



**CONNECT WITH THOUSANDS OF
SOUTH ASIAN STUDENTS
FROM ALL OVER NORTH AMERICA**

Jan 4th – Jan 8th 2007

www.SASAWEB.org

What Is SASA?

SASA is the LARGEST South Asian Student Conference in North America!

SASA is the largest Alliance between Universities and Colleges all over North America!

SASA can help you market to tens of thousands of South Asians students from Universities & Colleges all over the USA and Canada!

SASA can help you Direct Market to an average conference attendance of over 3000 Students!

18-25 year old South Asians are a growing market segment and are the consumers of tomorrow!

South Asians fall into the middle to upper class range and are followers of market trends!

SASA's official website receives over 100,000 hits!

SASA is celebrating its 19th year anniversary!



**PepsiCo's New CEO
Indra Nooyi with Students**



**Supermodel Saira Mohan
receives a "thanks"**



Students listening to a Speaker



**Student Team ready to compete
for the SASA Championship**

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SASAComments

"The national SASA conference is an awesome fusion of funk, fun, and intellect. It is also an important exercise in the formation of the next generation of leaders in both the South Asian American community and beyond."

Gotham Chopra, Channel One Anchor

"The potpourri of intellectual pursuits and entertainment was blended masterfully to expand challenged attention spans of any conference audience and gave me a glimpse of the powerful potential of your generation."

AshRajan, Prudential Securities

"I was very impressed with the professional manner in which SASA handled us speakers. From the fruit and chocolates upon arrival to the speakers' dinner, I think all of us felt very appreciated and happy to impart whatever wisdom we could. And it was wonderful to see a few young desis really seeking us out for advice, guidance and mentoring."

S. Mitra Kalita, President of SAJA

"I really enjoyed myself! This was truly an enlightening experience. I would love to be a part of the SASA experience next year."

Leota Blacknor, GM of Ruff Ryders

"SASA was a whirlpool of artistic creativity. I felt inspired by the speakers who proved once again that strength comes from indomitable will. Thanks to the organizers, volunteers, DJs and especially the students for making my first SASA experience nourishing. I'm looking forward to next year's event!"

Aashna Patel, Travel Channel



Events at prestigious locations - The Roseland in New York 2006



Students at a Education Session



Fashion Designer Anand Jon shows his support at SASA



Speaker Dinner hosted by SASA

SASAOverview

Once a year, thousands of South Asian Students from all over North America convene in a city with the aim of increasing their awareness of South Asian culture within the North American framework. The objectives of SASA include celebrating diversity, along with promoting unity amongst South Asian people. SASA provides a networking base for those interested in the South Asian culture to learn, teach, and interact with others who share similar interests.

EDUCATION, CULTURE, ENTERTAINMENT

With this theme in mind, the Annual SASA Conference is a collage of everything South Asian in North America.

Key Note Speakers arrive at SASA to convey a message of Success!

Session Speakers arrive at SASA to convey a message of Purpose and Aim!

Dance Teams from Universities from all over North America, relish at the chance to be one of the chosen to compete in front of their peers for the ultimate prize – Respect!

Deejays and Artists are flattered at the opportunity to be able perform in front of thousands so that they can display their talents!

Successful South Asians come to SASA so that they can share their stories & be HONORED in front of the future leaders!



Student Leaders of tomorrow



Premier South Asian Deejay - Razor Rus is a regular supporter of SASA!



Team from California ready to prove it has what it takes at the Culture Show Dance Competition

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SASAHighlights

SASA KEYNOTE ADDRESS:

The SASA Conference Key Note address is one of the most prestigious aspects of the Conference. With past conference KEY NOTE Speakers such as PepsiCo's CEO Indra Nooyi, NBC Apprentice's Raj Bhakta, Author, Chitra Banerjee & Deepak Chopra, Famed Movie Director Gurinder Chadha and CNN Correspondent Dr. Sanjay Gupta, each year SASA keeps its aim high in having a leader who best depicts what it means to be a successful South Asian!

SASA SESSION SPEAKERS:

Topics that are of interest of the South Asian Students make their way into the agenda of each year's SASA Conference. The result? The most amazing group of speakers and leaders who have provided messages of success, purpose and aim to the future South Asian Leaders in North America!

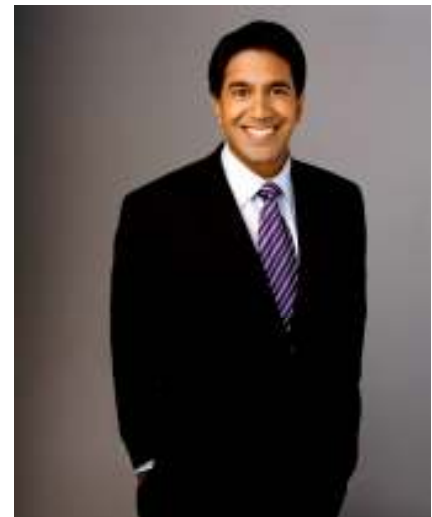
SOME PAST SASA SPEAKERS

Aamer Haleem - VH1
Aashna Patel - Travel Channel
Anish Shroff - ESPN
Ash Rajan - Prudential
Chitra Banerjee - Author
Dinesh D'Souza - Author
Dr Kiran Patel - Philanthropist
Dr Vijay Mehta - Surgeon
Gitesh Pandya - BoxOfficeGuru
Leota Blacknor -Virgin
Ravi Kapoor - NBC
Saira Mohan - Supermodel
Seema Singh - NJ Advocate

PAST KEYNOTE SPEAKER



PepsiCo CEO Indra Nooyi



CNN's Dr. Sanjay Gupta

SASA CULTURE SHOW:

One of the staples of the Conference is the Culture Show. This event is for many, the entire conference. Universities are pre-selected to compete. Only the best get in. Once selected, they prepare for months to compete on a grand stage. With about a dozen others, they show their best and hope to win in addition to a cash prize, the ultimate prize – RESPECT from their peers!



SASA RECOGNITION AWARDS:

The 5th Annual SASA Recognition Awards in has already recognized some of the most renowned leaders of the South Asian Community. In an effort to not only show appreciation to those who are pushing the boundaries of the South Asian Community, the SASA Awards also creates a connection between the South Asian Students and their icons and leaders. This event has proved to be invaluable as it's the only time those who are going to lead this country in the future are able to connect with those who are currently leading it. And the Award goes to...



| Upendra Chivukula |
Sunil Thakkar | Rajwant
Girn | Pavan Grover |

PAST SASA AWARDS RECIPIENTS



Gurinder Chadha | Saira



Parminder Nagra | Kal Penn
Alia Khan | Reef Karim
Sreenath Sreenivasan
Meera Teresa Gandhi | Anand Jon
Upendra Chivukula | Rajwant Girn
Radha Basu |
Raj Bhakta |



Mohan | Raj
Nidimori &
Krishna DK
| Raj
Kapoor |
Mohammad
Ali Chaudry | Asha Olivia | Vidur
Kapur | Little India Magazine



Nayan Padrai | Dr Vijay
Mehta | Hari Srinivasan |
Bikram Singh |



ENTERTAINMENT:

After spending the day attending workshops, meeting with speakers, practicing for the Culture Show, making new friends and creating new relationships, the parties are a time to wind down and just have fun! The night events provide an opportunity to many talented South Asian Deejays to show off their skills and Artists to have their music and talents known! These events held in some of the best and brightest venues are at times the stars of the night!

SASAPALOOZA:

Created on the basis of the famous "LolaPalooza", this event is the culmination of talent in the South Asian Industry. Filled with artists from all over the country, it is truly a music fan's heaven. Not only do the proven perform but the new comers and artists of the future also have the stage.

COMEDY NIGHT:

Intense Comedy is almost always a standing room only event and features the biggest and brightest stars in the South Asian Community. Its just Hilarious!



NINA SKY PERFORMS AT SASA FINALE EVENT!



**Events at prestigious locations
The Roseland in New York 2006**



Sponsor of SASA's Kick Off Night



**MTV's Bansri & Karishma Host
SASAPalooza at SASA!**

Sponsorship

Sponsorship of SASA provides a unique opportunity for any business or organization to market itself to the maximum potential by offering a chance to target a niche growing market segment. Since SASA has nationwide appeal, a product/service can be thoughtfully and successfully marketed to the influential 18-25 age bracket with the possibility of marketing dollars producing at least **2-3x in return sales dollars** along with product branding. Average conference attendance is approximately 3000 students along with marketing of the conference to approximately 100,000 people.

Along with many options, there are three top choices and placements for this year's SASA Conference.

**MAIN CONFERENCE PRESENTER
SPONSORSHIP - \$10,000**

**CULTURE SHOW PRESENTER
SPONSORSHIP - \$5,000**

**SASA AWARDS PRESENTER
SPONSORSHIP - \$2,500**



PAST SPONSORS



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PresenterConference

CONFERENCE PRESENTER SPONSORSHIP BENEFITS: (\$10,000 Contribution)

- An example of this would be: **(your name here) presents "SASA 2007."** This sponsorship would mean first refusal rights on ownership of this property
- Logo on 100,000 flyers distributed nationwide
- Multiple Website banners
- Logo on Cover of Conference Brochure
- Logo on all Launch party flyers Nationwide
- Mentioned in all Newspaper/Radio advertisements
- Mentioned in all Television Advertisements
- Priority Booth at the Host Hotel
- Priority Booth during Culture Show
- Full Page Color Ad on Back Cover of Conference Brochure
- Name/Logo on official SASA Conference Wrist Bands
- Announced as Presenter Sponsor at the Culture Show
- Banner displayed at the Culture Show
- Sponsor will announce Culture Show winner and present trophy
- 30 second commercial shown at the Culture show (before or after intermission)
- Logo on Official Video
- Logo on any Conference paraphernalia
- Logo on weekly emails sent to SASA list serve of 100,000
- Gobo – special lighting technology displayed during the culture show – for top sponsors only
- Name/Logo on all Conference/Party Tickets
- Name on all press kits sent out to Media nationwide
- Sponsor can hand out promotional giveaways during conference
- Sponsor can hand out promotional giveaways at all After-party venues
- Sponsor will announce one award category at SASA Awards Ceremony
- One Exclusive email sent to SASA listserv after the Conference from Sponsor
- 10 VIP tickets to all SASA Events

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PresenterCultureShow

CULTURE SHOW PRESENTER SPONSOR BENEFITS:

(\$5,000 Contribution)

- An example of this would be: **(your name here) presents "SASA 2007 Culture Show"**
- Name/Logo on SASA Culture Show Page on Website
- Logo on 100,000 flyers distributed nationwide
- Website banner
- Mentioned in all Newspaper/Radio advertisements
- Mentioned in all Television Advertisements
- Booth during Culture Show
- Full Page Color Ad on Inside Cover of Conference Brochure
- Announced as Culture Show Presenter Sponsor at the Culture Show
- Banner displayed at the Culture Show
- Name on all tickets to the Culture Show
- Logo on Official Video
- Sponsor Representative will announce Culture Show 2nd place winner
- 30 second commercial shown at the Culture show (before or after intermission)
- Gobo – special lighting technology displayed during the culture show – for top sponsors only
- Sponsor can place promotional materials on every seat at Culture Show
- Logo on some Conference paraphernalia
- Logo on weekly emails sent to SASA list serve of 100,000
- Logo/name shown on screens during Culture Show
- Name on all press kits sent out to Media nationwide
- Sponsor can hand out promotional giveaways during at Culture Show After-party
- 6 VIP tickets to all SASA Events

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Presenter Awards

SASA AWARDS PRESENTING SPONSOR BENEFITS:
(\$2,500 Contribution)

- An example of this would be: **(your name here) presents "SASA 2007 Awards Show"**
- Name/Logo on SASA Awards Page on Website
- Logo on 100,000 flyers distributed nationwide
- Website banner
- Mentioned in all Newspaper/Radio advertisements
- Mentioned in all Television Advertisements
- Booth at Host Hotel during Award Ceremony
- Full Page Color Ad Inside Back Cover of Conference Brochure
- Announced as Presenting Sponsor at the SASA Awards
- Banner displayed at the Awards Ceremony
- Name/Logo on SASA Awards Show Tickets
- Sponsor will announce one award category at SASA Awards Ceremony
- Sponsor can place promotional materials on each table at SASA Awards Ceremony
- Logo on weekly emails sent to SASA list serve of 100,000
- Name on all press kits sent out to Media nationwide
- 3 VIP tickets to all SASA Events

Sponsorship Options

SASA AFTER PARTY SPONSOR BENEFITS: (\$2,500 Contribution)

- Name/Logo on SASA Party Page on Website
- Logo on 100,000 flyers distributed nationwide
- Website banner
- Announced at the party as the official After Party Sponsor
- Ability to hand out promotional materials at the after party
- Banner at the party
- Full Page Color Ad in Conference Brochure

SASAPALOOZA SPONSOR BENEFITS: (\$2,000 Contribution)

- Name/Logo on SASA Party Page on Website
- Logo on 100,000 flyers distributed nationwide
- Website banner
- Announced at SASAPalooza as the official event Sponsor
- Ability to hand out promotional materials at the concert
- Banner at the concert
- Full Page Color Ad in Conference Brochure

KEY NOTE SPEAKER SPONSOR: (\$1,500 Contribution)

- Name/Logo on SASA Key Note Speaker Page on Website
- Introduction of Key Note Speaker along with Sponsor Credits at Conference
- Name/Logo on Banner at Key Note Speaker Address
- Website banner
- Booth at the Host Hotel
- Full Page Color Ad in Conference Brochure

SESSIONS SPONSOR: (\$1,250 Contribution) – LIMIT TO 3

- Name/Logo on SASA Sessions Page on Website
- Sponsor Credits at Conference Session
- Website banner
- Booth at the Host Hotel
- Full Page Color Ad in Conference Brochure

SILVER SPONSORSHIP BENEFITS: (\$1,000 Contribution)

- Website banner
- Booth at the Host Hotel
- Booth at the Culture Show
- Full Page Color Ad in Conference Brochure
- Logo on weekly emails sent to SASA list serve of 100,000

BRONZE SPONSORSHIP BENEFITS: (\$500 Contribution)

ONLY VALID before Nov 15th

- Booth at Host Hotel (Value of \$500)
Or
Full Page Ad in the Conference Brochure (Value of \$300)
- Website Banner on the Official SASA Website (Value of \$200)
- Name/Logo on SASA Website as a sponsor (Priceless)

Remember, this offer is only good until Nov. 15th, but the earlier you commit, the longer your banner and logo appear on www.SASAWEB.org. Don't miss out on this opportunity to market to thousands of South Asian youths on the continent.

A la Carte Options

Conference Brochure Advertising

Specifications:

- Brochure Size: 8 ½ by 5 ½
- Color

Prices: Half Page Ad - \$ 250 Full Page Ad - \$ 350

Website Banner Advertising

Prices: Website Banner - \$ 250 Design of banner ad - \$ 50

Booth at Hotel

Details: Booth at Host Hotel

Price: \$ 500

Booth at Culture Show

Details: Booth at the Culture Show venue

Price: \$ 300

Name on OFFICIAL SASA CONFERENCE WRIST BANDS

Details: Name or Logo on Official SASA Conference Wrist Band

Price: \$ 1500

Name on OFFICIAL SASA GIVEAWAY BAGS

Details: Name or Logo on Official SASA Hand Out Bags

Price: \$ 1000

Logo/Name on Emails

Details: Clickable link to your website on weekly emails sent to SASA List Serve

Price: \$ 500

Customized packages can be created to fit your budget and marketing needs.

Please contact us at sponsorship@sasaweb.org

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