



## **INDIAN CLASSICAL MUSIC AND ARTS FOUNDATION**

**Preserving, Nurturing, and Celebrating  
Indian Classical Music & Arts**

## **EVENT SPONSORSHIP OPPORTUNITIES**



## **ABOUT ICMA FOUNDATION**

The Indian Classical Music and Arts (ICMA) Foundation is a 501(c)(3) registered non-profit (Tax ID 45-1625705) founded with a vision to spread the magic of Indian classical music among global audiences, and share with them a slice of authentic Indian cultural heritage. We aim to achieve this through meticulously planned and executed concerts, workshops, lecture-demonstration sessions and artist interactions.

## **MISSION**

To preserve, nurture and celebrate Indian classical music through activities and projects aimed at exposing diverse audiences to this art form and aiding its sustainment through charitable initiatives and community involvement.

## **ABOUT INDIAN CLASSICAL MUSIC**

With its roots tracing back to the Vedic period, Indian Classical Music is a rich art form that evolved over thousands of years absorbing elements of Persian music and folk music from the Indian sub-continent. Patronized by kings and often performed on religious occasions and in royal courts, it has been handed down from generation to generation in the “*Gurukul*” tradition.

Infusing this rich musical art form into the contemporary lifestyles and music scene in the San Francisco bay area, we aim to create a cultural nexus between the distinctly unique worlds of Indian and Western musical arts.

Since our initiation in June 2010 we have quickly established ourselves as the premier Indian classical concert producers and presenters through unique offerings like the following.

**My Father Pt. Bhimsen Joshi** – Celebrating the life of a legend

JCC Auditorium, Palo Alto  
Sold to capacity ~325



**Melange** – a bouquet of musical forms

De Anza Auditorium, Cupertino  
Sold to capacity ~600



**Song of the Divine** in partnership with Stanford University School of Music

Dinkelspiel Auditorium, Stanford  
Sold to capacity ~700



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**Two Traditions** – a  
confluence of Dhrupad  
(Gundecha Brothers) and  
Khayal (Dr. Prabha Atre)

Carrington Hall, Redwood  
City

Sold to capacity ~800



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**Celebrating the legend:**

A journey into sublime with  
Pandit Jasraj

Palace of Fine Arts, San Francisco

Sold to capacity ~1000



**OUR NEXT EVENT**

**MAHESH KALE**

**Live in Concert**

**Sur Niragas Ho – Pure. Soulful. Transcendent**

Homecoming concert of National Award Winner, Mahesh Kale

September 16<sup>th</sup> (Sat), 7:30 p.m

Flint Center for the Performing Arts, Cupertino

Capacity: 2300

The poster features a circular portrait of Mahesh Kale on the left. The background is a dark stage with a large audience holding up glowing lights, creating a starry effect. The text is centered and uses various fonts and colors (white, blue, green) to highlight key information.

COME CELEBRATE THE HOMECOMING OF BAY AREA'S OWN  
INDIA'S NATIONAL AWARD-WINNING VOCALIST

 **Mahesh Kale**  
LIVE IN CONCERT

**Sur Niragas Ho – Pure. Soulful. Transcendent.**

*Come on Bay Area, let's celebrate one of our own!*

*Sep 16 | 7:30 pm | Flint Center, Cupertino*

Tickets and info: visit [www.icmafoundation.org](http://www.icmafoundation.org) or call (408) 692 ICMA

We are proud to announce our Fall 2017 event – the much anticipated and awaited homecoming of our very own National Award Winner, Mahesh Kale.

Come and celebrate this special homecoming concert! Indian classical vocalist and recipient of a National Film Award conferred by the President of India, **Mahesh Kale**, along with an elaborate ensemble of stellar instrumentalists from India, will take us on the musical adventure that has captured the hearts of audiences worldwide. Endearingly called the “unlikely rock star,” Kale has captivated audiences of all ages with his soulful performances that reflect an earnest reverence for the purity of Indian classical music tradition while embracing experimentation, technology, and youthfulness. After many performances around the world, this program is being presented for the first time in the Bay Area, Kale’s home, and is his first hometown feature concert since receiving the prestigious National Award.

The iconic Flint Center is perhaps the only befitting venue for a concert and celebration of this nature in the Bay Area.

We expect to host yet another sold-out event with more than 2000 people in attendance. Our attendees represent a wide diaspora of art and music lovers. Several of these also happen to be successful and budding entrepreneurs in technology, life sciences, finance, and related fields.

- Partner with a young, vibrant organization that is working towards a noble charitable cause of promoting, preserving, and celebrating classical music and art
- Be a part of an event that attendees will cherish for a long time to come
- Reach ~2000+ music and art connoisseurs who also happen to be successful silicon valley professionals and entrepreneurs.

[Click here for the Press Release](#)





## EVENT SPONSORSHIP OPPORTUNITIES

### EXCLUSIVE TITLE SPONSOR: \$25 - 30K

Reach ~2000+ attendees – fans and patrons of art, especially south Asian classical music. We will **customize the sponsorship package to maximum benefit** within confines of our organizational constraints.

- Video ad (~1 min) before the event and in intermission during the event
- Dedicated email to ICMA mailing list to thank the sponsor. Will include a short write-up and video ad link of sponsor.
- Sponsor recognized in the beginning section of promo video that will be broadcast to ~100,000 users on our media partner's applications
- Sponsor logo on event flyer on social media and ICMA website
- Sponsor logo on event brochure/program distributed to ~2000+ attendees
- Banner / table with sponsor logo on-site
- 6 VIP tickets to the event
- Acknowledgement on stage and opportunity to meet with guests and artists
- The event includes a dinner time before concert for attendees and is an ideal time to showcase your products/services through a display table; video-pod; or any other high-tech solutions.

### PLATINUM SPONSOR: \$15K

Reach ~2000+ attendees – fans and patrons of art, especially south Asian classical music. We will **customize the sponsorship package to maximum benefit** within confines of our organizational constraints.

- Sponsor recognized in promo video that will be broadcast to ~100,000 users on our media partner's applications
- Sponsor logo on event flyer on social media and ICMA website
- Sponsor logo on event brochure/program distributed to ~2000+ attendees
- Banner / table with sponsor logo on-site
- 4 VIP tickets to the event
- Acknowledgement on stage and opportunity to meet with guests and artists
- The event includes a dinner time before concert for attendees and is an ideal time to showcase your products/services through a display table; video-pod; or any other high-tech solutions.

## **GOLD SPONSOR: \$7K**

Reach ~2000+ attendees – fans and patrons of art, especially south Asian classical music.

- Sponsor logo on event flyer on social media and ICMA website
- Sponsor logo on event brochure/program distributed to ~2000+ attendees
- Banner / table with sponsor logo on-site
- 4 VIP tickets to the event
- Acknowledgement on stage and opportunity to meet with guests and artists
- The event includes a dinner time before concert for attendees and is an ideal time to showcase your products/services through a display table; video-pod; or any other high-tech solutions.

## **SILVER SPONSOR: \$3K**

Reach the ~2000 attendees – fans and patrons of art, especially south Asian classical music.

- Sponsor logo on event flyer on social media and ICMA website
- Sponsor logo on event brochure/program distributed to ~2000+ attendees
- 2 VIP tickets to the event
- Acknowledgement on stage and opportunity to meet with guests and artists

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## **FOR INDIVIDUAL DONORS - DONOR PASSES: \$1K for 4 passes (qty customizable)**

A great way to entertain your special guests, partners, or clients who would appreciate being a part of this wonderful and classy event, while supporting a worthy cause!

Purchase a pack of 4 passes for \$1000. The invitational passes include personalized invites for the event, VIP seats, and the potential to interact with the artiste.

## **Contact Us**

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