SPONSORSHIP
PROPOSAL 2020

Make A Difference, Together
Giving is not about making a donation. It is about making a difference!
Founded in 1991, Vibha today has a volunteer network of over 2200 volunteers spread across 20 action Centers in cities across the US and India. Vibha’s philosophy is that of a social venture catalyst wherein we seed, grow and scale grassroots ideas that can solve systemic problems related to underprivileged children through a cure that involves minimal external intervention with large scale societal impact. Till date, we have supported more than 2 million children through 300+ projects in India and the US. Please Read more about our current projects at www.vibha.org.
**Niche audience:** Access to one of the most sought after demographic niches in the country. A great opportunity to reach out to the sophisticated Greater Atlanta market. Huge audience.

**Repeated impressions:** Your company’s logo will appear in all promotional materials—video advertisements, posters, and online media.

**Captive event audience:** The event attendees will be a captive & receptive audience that have taken the time to look, listen and hear about your offerings.

**Connect to the community:** Unique networking opportunity to engage with the community.

**Get Feedback:** Sample your product, showcase your offerings and collect instant feedback.

**Your commitment to the underprivileged:** All proceeds from Vibha events will go to fund child development projects in India and in the United States. By being a sponsor, you are not only taking an important step for yourself, but are also lending a helping hand to the children supported by Vibha.
The Dream Mile X, a global fundraising event

September 1-30, 2020

- **1998**
  - Hosted the first Dream Mile, Atlanta

- **20+**
  - Corporate teams that participate in the Dream Mile

- **500+**
  - Volunteers work behind the Dream Mile

- **100+**
  - Sponsors supported the Dream Mile so far

- **5,000+**
  - Anticipated number of participants for the Dream Mile X, 2020

- **5,000+**
  - Event t-shirts and medals to be distributed

- **20%**
  - 20% of the proceeds from annual revenue generated by the fundraising events given to local charities

- **65,000+**
  - Event publicity email reach, social media marketing platforms (Facebook, Instagram, Twitter)

- **20**
  - Cities that have hosted Dream Mile till date

- **$350,000+**
  - Funds raised by the Dream Mile events from all host cities in 2019

- **145**
  - Total Dream Mile editions till 2019
Did you know?

- Founded: Georgia Tech, Atlanta (1998)
- Total Dream Mile editions till 2019: 145
- Sponsors associated with The Dream Mile: 100+
- Countries host The Dream Mile: 2
- Cities that have hosted Dream Mile: 20
- Cities that will be hosting Dream Mile in 2020: 10
- People who run The Dream Mile every year: 5,000+
THE DREAM MILE/DREAM MILE X

• **History:** The Dream Mile was started with a big dream. The dream in which every child attains his or her right to education, health and opportunity. On a sparkling sunny day on **Oct 10th 1998**, **800+** participants from all sections of a community came together at **Georgia Institute of Technology, Atlanta**, in support of this dream. There has been no looking back since then. The Dream Mile has now become a permanent fixture on the calendars of thousands of runners and walkers in various cities across the USA and India.

• **The Dream Mile X** is the virtual & global version of Vibha’s Flagship fund raiser The Dream Mile. **The Dream Mile X** will be Vibha’s largest virtual fund raiser in **2020**, with an anticipated participation of **5,000+** patrons globally across the USA, India, Dubai, Singapore but not limited to these. This is a **month long walk/run virtual event in September with global participation** in support of Vibha. The participants pledge a distance, fundraising goal, along with shout outs on Social Media through this month work towards accomplishing their goals within the race time frame. The walk/run can be completed at their own pace and setting (trail, road, treadmill or in any other race!).
# SPONSORSHIP INFORMATION

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
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<tbody>
<tr>
<td><strong>Event Title Sponsor</strong></td>
<td>Event Title Sponsor, Two emails about the sponsor to 65,000+ patrons, Free 100 registrations, Sponsors name on the medals, Sponsors name on all promotional digital flyers, logo on t-shirts and in the Dream Mile X (DM X) website, 60 sec video about the sponsor during live video of DM X, Mention of the sponsors names in future global Vibha events for 1 year</td>
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<tr>
<td><strong>Sub-event Title Sponsor (50k walk, 100K walk or other event types)</strong></td>
<td>Sub-event Title Sponsor, One email about the sponsor to 65,000+ patrons, Free 50 registrations, Sponsors name on the medals, Sponsors name on all promotional digital flyers, logo on t-shirts and in the Dream Mile X (DM X) website, 30 sec video about the sponsor during live video of DM X, Mention of the sponsors names in future global Vibha events for 1 year</td>
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<tr>
<td><strong>One email about the sponsor to 65,000+ patrons</strong></td>
<td>One email about the sponsor to 65,000+ patrons, Free 30 registrations, Sponsors name on all promotional digital flyers, logo on t-shirts and in the Dream Mile X (DM X) website, 20 sec video about the sponsor during live video of DM X</td>
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<td><strong>Free 20 registrations</strong></td>
<td>Free 20 registrations, Sponsors name on all promotional digital flyers, logo on t-shirts and in the Dream Mile X (DM X) website</td>
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<td><strong>Free 10 registrations</strong></td>
<td>Free 10 registrations, Sponsors name on all promotional digital flyers, logo on t-shirts and in the Dream Mile X (DM-X) website</td>
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<td>SPONSORSHIP FORM</td>
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<td><strong>BUSINESS NAME</strong></td>
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Please make checks payable to: Vibha
Mail to: Vibha, 10830 Chatburn Way, Duluth GA 30097
Your contribution is tax-deductible: Vibha, Inc. is a 501-C (3); Tax ID 22-3122761
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