



Re: Opportunity to Sponsor the 2017 Mana Voori Kosam 5k Walk/Run events of TANA Foundation in various cities of North America

Dear Sponsor:

[Unique offer to get great publicity along with an opportunity of helping the students, poor, handicapped, unfortunate people and to villages with minimum infrastructural needs of your own choice]

We are sure you receive a number of requests to sponsor various benefit events every year. While no cause is greater than any other, the lack of minimum needs and infrastructural amenities in our rural villages, need of Health and Educational support to the poor, aged, orphaned and handicapped show the incredible need to change things in both the Telugu states of Andhra Pradesh and Telangana. We want to change lives, and the infrastructural needs of the villages (where we or our elders are originated) in terms of Social, Health and Educational and we hope that you will surely consider to help on this mission of **“To Share, To Care and To Serve the needy”** of TANA Foundation .

Mana Voori Kosam 5K Run/Walk will be held in many prominent cities of North America during the 2017 late summer and early fall **and at least 40 cities** already signed up and more requests are coming in. This year, our goal is to raised \$250,000 from the 5K event sponsorships. Along with the 5K event of this year we will continue these events every year and fundraising will be continued with the support of sponsors, runners, supporters and well-wishers.

These events are to further raise awareness and inspiration among Indian Telugu community in North America to help our villages with the help of about 21,000 TANA life members network, past TANA Foundations Donors and Volunteers, all local Telugu organizations and through media such as electronic, social and web portals. **We are sure that the entire Telugu community in North America also in our both Telugu**

States in India will be aware of all these events from which your businesses will also be benefitted.

By giving to these annual events whether to all cities or a particular city event you will be supporting TANA Foundations charity activities and mission of helping Social, Cultural and Education needs of the community especially helping the rural villages to fund the projects that help the underprivileged and poor people along with village infrastructure development. We request that you will consider a sponsorship donation with one of the options detailed in the table below. Your donation will be recognized at our events in several ways as mentioned hereunder.

We hope that we can count on you to help support our cause. If you have any questions or concerns please feel free to contact us at the above number.

Thanks for your consideration
Niranjan Srungavarapu

Chairman, TANA Foundation and TANA Foundation Team



TANA Foundation

2017 5K Run/Walk Event Sponsorship Options

The following are suggested sponsorship options. Sponsorship arrangements are flexible; please contact us to discuss any specific options that you may find more attractive.

Benefits (Company Visibility)	Round the year All Cities (\$25000)	Platinum all Cities (\$10,000)	Gold All Cities (\$5,000)	Silver City (\$2000)	Bronze City (\$1000)	General (\$500)
Company banner/LOGO on TANA Foundation main Web page	◆					
Recognition at all TANA 5K Run events for 2017	◆	◆				
Exclusive presenter	1	1				
	◆	◆				
TANA Foundation Donor Membership	◆	◆	4	◆		

(for North America Business/Person)						
Choice of Charity by Sponsor	60%	50%	50%	50%	50%	
Logo on Front of T-shirt (Contact by- 08/08/17)	♦					
Logo on back of t-shirt (Contact by – 08/08/17)		♦	♦			
		[large]				

LOGO on other ³ Article approved (Backpack, Water Bottle etc..)					◆	◆	
Pre-race publicity (Media exposure)		◆	◆	◆	◆	◆	
TANA Patrika coverage (21K+ Life mebers reachout)		◆	◆	◆			
Logo on race posters		◆	◆	◆	◆	◆	
Logo / Name link on race website		◆	◆	◆	◆	◆	
Logo / Name Display on race website	◆		◆	◆	◆	◆	◆
Company official at start race and speak to runners		◆	◆		◆		
Company table at race		◆	◆		◆		
Company own banners ² at race & events		◆	◆		◆		
Company LOGOs on banners		◆	◆	◆	◆	◆	
Company name announced at race		◆	◆	◆	◆	◆	◆
Insert materials ^{2, 3} in goody bags		◆	◆	◆	◆	◆	
Complimentary Race Entries		40	25	16	8	4	2
Team Participation		◆	◆	◆	◆	◆	◆

¹ Name of the company is mentioned along with the name of the event in all locations

1 Provided by Sponsor

2 Pre-approved by Run/Walk Organizing Committee (If any)

3 Only when Charity selection approved by TANA Foundation within eligible categories

Please send all contributions (checks in favor of TANA Foundation and 5KRun in the Memo) to the following: TANA Foundation

26233 Taft Road

Novi, MI 48374 Or

Treasurer, TANA Foundation

treasurer@tanafoundation.org

Contact TANA Foundation Chairman, chairman@tanafoundation.org Ph: (248) 342-6872 or Treasurer for more details. Also you may contact manavoorikosam5k@tanafoundation.org

Only Sponsors in the above categories are allowed to do further Contributions as follows. The value will be in addition to the actual sponsorships

In-kind Contributions

The following items are necessary for the event:

Beverages (water, sports drinks, etc.) for runners • Snacks (breakfast, fruits, Granola bars etc.) for runners. Sponsors will be recognized at the event.

Goody Bags

Goody bags are a way to express our gratitude to the runners on Race Day. We encourage Race sponsors to provide items like pens, key chains, Water Bottles etc., for the bags and prizes (cash, gift certificates, medals and trophies) to be given away to the runners. These items will be counted as in-kind contribution

Advertising

Media plays an important role in communicating the awareness of education to the public. We encourage you to tag your TV, radio, newspaper, magazine and billboard advertising. This advertising will be counted as in-kind contribution

Corporate Matching Program

Some employers may choose to pay for all or a portion of their employee's entry fee or provide matching funds for the entry fees and/or pledge dollars they raise. This is a great way to show your corporation's commitment to charity and service to the community