



DATA Vision Statement:

Connect Telangana Community to promote Charity, Culture and Commerce





DATA - August 2014 – July 2015 Sponsorship

Dear Business owner and Friend,

On behalf of the Dallas Area **Telangana** Association - **DATA**, not for profit organization (501c3), we are pleased to announce the **August 2014- July 2015** DATA events and sponsorship information.

DATA vision Statement is → **Connect Telangana Community to promote Culture, Charity and Commerce.** Telangana is 29th state of India, formed on June 2nd 2014.

For the past 4 years DATA conducted many events in and around Dallas. Here are some ...

1. Telangana Avishkarana Dinotsavam - Dec 2009,10,11
2. Telangana Vimochana Dinotsavam Sep 2011
3. [Prof. Jayashankar Vardhanthi - Jun 2012](#)
4. [Telengana Cultural & Banquet Night](#) - Sep 15 2012 – ~**600 attendees**
5. [5K Run - Nishant Cancer Foundation Nov 2012](#) – Charity run - 300 attendees
6. Volunteered 80 hours at **Salvation Army** kitchen to serve food and Canned Food Drive Feb 2012
7. [Meet & Greet Prof. Kodandaram Sir Mar 2013](#) – 200 attendees
8. [Holi & Vanabhojanalu - Mar 2013](#) – Festival of Colors - **800 attendees**
9. [5k Run Nishant Cancer Foundation Nov 2013](#) – Charity run – over 450 attendees

10. [Telangana Cultural Night](#) – Lindero Ranch Sep 2013 – over **1400 attendees**
11. [Bathukamma & Dasara Panduga – Sep 2013](#) – over **2500 attendees**
12. Telangana Bill Passed in upper/lower house – Celebrations at Mayuri – Feb 2014
13. [Telangana Car Rally, Irving – Mar 2014](#)
14. [Holi & Vanabhojanalu – April 2014](#)
15. [Telangana Formation Day May 2014](#)

DATA Charities:

- [2013 DATA Donation to Amrutha Varshini - Testimony](#)
- [2012 DATA Donation to Ayusha Nilayam - Testimony](#)
- [2012 DATA Dondation to Swami Vivekananda Avasa Vidyalayam](#)

Upcoming DATA Events

2014

- [September - DATA Bathukamma & Dasara Panduga](#)
- November – 5k RUN for Nishanth Cancer Foundation
- December – Telangana Cultural & Banquet Night

2015

- March/April 2015 – Holi & Vanabhojanalu
- Jun – Telangana Formation Day
- July – Bonalu Festival
- Charity Programs





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DATA reach and Community Overview.

- Over **25,000 Telugu people** living around DFW metro area
- DATA reaches-out approx. **5,000 families**
- DATA executed **2 big events last year**, with total **participation of over 5,000 attendees.**
- DATA sends periodic updates, **event notifications to 6,700 emails**, with an **open rate of 76% and click rate of over 35%, way above industry average**
- **Google / YouTube search key words** – [DATA Cultural Night Bathukamma Holi Dallas](#)
- **Average** income of DATA member is over **100k**

We take great pride, every year 65% of the DATA events are sponsored by area businesses, contributions from the community, fundraisers and sales income at the festivals/events.

Cultural Events

DATA conducted 3 major cultural events.

September 2013, in the Bathukamma & Dasara Panduga, a cultural and festival event, which attracted **2500+ people**, had 6 food vendors at the food court; served more than 2,500 attendees, more than 15 retail vendors at the Bazaar, generating sales of 20k in **commerce**. 10 groups performed dances and festival songs, read more on [Bathukamma](#)

September 2013 , At the Lindero Ranch, Irving TX, DATA has done biggest Cultural & Banquet Night Event, **over 1400 people** attended - 18 groups performed traditional dances, showcased local talent, invited Member of Parliament / city Mayor to be part of the show. More than **120 volunteers** – all walks of life heled us run the event successfully.

March 2014, At the Hidden Cove Park & Marina, DATA celebrated “Holi”, over **800 people** attended to celebrate the festival of colors, cook and eat lunch, read more on [Holi](#)

Charity Events: DATA is focused on conducting charity works – right where we live and where we come from

- Donated \$2000 to Bhoopal Family – who lives in Houston, met with tragic accident and critically ill.
- Donated \$1000 to Rajendar – an engineering graduate, suffered a life threatening.
- Partnered with **Salvation Army** – conducted Canned food drive and volunteered 80 hours to serve homeless people in Dallas
- Helped Nishant Cancer foundation with 5k run and raised 6k to help Ewing Sarcoma Cancer patients.
- Donated \$500 to [Swami Vivekananda Avasa Vidyalayam](#); Provides education, shelter to rural kids
- Donated \$500 to [Ayusha Nilayam](#) – A Children's Home for HIV Aids victims. * [Donated \\$500 food to Amrutha Varshini Samstha](#)





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Why to Sponsor DATA Event?

By sponsoring DATA events, you/business will get exposure to residents in DFW Metro area as well as Telangana/Telugu/Hindi community.

Over 100+ dedicated volunteers working for DATA in the form of office bearers and volunteers.

DATA has its own strong 400 + paid members

Next Event: Celebrating the 3rd "[Bathukamma & Dasara Panduga](#)" this September 2014 at [Southfork Ranch](#), Parker TX

The festival highlights the rich Telangana Culture, read more on [Bathukamma](#)

Event will include:

- Food Vendor Booths
- Retail booths
- 10+ performing groups – showcasing local talent
- Promoting Charity, Cultural & Commerce events throughout the year.

DATA vision Statement is **Connect Telangana Community to promote Culture, Charity & Commerce.**

Our marketing and outreach publicity and campaign includes social media, radio and distribution of event flyers/posters, media clips via popular media.

Looking forward for your sponsorship / generous contribution towards DATA events.

Visit us at [www.dataus.org](#) or [www.databathukamma.org](#) or on [Facebook](#) If you have any questions, please contact us at data.telangana@gmail.com

Sincerely,

[DATA Team](#)

Pramod Prodduturi - Executive Chair, Ram Kasarla Executive Co-Chair, Dheeraj Akula, Harish Mandadi, Kiran Chelamalla, Mahendar Ganapuram, Mahipal Yella, Rajanikanth R Errabelly, Satish Reddy, Srinivas Thippana





August 2014 – July 2015 Sponsorship Levels & Benefits information

Sponsorship Benefits	Sponsorship Levels				
	Diamond >=\$2501	Platinum >=\$1501	Gold >=\$1001	Silver >=\$501	Friends Of DATA>=\$250
Diamond level Sponsor of DATA Events throughout the year	X				
Recognized on the stage	X	X			
Mentioned at all DATA Charity events (Banner with your logo will be displayed)	X				
You will be invited to honor guests/winners	X	X			
Address event audience, you will get 2 minute stage time to promote your business. Distribute Your own flyers at the event	X				
Event passes for all DATA events	X	X	X		
# of Tickets to DATA Cultural Night – Signature Event	10	8	4	2	
Banner on the Main Stage with your logo (should provide logo), plus a 10x10 booth to promote your business	X	X			
Front page exposure on DATA web sites http://www.dataus.org & www.databathukamma.org	X	X	X	X	
Mention of your business name in all DATA communications to its members, event flyer, & social media	X	X	X	X	
Special Invitation to meet with guest speakers, dignitaries and celebrities	X	X			
Sponsor Table at the DATA Cultural Night – Signature Event	X	X			
Your Name on DATA web sites http://www.dataus.org & www.databathukamma.org	X	X	X	X	X
Platinum level Sponsor of DATA Events throughout the year		X			
Banner at the event designated spot (sponsor provides banner), distribute flyers	X	X	X		





August 2014 – July 2015 Sponsorship

Last Name		First Name	
Business Name			
Address			
City, State, Zip			
Phone			
E-Mail			
Signature		Referred by :	

Sponsor Levels

- | | | | |
|--------------------------|------------------------|-----------------------|------------------|
| <input type="checkbox"/> | <i>Diamond</i> | >= \$2,501 and above | Amount: \$ _____ |
| <input type="checkbox"/> | <i>Platinum</i> | >= \$1,501 <= \$2,500 | Amount: \$ _____ |
| <input type="checkbox"/> | <i>Gold</i> | >= \$1,001 <= \$1,500 | Amount: \$ _____ |
| <input type="checkbox"/> | <i>Silver</i> | >= \$501 <= \$1,000 | Amount: \$ _____ |
| <input type="checkbox"/> | <i>Friends of DATA</i> | >= \$250 and above | Amount: \$ _____ |

I require a receipt for my contribution

I will provide my web site link to DATA

I will Provide a Banner & remove after event.

Thank you.

DATA - Dallas Area Telangana Association www.dataus.org www.databathukamma.org

Tax ID 90-0878282 Mail: data.telangana@gmail.com Write checks to "DATA"

