SAMHAJ

South Asian Mental Health Awareness in (New) Jersey

A program from National Alliance on Mental Illness of New Jersey - a 501(c)3 organization

1562 Route 130, North Brunswick, NJ 08902 www.naminj.org/programs/samhaj/samhaj.html

December 22, 2008

Dear Sponsor,

South Asian Mental Health Awareness in Jersey (SAMHAJ) is a program that seeks to improve the lives of South Asian immigrants in New Jersey who are affected by mental illness. We do this by providing support, education and advocacy for individuals and families.

In support of this mission, **SAMHAJ is organizing *DISHA - A Journey of Hope*, a concert of music and dance by the popular singing group Hidden Gems, and accomplished classically trained dancers** to be held on **March 22,th 2009**. The proceeds from this event will be used for funding SAMHAJ activities, which include:

- Mental illness support groups where people can get emotional support
- Education about treatment options and resources
- Referrals to appropriate treatment and support services
- Advocating for those denied their basic rights

We would like to **invite you to partner with SAMHAJ**, and to join us in our mission by becoming a sponsor of this event. You can support this event:

- By becoming a **Sponsor** (details on page 3)
- By **advertising** in our Ad Journal (details on page 3)
- By **purchasing** VIP tickets (details on page 3)

SAMHAJ helps South Asians with mental illness and their families in New Jersey. We guide immigrants on how to access mental health services and provide a inclusive, culturally sensitive environment for families to get the community support they so desperately need. Since its inception in 2001, SAMHAJ has served more than **3000 people in need.**

SAMHAJ is a program from NAMI NEW JERSEY (the National Alliance on Mental Illness of New Jersey) a **501(c)(3) registered non-profit organization** that has been operating in New Jersey for twenty four years. All donations made to SAMHAJ are tax-exempt.

This event will help your organization reach out to audiences across the ethnic and mainstream spectrum. Most organizations across the world have found corporate social responsibility to be an effective tool in the creation of positive brand imagery and enhanced loyalty from consumers.

SAMHAJ believes that each of us, as individuals and organizations, can make a difference and that every contribution is invaluable. **We look forward to your support** for ***DISHA - A Journey of Hope***, which will take us in the direction of providing a brighter future for South Asians affected by mental illness in New Jersey.

Yours sincerely,

Aruna Rao

Aruna Rao
Director, SAMHAJ
e-mail: arao@naminj.org
Phone: 732-940-0991

samhaj
Presents

DISHA 2009

Journey of Hope

SPONSORSHIP PROPOSAL

About the Event

DISHA 2009 is an evening of Indian music and dance, featuring **Hidden Gems**, a popular band in New Jersey, and talented Bharatanatyam and Kathak performers **Preeti Diwan, Aashish, and Neha Sehgal**. A brief presentation about SAMHAJ will be provided during the event. The proceeds of the event will go towards support for families and individuals affected by mental illness.

About the Attendees

DISHA 2009 is a ticketed event that will attract a wide range of people, including the large Central Jersey South Asian community of working professionals, students from nearby Rutgers and Princeton Universities, and attendees from the mental health advocacy community of New Jersey.
The number of attendees is expected to be 500.

The Music: Hidden Gems

Hidden Gems (www.hidden-gems.org) is a popular singing group in New Jersey. Hidden Gems supports other nonprofit organizations that serve social causes. Their slogan is *"Sing with Passion, Support a Cause!"*. From the "golden oldies" to contemporary beats, the Hidden Gems singers have enthralled and energized audiences with their skillful renderings of Hindi film songs. They have performed at the Annual Asian Pacific American Heritage Festival in New York, and were the first Asian music group to perform at the Summer Concerts in the Park in South Brunswick in June 2008.

Through their performances Hidden Gems have helped raise thousands of dollars in the past few years for charities, including those that benefited Tsunami victims and victims of Hurricane Katrina, the South Brunswick Public Library, and South Asian children's charities.

The Dancers

Preeti Diwan & Aashish: Two talented Bharatanatyam dancers will present a high energy performance of elegant dramatic mime and complex rhythms with their combined and solo pieces.

Neha Sehgal: A graceful and talented Kathak dancer will bring an ethereal blend of intricate footwork and fluid movement to the performance.

DISHA 2009
Journey of Hope
Sponsorships

*SAMHAJ invites your company or organization to sponsor **DISHA 2009**. We offer three different levels of corporate sponsorship plans, the opportunity to advertise in our Ad Journal, and to purchase premium seating. The details of the sponsorships along with their benefits are provided below.*

Sponsorship Levels	Your involvement	How it works
DISHA Primary Sponsor	Sponsor $5000	Your organization's message (up to 25 words) on all email promotions sent to mailing lists and newsgroups. Informational Table at the venue. Corporate logo and organization's name on all publicity material, emails and website for the event. Company Banner in prominent location 8 Complimentary VIP tickets Onstage announcements Visibility on the SAMHAJ/NAMI NJ website promotion of the event.
DISHA Major Sponsor	Sponsor $3000	Your organization's name on all email promotion sent to mailing lists and newsgroups. Informational Table at the venue Corporate logo and organization name on all publicity material, emails and website for the event Banner on site 6 Complimentary VIP tickets Onstage announcement Visibility on the SAMHAJ web site
DISHA Event Sponsor	Sponsor $1500 towards event costs	Your organization's name on all e-mail promotion send to mailing lists & newsgroups. Corporate logo and organization name on all publicity material, e-mails and website for event. 4 Complimentary VIP tickets Onstage announcement Visibility on SAMHAJ website
DISHA Ad Journal Sponsor (Back Cover)	Sponsor $1000	Full Page Advertisement on back cover of Ad Journal 4 Complimentary VIP tickets
DISHA Ad Journal Sponsor Inside Cover (Front or Back)	Sponsor $800	Full Page Advertisement on Front or Back Inside Cover of Ad Journal 4 Complimentary VIP tickets
DISHA Ad Journal Supporter	Sponsor $500	Full page Advertisement 4 Complimentary VIP tickets
DISHA Gold Advertiser	$200	Full Page for message
DISHA Silver Advertiser	$100	Half Page Space for message
DISHA Bronze Advertiser	$75	Business Card Space for message
Disha VIP Tickets	$100	Premium Front Row Seating

***In order to make production deadlines please confirm sponsorships by January 30, 2009**

Sponsorship Form

DISHA 2009

Journey of Hope

Levels of Sponsorship:

Primary Sponsor:	**$5000**
Major Sponsor:	**$3000**
Event Sponsor:	**$1500**

Ad Journal Sponsorships

Ad Journal Back Cover Sponsor:	**$1000**
Ad Journal Front/Back inside cover Sponsor:	**$800**
Ad Journal Supporter:	**$500**
Gold Full Page Advertiser:	**$200**
Silver Half Page Advertiser:	**$100**
Bronze Business Card Advertiser:	**$75**

I want to be a _____supporter. Please accept our sponsorship of $_____.

(Please make all checks payable to SAMHAJ–NAMI NJ.)

We understand we will receive benefits for this level of sponsorship.
We also understand that we can help by getting our sponsorship in early to help cover costs for this event.

Please Print:

Name of Organization_____

Phone_____Fax_____

Company Representative_____

Email _____

Address_____City_____State_____Zip_____

Signature of Representitive_____

Date_____

Please Enclose on CD:
Corporate Name, Banner and/or Logo in jpg format
Ad in jpg format.

Please print, complete, and send this form with your sponsorship check and CD to:

DISHA 2009 Sponsorship
SAMHAJ - NAMI NJ
1562 Route 130
North Brunswick, NJ 08902

Contact Aruna Rao at 732 940 0991 or e-mail arao@naminj.org for details.

DISHA 2009 Ad Sizes

- **Artwork must be no less than 300 DPI**
- **Printed on glossy paper (camera ready) or**
- **PDF file**
- **Please send exact size!**

Back Cover, Inside covers & Full Page Ad- 7” wide x 9.5” high

Half Page Ad– 7” wide x 4.75” high

Business Card Ad - 3.5” wide x 2” high

DISHA

Journey of Hope

Join us for an evening of celebration to benefit SAMHAJ, a South Asian mental health awareness program of NAMI NEW JERSEY, the state affiliate of the National Alliance on Mental Illness. Performances feature popular music by Hidden Gems, Kathak by Neha Sehgal and Bharatanatyam by Preeti Diwan.

Tickets can be purchased at the door or in advance.

$50 Premium Admission
$20 Regular Admission
$15 Students and Seniors
$10 Children Under 12

4:00 - 7:00 p.m.
Sunday, March 22, 2009
North Brunswick High School Auditorium
(Raider Road, North Brunswick, NJ 08902)

To purchase tickets or for more information, contact NAMI NEW JERSEY at (732) 940-0991

Dr. Chandrakala Kamath (609) 921-1419
Jaishree Ramnath (609) 936-9168
Shrabanee Shah (732) 533-7632
Madhu Sehgal (732) 792-1673
Padmaja Racharla (609) 275-0243