



UNDER THE 15 STARS

A BANGALORE SLEEP-OUT EVENT.

SPONSORSHIP PROPOSAL



A sleep out event that marks the start of

Daan Utsav

The Joy of giving week festival



Daan Utsav

- ❖ Initiated in 2009, Daan Utsav celebrates “Giving”
- ❖ Celebrated between Oct 2 – Oct 8
- ❖ Donations go out in the form of Cash, Kind, Skill or Time
- ❖ Daan Utsav has no religious, political or geographical affiliations
- ❖ It is NOT an ngo or an organisation of any form
- ❖ For the people, by the people



About UTS

- ❖ Under the Stars is an annual Bangalore sleep-out event on **Oct 1st**, as a part of the Daan Utsav celebrations.
- ❖ Our mission is to **raise awareness and funds for the homeless.**
- ❖ The real value in Under The Stars lies in the awareness created for our associated NGOs working towards the protection and service of the vulnerable and disadvantaged.
- ❖ The previous two editions were held at the ITPL Cricket grounds, Whitefield. This year the event will aim to attract crowds from central Bengaluru.



Night of Oct 1

- ❖ A large number of people gather and resolve to **sleep out in the open** for one night to show their **support for the homeless**.
- ❖ A minimum donation amount is collected from the participants for an NGO of their choice or the common pool, which is divided among the participating NGOs.
- ❖ In the evening, the NGOs put up a splendid show to **showcase the talent of the many homeless children and adults** whom they support.
- ❖ External performers in the fields of music and dance are also brought in to entertain the crowd.

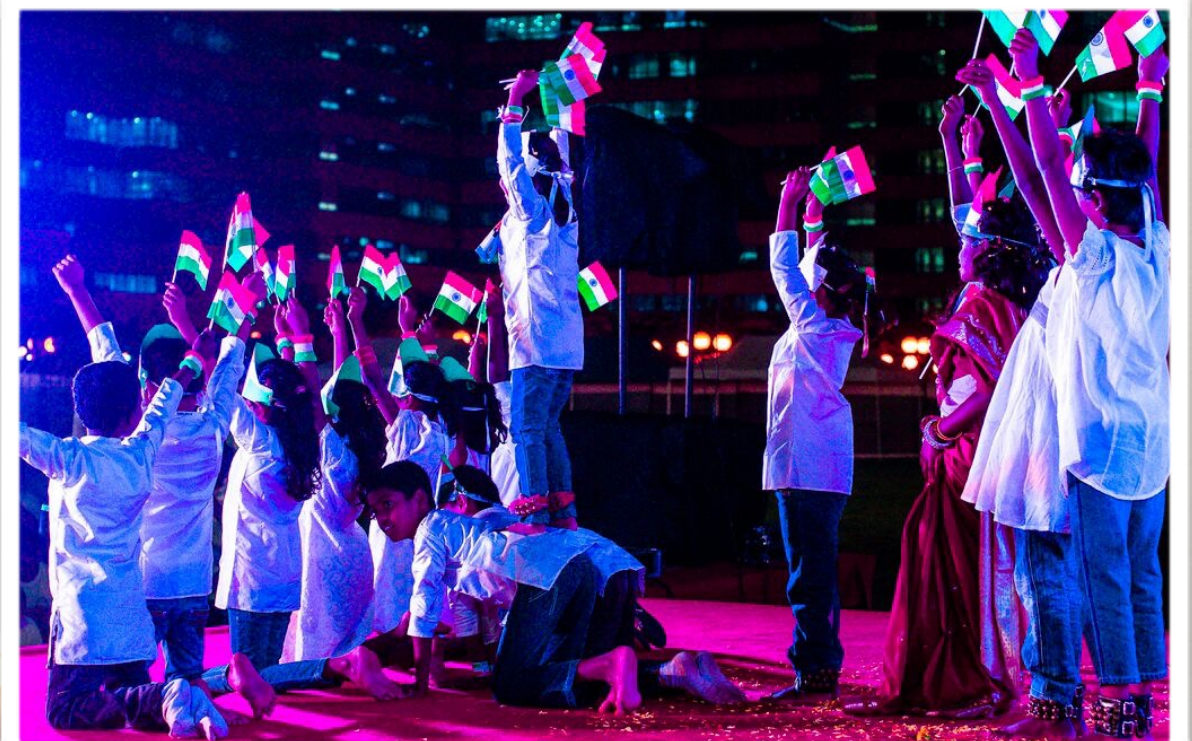


Night of Oct 1

- ❖ NGO booths are set up to engage with the crowds and enlighten them about the work the NGOs are doing.
- ❖ Food stalls are set up including traditional as well as street food.
- ❖ Bonfire in different locations of the venue keep the participants warm for the night.
- ❖ The crowds are asked to bring only a pillow and blanket to sleep out rough in the open.
- ❖ Group passes and corporate registrations are provided with reserved spaces.



Night of Oct 1



Night of Oct 1



Night of Oct 1



UTS Impact



NGOs

act:onaid

The Gate Mane
Gopalapura

BOSCO
Bangalore Oniyavara Seva Coota

CRY
CHILD RIGHTS AND YOU
www.cry.org
Ensuring lasting change
for children

UKi
BE THE CHANGE

REACHING HAND

DIGNITY
FOUNDATION

DIVINE LIGHT TRUST FOR THE BLIND
(Est. 1958)
Whitefield, Bangalore - 560 066, India. Phone : 080-28452234
E-mail : dltb@vsnl.net, dltb@rediffmail.com Website : www.dltb.org

JEEVARATHNI

SATHI

Si

proVISION ASIA



Vathsalya
CHARITABLE TRUST

Sanbhav Foundation
... empowering people, transforming lives
(A LabourNet Initiative)



Nele
a caring home for destitute children



Freedom Foundation
Changing Lives... Making A Difference !

Media Coverage

Bangalore: 300 corporates spend a night in the open to get a first-hand feel of poverty

PNB Live 

Living 'Under the Stars': A campaign for the homeless in Bangalore

NDTV

dna

Youth spice up charity events in Joy of Giving Week

Good deeds, in Gandhiji's footsteps

THE HINDU

Open-sky pajama party for homeless

THE TIMES OF INDIA

HUNDREDS JOIN JOY OF GIVING WEEK FUNDRAISER

STARRY STARRY NIGHT

These socially conscious youngsters are sleeping out for a cause

Bengaluru Chronicle

The event is about how social troubles can be reflected in an engaging fashion



Why Sponsor UTS?

- ❖ **Diverse Reach:** Event attracts people of all age groups across Bengaluru
- ❖ **Social impact:** Associate with and help multiple NGOs.
- ❖ **Online and Field promotion:** All promotional material bear the name/logo of our partners.
- ❖ **Media promotion:** Visibility among Bangalore crowd through print, radio and electronic media.



Sponsorship Categories

Title Sponsors – 6 lakhs

- The event will be called ' Under the Stars brought to you by <partner>.
- All passes/printed promotional material will have Title sponsor name and logo
- On the event day – stage backdrop will bear the name prominently
- 3 banners / 3 standees can be placed at the venue of the event
- Acknowledgement: promotional video, radio, online promotion etc.
- Title sponsor will get a reserved area on the day of the event with 20 passes.
- Visibility through newspaper articles, press releases etc.
- A stall if required will be provided at the venue on event day.
- Title sponsor will be allowed to distribute company goodies to all participants.
- 5 minutes to address the audience on event day for any promotion.
- Above all, the satisfaction of contributing to the noble cause of helping the poor, homeless and destitute children.



Sponsorship Categories

Associate Partner – 3 lakhs

- Event passes/printed promotional material will carry the sponsor name and logo.
- One banner and One standee can be placed at the venue of the event
- 5 passes for the event
- Mention in the press release for the event
- Sponsor can handover / give-away goodies to participants on event day.

Event Partner – 75,000 to 1,50,000 cash/worth of goodies

- The portfolio/name can be changed if desired by a company. Like T Shirt Partner, Auto Partner, Infrastructure Partner etc.
- Online promotion via Facebook posts and twitter.
- Logo on the backdrop and standees on the day of the event.



Promotional Activities

Online Promotion

- Email Communication to major Corporates like Oracle, Cisco, Schneider Electric and 50 other companies.
- Email communication sent out to apartments in the vicinity of the venue.
- Facebook Page activity – social outreach of 15,00,000 people with close to 2000 active followers.
- Website – 10,000+ unique hits as of this moment.

Media Promotion

- PR articles in newspapers before and after the event.
- Press Conference
- Radio announcements
- Coverage by News Channels on the day of the event.

Field Promotion

- Flyers to 1 lac+ people at corporate tech parks, malls and apartments.
- Posters and Tent cards displayed at major restaurants and hangout places.



Organizers



CHARITY PARTNERS



Thank You

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