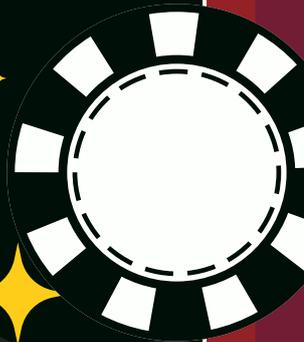


# TB&N

SPONSORSHIP PACKET

2026



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# ***About Tu Bhi Nachle***

Tu Bhi Nachle, George Mason University's premier Bollywood fusion dance competition, is an event dedicated to cultivating a deep appreciation for the various styles of dance. It was established in 2015 as a platform for students to showcase their creative interpretations of the cultural fusion between their South Asian roots and Western experiences in a storytelling way.

With each passing year, Tu Bhi Nachle has garnered increased attention and engagement, drawing a larger and more diverse audience. Beyond showcasing exceptional talent, it has grown into a vital space for connecting individuals from varied backgrounds, fostering unity, and instilling a deep-seated appreciation for the arts across the DMV region. The event's ability to bridge cultural gaps and inspire a shared love for creative expression makes it a cornerstone in promoting community enrichment and diversity.

## ***What We Do***

Beyond offering a weekend of talent, delectable cuisine, excitement, and indelible memories, our primary objective remains creating an engaging event that fosters the competitive spirit and champions the propagation of South Asian Culture.

Our aim is to offer an environment where teams can showcase their talent, passion, and love for the art of dance. Scheduled for March 14th, 2026, this year's competition aims to raise \$30,000 to ensure the success of the event.

# Sponsor Benefits



## Community

Each year, our dedication to supporting the dance community continues to expand. This past year, we had 8 fusion collegiate dance teams flying in from across the country to compete at TBN!

## Youth Development

Tu Bhi Nachle provides a stage for young individuals to unite and connect through their skills and shared passions. It enables them to form new connections and explore fresh prospects. Juggling their academic responsibilities with their extracurricular pursuits is an essential skill they must develop.



## Cultural Enrichment

Our goal is to establish a platform to fuse the various styles of South Asian and Western dance. Our mission extends beyond mere performance; we are dedicated to fostering an environment that celebrates diversity, promotes cultural enrichment, and provides unwavering support for the arts.



# PACKAGES

If you believe in our cause and want to offer your generous support, below is information about our four-tier sponsorship levels. Other options include sponsoring prize money for our winning teams: **1st place(2) (\$750)**, **2nd place(2) (\$500)**, and **3rd place (\$250)**.

<b>2026 TBN Sponsorships</b>	<b>Diamond \$1000</b>	<b>Gold \$500</b>	<b>Silver \$250</b>	<b>Bronze \$100</b>	<b>Copper \$50</b>
<b>Recognition by emcee during event</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Social media &amp; website advertising</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	
<b>Name/logo featured on marketing materials</b>	<b>X</b>	<b>X</b>	<b>X</b>		
<b>Complimentary show tickets</b>	<b>6</b>	<b>4</b>	<b>2</b>		
<b>Ad in program</b>	<b>full page</b>	<b>1/2 page</b>	<b>1/4 page</b>		
<b>Name/Logo in official TBN video</b>	<b>X</b>	<b>X</b>			
<b>Name/Logo on all t-shirts distributed nationally*</b>	<b>X</b>				
<b>Printed banner on stage at the event*</b>	<b>X</b>				
<b>Stage Time</b>	<b>X</b>				

# Metrics

## Instagram



## Accounts Reached



## Impressions



## Livestream

In our most recent event, we drew a substantial crowd of over 4000 attendees, both in-person and virtually. Please see the link below for our 2023 livestream.

**[Tu Bhi Nachle 2024 Livestream](#) | [Sashu Media](#)**

# **Contact**

We are eager to partner with you and open to creating a customized sponsorship package that is tailored to your specific needs.

Additionally, your support via our GoFundMe would be immensely appreciated—any donations, regardless of size, make a significant impact on our cause. Please click [here](#) to access our GoFundMe page directly.

Please email us any concerns or questions you may have regarding Tu Bhi Nachle or Sponsorship at [tbnfinancials@gmail.com](mailto:tbnfinancials@gmail.com)!

We kindly urge you to review this packet and consider if this non-profit organization and its mission align with your interests. Any contribution, no matter the size, brings us a step closer to our ultimate goal. Your support is invaluable to us.

Thank you for your time and consideration!

Kindly,  
Sindhoori & Vireshma  
TBN Sponsorship Chairs 2026