



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 the 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 Email: marketing@telugumn.org



Our Beginnings:

Started in early 1990's with a small group of Telugu language Speaking people. Eventually as the community grown from 10s 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 3000+ Telugu families
- 300+ Active memberships
- 1200+ attend major events.

What we do:

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

TEAM organizes events every year to celebrate festivals like Diwali, Ugadhi, and, Sankranthi in the best of spirits to enhance the feeling of harmony and brotherhood in the society. It gives the Telugu people of Indian origin a chance to relive the nostalgic memories of the festivals and help their children appreciate and enjoy the tradition of the glorious Indian festivals.

TEAM also participates in local community events like supporting volunteering activities of Feed My Starving Children (FMSC), promotes awareness of Telugu language and culture through conducting competitions in Telugu Language and writing .

Membership Benefits

Members get free admission to all regular TEAM events during year

Sankranthi @ Hindu Mandir- January
Ugadi festival, Telugu Language
Competitions – March/April

Jr.Tennis - June **

Summer Picnic - July
FMSC - August

Volleyball tournament - August **
Independence day @ State Capital with
IAM- August

Balavinodam - October/November
Deepavali - October/November

Financial Seminars
Donations towards other Charities
Volunteer Appreciation - December

** There is a fee for participants

| Features / Sponsorship Levels | Grand Event Sponsor | Event Sponsor | Platinum | Email to community in TEAM Communication (All Year) | Diamond | Gold | Miscellaneous (see below \$s) | Musical Entertainment (DJ) |
|---|---------------------|-------------------|-------------------|---|-----------|-----------|--|----------------------------|
| Ugadi & Diwali (per event) | \$3,500 | \$2,500 | \$1,500 | \$1000 (can be customized with other sponsorship) | \$500 | \$300 | \$50-\$100 | \$500 |
| Bala Vinodam | \$1,500 | \$1,000 | \$750 | | \$300 | \$200 | \$50-\$100 | N/A |
| Logo and Link on TEAM web site home Page | √ | √ | √ | √ | √ | √ | | √ |
| Recognition in Event specific Communication | √ | √ | √ | √(Email only) | √ | | | √ |
| Company Ad in the event Program Guide++ | 6 Prominent Pages | 4 Prominent Pages | 2 Prominent Pages | | Full Page | Half Page | 1/8th page - \$50 | Half Page |
| Logo / Banner*** displayed at onsite venue | Stage & Auditorium | Stage | Auditorium | | √ | √ | \$75-\$100 for booth & banner / \$50 for just banner | √ |
| Event Passes | 20 | 15 | 10 | | 6 | 4 | | 5 |
| Booth Space | √ | √ | √ | √ | √ | √ | \$75-\$100 | √ |
| Stage Time & Digital Media | 10 Min* | 7 Min* | 5 Min* | | 1 Min** | | | |
| Presentation Slides*** | 6 | 4 | 4 | | 4 | 2 | | 2 |
| Company Name in event related press release by TEAM | √ | √ | √ | | | | | |
| Company Name on Trophies | √+ | √+ | √+ | | | | | |

How we could help?

There are approximately 1200 plus Telugu families in and around the Twin cities area, and about 500 families attend each event. As this is a larger community and TEAM has high visibility in Telugu community.

The publicity campaign for each event will kick-off 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 publicity campaign.

Our website at www.telugumn.org gives newcomers to Minnesota an opportunity connect with the community.

This would be a great opportunity for your business to reach out to Telugu community by choosing one of the sponsorships levels listed inside the trifold.

Visit us at

<https://www.telugumn.org>
Any questions contact
TEAM Marketing executive
marketing@telugumn.org

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