THE AMERICAN INDIA FOUNDATION’S
NEW YORK YOUNG PROFESSIONALS CHAPTER
2011 CORPORATE SPONSORSHIP
The American India Foundation is a non-profit committed to accelerating social and economic change by connecting the resources of caring Americans to marginalized communities in India.
Founded under the leadership of President Clinton in 2001

“As the United States and India grow increasingly interdependent, it is imperative to have an organization like AIF that engages Americans to contribute to India’s progress... by supporting the AIF bridge, you are not only helping AIF remain a bastion of opportunity for the country’s poor, but also helping its democracy to thrive and flourish.”

-William Jefferson Clinton, AIF Honorary Chair
AIF was named one of TWO BEST DIASPORA PHILANTHROPY ORGANIZATIONS WORLDWIDE

AIF “achieves 10 times more positive social impact from donor contributions than its average peer.”

- AIF is the largest India Diaspora organization in the US and has partnered with over 115 NGOs
- AIF has positively impacted the lives of over 1.5 million marginalized Indians since 2001.

- Over 237,000 children provided an education
- 48,000 unemployed youths trained in market-ready skill programs
- 750,000 children have been taught to use digital technology
**AIF NYYP 2011-2012 CORPORATE SPONSORSHIP**

**Philanthropy**

- **Collective Philanthropy**: Greater strength in working collectively rather than individually. Pools philanthropic resources, invests in large scale projects and unites diverse groups with a desire to achieve change.

- **Secular Philanthropy**: AIF adheres to the principles of secularism. AIF partners with organizations that serve all regardless of their faith.

- **Strategic Philanthropy**: The deep experience of AIF supporters enables us to achieve significant impact. Our programs are effective, scalable and replicable solutions.

- **Leveraged Philanthropy**: AIF leverages its resources to create exponential impact for every dollar it invests. $1 invested by AIF leverages $13 in matching investments from state and corporate donors.
Established in 2007, the New York Young Professionals ("NYYP") is AIF’s first and largest young professionals chapter in the US.

NYYP has a goal of mobilizing and engaging motivated young professionals in the U.S. to raise awareness and financial support for AIF.

NYYP has established a strong network in the local community and online, with 1,000+ followers and an attendance of 100-300 at each event.

In under four years, the chapter has raised over $110,000 for our partners.
FOUR PRIMARY ANNUAL EVENTS:

- October: “Your Voice for the Cause” initiative selection event
- February: AIF Clinton Fellows Discussion Panel
- April: Annual Benefit Fundraiser
- June: Summer Mixer

- Other smaller events include
  - Film Screenings
  - Panel Discussions

- Our attendees are primarily professionals between the ages of 21-35, most of whom work in finance, consulting, law, and health care.
At our first event of this fiscal year, 175 young professionals helped select Nidan as the chapter’s 2010-2011 cause.

- **Nidan’s** mission is to empower and implement the rights of marginalized, unorganized laborers (e.g. migrant workers, street vendors, rag pickers), providing opportunities for income generation, education, health, and low cost housing.

- **Nidan** aims to increase community participation and invest in childhood education:
  
  - Complete coverage of children aged 3-14 years in elementary education across Patna, Bihar’s capital city, allowing children to be mainstreamed into government schools.
  
  - Currently educating over 4,000 children each year at a cost of approximately $150 per student.
  
  - Empowering communities to demand that local government implement free, high quality education under India’s Right to Education Act.
• Past Benefits have featured keynote speakers, remarks from AIF leadership, cultural performances, live and silent auctions and dancing.

• Sold out for three years running: the Benefit has grown from 150 attendees in 2008 to 220 in 2010, and 300 attendees are expected at our 4th Annual Benefit on April 9th, 2011 at The Metropolitan Pavilion.
SPONSORSHIPS:

Allow companies and organizations to join the chapter:

- Support our partner organization, Nidan, and demonstrate shared commitment to AIF’s development effort
- Provides an attractive, targeted, and cost-effective marketing opportunity to reach a valuable audience in a prestigious setting

PAST SPONSORS INCLUDE:
A POWERFUL PARTNERSHIP

We will provide the sponsor with the following benefits throughout 2011:

- Right to promote/co-brand our events
- Positive brand visibility through event marketing materials, on-site signage, and the NYYP website
- Opportunity to showcase products/services to a highly desirable consumer demographic
- Customized sponsorship plan for targeting specific audiences and achieving desired objectives
### Annual Benefit Fundraiser

**Diamond - $25,000 (Only 1 Sponsor)**
- Lead Branding/Sponsorship Partner for all 2011 events – marquee logo placement on all event materials, and inclusion in Benefit Name … “AIF NYYP’s 4th Annual Benefit brought to you by ______.”
- Full-page advertisement in all event programs
- Placement of promotional material in gift bags and customized marketing plan
- Company logo on all pre-event publicity and on chapter website
- Eight tickets to all events and prime seating for Eight at our Annual Benefit

**Platinum - $10,000**
- Half-page advertisement in all event programs
- Placement of promotional material in gift bags and customized marketing plan
- Company logo on all pre-event publicity and on chapter website
- Eight tickets to all events and prime seating for Eight at our Annual Benefit

**Gold - $5,000**
- Quarter-page advertisement in all event programs
- Company logo on all pre-event publicity and on chapter website
- Four tickets to all events and prime seating for four at our Annual Benefit

**Silver - $2,500**
- Company logo in all event programs
- Company logo on all pre-event publicity and on chapter website
- Two tickets to all events and prime seating for two at our Annual Benefit
**CORPORATE SPONSORSHIPS**

- We encourage you to review this information packet and consider which sponsorship package would be appropriate for your company.
- All sponsorships are tax-deductible to the limit allowable by law, with full documentation provided upon request.

**OTHER SPONSORSHIPS**

- Should a cash sponsorship not be feasible at this time, we are also happy to accept donations of goods and/or services for our live and silent auctions.
- These donations are also tax-deductible to the limit allowable by law.

**PERSONAL DONATIONS**

- Personal donations are also accepted and appreciated.
- Checks made out to “American India Foundation” can be mailed to:
  
  American India Foundation
  Attention: Chand Nirankari (NYYP)
  216 East 45th Street
  7th Floor
  New York, New York, 10017
AIF Board Members

AIF Board

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NYYP Chapter Coordinators

- Pankti Desai, Anoop Rustgi
  Chapter Leaders
- Jyoti Halarnakar, Laszlo Syrop
  Administration and Organizational Development Committee
- Rob Cohan, Shashwat Mishra, Priyanka Prakash
  Event Planning Committee
- Anand Bhatia, Vikas Goela
  Finance Committee
- Sunny Parikh, Akila Raman, Rahul Sharma
  Fundraising Committee
- Swati Balakrishnan, Meghna Krishna, Amitha Raman
  Marketing Committee
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- Vinny Maknoor, Susan Singh
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