
 - Phone 248-202-6066
 - Email: santhosh.mittapalli@gmail.com



THANK YOU,
LOOKING FORWARD FOR YOUR SUPPORT