



**BRIHAN MAHARASHTRA MANDAL PRESENTS:**

**MAIYTRA – Maharashtra Association of Indian Youth Together  
Representing America**

## **SPONSORSHIP BROCHURE**

July 3<sup>rd</sup> – July 6<sup>th</sup> 2008

San Francisco, California

[www.maiytra2008.org](http://www.maiytra2008.org)

[maiytra.2008sf@gmail.com](mailto:maiytra.2008sf@gmail.com)

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## WHAT IS MAIYTRA?

### MAHARASHTRIAN ASSOCIATION OF INDIAN YOUTH TOGETHER REPRESENTING AMERICA

The name Maharashtra means the 'The Great State'. Maharashtra gets its name aptly, because it is one of the largest states in India, both in terms of area as well as population. It also has the highest economy of any other state in India. Maharashtra is most recognized for the city of Mumbai (formerly Bombay). People who originate from Maharashtra are known as Maharashtrians. MAIYTRA convenes the largest spectrum of Maharashtrian youth from across North America and from the U.K, representing varied industries, professional and educational backgrounds. This Conference, held biennially since 1994 by BMM of North America, has been recognized globally as a one-of-a-kind opportunity to reach, network with, and recruit outstanding talent and leadership from a key demographic group that is driving the future.



## AUDIENCE PROFILE

The Indian American professional community is an increasingly targeted demographic by organizations for a variety of reasons. In the July 11, 2005 issue of *TIME* magazine, the purchasing power of Indian Americans was recognized as higher than any ethnic group in America. Whether it is their advanced degrees, successful careers, and high income levels or the cultural diversity they bring to any community, professionals of Indian origin have much to contribute in aspects of business and civic activity.

\$65,000 is the average income of the professional attending the MAIYTRA conference

MAIYTRA attendees are involved with major organizations in North America including: Abbott Lab, American Express, Coca-Cola, Choice Hotels, Delta Airlines, Ericsson, Ford Metlife, Microsoft etc.

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## ATTENDEE DEMOGRAPHICS

Few Conferences Deliver Attendees With Such An Attractive Demographic

400+ professionals & students between age 18-35 Conference attendees are educated, driven and involved.

80% of Conference attendees are employed or are studying to enter fields such as: Biotechnology, Accounting, Finance, Government, Healthcare, Hospitality, Informational Technology, Law, Medicine, Pharma, Communications and more.

Attendees come in from all around the country, Canada, and the United Kingdom.



## PROGRAM OVERVIEW

### 2008 Conference Sessions and Topics

The MAIYTRA conference reaches out to our attendees by providing opportunities for professional, educational, cultural and personal development. Various seminars and organized activities are offered throughout the event focusing on the following topics:

- Career Growth
- Resume Building
- Networking
- Culture, Traditions and History
- Language
- Social
- Financial Planning
- Career/Life Balance
- Program Overview



## THE VENUE

### HILTON, FINANCIAL DISTRICT

The Hilton San Francisco Financial District sits at the crossroads of the city's most exciting, historic, and culturally-diverse districts. Surrounded by the Financial District, the 'Wall Street of the West,' North Beach, named one of America's top neighborhoods, and the largest Chinatown outside of Asia, the hotel places guests in the center of the action. This landmark hotel soars 27 stories over the "City by the Bay," offering stunning panoramic views of the skyline and San Francisco Bay.

The Hilton San Francisco Financial District hotel boasts 544 spacious and luxuriously-appointed guest rooms, including 7 specialty suites. No expense has been spared to ensure your absolute comfort. This luxurious Hilton hotel in San Francisco provides everything you need for both productivity and pleasure.

[www.sanfranciscohiltonhotel.com](http://www.sanfranciscohiltonhotel.com)



## SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities at MAIYTRA's (BMM MAIYTRA executed by MMBA) National Conference are tailored to provide excellent visibility for organizations. With your sponsorship, you will receive high exposure to this demographic over the course of our 3-day event, as well as the year leading up to the event. Our sponsorship levels are as follows:

	Individual Ad \$200	Individual Ad \$300	Individual Ad \$400	Exhibition \$650	Silver \$1,000	Gold \$2,000	Platinum \$5,000	Grand \$10,000
Logo on Tote Bag <sup>1</sup>				✓	✓	✓	✓	✓
Logo in Program Book <sup>2</sup>				✓				
Logo on T-shirt <sup>3</sup>						✓	✓	✓
Qtrr page b/w ad 3.75" X 5.0"	✓				✓			
Half page b/w ad 7.5" X 5"		✓				✓		
Full page b/w ad 7.5" X 10"			✓				✓	
Full page color ad 7.5" X 10"								✓
Sponsorship registration and link on website					✓	✓	✓	✓
Market your Materials					✓	✓	✓	✓
On-site booth				✓		✓	✓	✓
Exclusive Breakout Event							✓	✓

1. Available until April 30<sup>th</sup> 2008

2. Available until May 31<sup>st</sup> 2008

3. Available until April 30<sup>th</sup> 2008

## MAIYTRA 2008 SPONSORSHIP AGREEMENT

### Company Information

Organization name

\_\_\_\_\_  
(Exactly as you wish for it to appear on all promotional materials)

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Company Phone \_\_\_\_\_ Company URL \_\_\_\_\_

Contact person \_\_\_\_\_ Title \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

### AGREEMENT

- MMBA reserves the right to determine the appearance such as size and location of the company name/logo on event materials/merchandise.
- MMBA reserves the right to select merchandise for giveaway items, such as gifts, bags, and shirts.
- MMBA reserves the right to determine all event/seminar materials, including but not limited to worksheets, displays, and props.
- MMBA reserves the right to review and edit and/or reject content of company descriptions, advertisements, promotional materials, and verbal remarks for speaker introductions, etc.

## Agreement contd.

Sponsor is solely responsible for any legal liability arising out of or relating to the Sponsorship Materials. Sponsor represents and warrants to MMBA that it has full authority to provide and use the Sponsorship Materials as contemplated by this agreement, and that such provision and use of the Sponsorship Materials do not and will not violate any copyrights, trademarks, trade secrets or other proprietary rights of any third party or create any liability to any third party. Sponsor further warrants that the Sponsorship Materials do not contain any matter that is defamatory or which may cause injury or result in damage to any third party and that the Sponsorship Materials do not contain any matter that is false or deceptive. Sponsor also represents and warrants that it will comply with all applicable laws and rules or regulations regarding attorney ethics, conduct and advertising in its performance under this agreement. Sponsor acknowledges that any breach of Sponsor's representations and warranties in this agreement is a material breach of this agreement. Sponsor shall defend, indemnify and hold harmless MMBA from and against any and all third-party claims, actions, causes of action, liabilities, damages, costs, and expenses, including attorneys fees, arising out of or related to any facts or alleged facts which, if true, would constitute a breach of such representations or warranties.

\_\_\_\_\_ (Company Name) hereby agrees to abide by the rules and regulations governing sponsorships and advertising set forth in this agreement and to all conditions of MMBA / BMM MAIYTRA 2008. Signature of Authorized Agent: Name/Title (print): \_\_\_\_\_  
Date: \_\_\_\_\_

## Payment Information

Payment for sponsorship fees (U.S. currency) must be submitted with this contract in order to secure sponsorship benefits. All checks must be CASHIERS CHECKS payable to "MMBA" and remit with original signed agreement and correspondence to:

Maharashtra Mandal Bay Area  
c/o Aarati Soman  
600 Montgomery Street, 32nd Fl.,  
San Francisco, CA, 94115

**Submit logo or ad to:**

Aarati Soman

aarati.soman@gmail.com

**Ad Specifications:**

Camera Ready High resolution PDF Format with embedded fonts is preferred.

**Logo Specifications:**

Please forward both your color and black & white logo in high resolution jpeg, eps, or tiff format for uploading on our website and conference materials.

**Check list: What to Return to MMBA****With this correspondence**

Completed Sponsorship Agreement signed by Authorized Agent

Cashiers Check

**Via email to Aarati Soman**

Company logo or ad ASAP for uploading onto our website and conference materials to

aarati.soman@gmail.com

**Contact Information**

For more information about Sponsorship Packages or Alternate Opportunities, contact Aarati Soman at aarati.soman@gmail.com

**Thank you for you interest and support in our organization!**