



American Telugu Association

Passion for our Culture, Compassion for our People.

అమెరికా తెలుగు సంఘం

12th ATA Conference And Youth Convention

Corporate & Business Sponsorship Program For the
Conference On July 6th ,7th and 8th of 2012

At Georgia World Congress Center, ATLANTA, GA, USA

<http://www.ata2012.org>



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Telugu Community In USA

- ❖ Second largest ethnic community in USA varies from 500,000 to 1,000,000 (One Million).
- ❖ Vibrant community with Professional, Business and Entrepreneurial skills.
- ❖ Increasing by the day compared to other community
- ❖ Community has a mix of young, risk taking, enterprising, affluent, and modern.
- ✓ American Telugu Association (ATA) was established in September 1990 to serve the Telugu community in USA,
- ✓ Objective - ' Passion for our Culture – Compassion for Telugu People,
- ✓ ATA functions on a Motto - ' A Commitment for Fairness and Excellence'
- ✓ Attained **Non-profit organization with 501C** status
- ✓ 30 plus Regional Coordinators with Several Committees
- ✓ International Conferences
- ✓ National Conference once in every 2 years with 15k people attendance
- ✓ America Bharathi Magazine published quarterly
- ✓ Newsletters with community news and updates
- ✓ Ad-hoc community based help/service
- ✓ Web Exposure , Conference Souvenir and Email communications.



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12th ATA Convention – Conference Sponsorship Packages

Description	Conference Sponsor	Conference Co-Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Cost	\$ 100,000	\$75,000	\$50,000	\$40,000	\$25,000
Name & logo on the Passes	✓	✓	✓	✓	✓
Name & Logo on the Banner at the Program Hall	✓	✓	✓	✓	✓
Color Ad in the Souvenir ; Color Full (CF)	Back Pg-CF	CF	CF	CF	CF
Stage recognition by the MC and ATA Officials	✓	✓	✓	✓	✓
Scrolling AD Slides on Display Screens : Frequency	Highest	Higher	Normal	Low	Least
Booths in the Exhibit Area	3	2	2	1	1
Banners displayed at the venue	2	2	2	1	1
Banner Ad on the ATA conference Website	Top right	Next row	Next row	Next row	Next row
Name & Logo on all collateral	Top	Next row	Next row	Next row	Next row
Flyer inserts on Invitations	✓	✓	✓	✓	N/A
Company Official to present memento on stage	✓	✓	✓	✓	✓
Name & Logo on the Back Drop of Small Halls	✓	✓	✓	✓	N/A
Speaking Business Seminar/ Mini Halls (if possible)	✓	✓	✓	N/A	N/A
Recognition in Member email Communications	✓	✓	✓	✓	N/A
Name & logo on Press Notes	✓	✓	N/A	N/A	N/A
Name & Logo in the CD to be given to all attendees	✓	✓	✓	N/A	N/A
Announcements on TV show	✓	✓	N/A	N/A	N/A
Name & Logo in the titles of the Telecast (if feasible)	✓	✓	N/A	N/A	N/A
Credit Announcement in the Telecast (if feasible)	✓	N/A	N/A	N/A	N/A
Listing in the Souvenir in the category of sponsorship	✓	✓	✓	✓	✓



12th ATA Convention – Individual Programs Sponsorship Packages

Banquet, Inaugural Session, Musical Night day one and two, Political Forum

Description	Program Sponsor	Program Co-Sponsor
Cost	\$20,000	\$10,000
Name and Logo on the Backdrop at the program	Prominent	Bold
Color Ad in the Souvenir	Yes	Yes
Seating at the Head Table (excluding Musical Nite)	Next to President	Next to Convenor
Recognition by MC	Yes	Yes
Vendor booth	1	1
Banner on the website	yes	yes
Memento Presentation	4 mementos	2 mementos
Speaking opportunity	3 minutes	1 minute
Recognition in member email communications	yes	yes
Listing in the Souvenir as Sponsor	Yes	Yes
Conference delegates	4	2
Banquet delegates	4	2
Maximum number	1	2
Seating at the Banquet	Sponsor table	Sponsor table
Seating at the Musical Nite	Sponsor seating	Sponsor seating
Seating at the Dining Hall	Sponsor seating	Sponsor seating



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12TH ATA CORPORATE SPONSORSHIP TEAM

ATA Conference Sponsorship Committee

Chair: Seshagiri Mandava
Seshagiri.mandava@prudential.com
Ph:one 904 521-1555

Co-Chair: Sridhar Tirupati
teesridhar@hotmail.com
Phone: 404-790-2209

Ram Gangaraju, Member
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Phone: 678-469-8422

Prasad Kunisetty
E-mail: prasad@telugupeople.com,
Phone: 732-221-3642

Raj Akula, Chair, Standing Committee

E-mail: raj.akula@akulalaw.com
Phone: 214-744-9011

Sreekanth Reddy, Co-Chair
E-mail: sreerreddy@hotmail.com
Phone: 732-666-8789

Mahipathi Nagendar
E-mail: mahi@vajraasys.com
Ph:one 847-452-5000

Rajendar Dichpally
E-mail: dichpally@aol.com
Phone: 973-906-0768



12TH ATA CORPORATE SPONSORSHIP FORM

Sponsorship Category _____ Amount \$ _____

Business Name: _____

Address: _____

Contact Person: _____

Phone: _____ Fax: _____

Email: _____

(Payment can be made by check or Money Order. Only Money Order or a Cashier Check will be accepted after 6/01/2012. Checks should be Payable to 12TH ATA Conference). Mailing Address: American Telugu Association (ATA), PO BOX 4496, Naperville, IL 60567. Credit card payment information needs to be mailed to the chair or co-chair of the corporate sponsorship committee. Payment by credit card can be made by filling up the table, below;

Name as it appears on the card	
Credit card Number	
Type of credit card	Master/Visa/American Express (Circle the card type)
Exp. Date	
Amount To be Authorized \$	
Signature	Date