



Telugu Literary And Cultural Association

A Non-profit Tax-exempt organization (Tax I.D. number: 222182019)

The Telugu Literary and Cultural Association (TLCA) is a non-profit Tax –exempt organization which has been continuously operating in the New York Metropolitan area for 35 years. TLCA has a membership of about a thousand people in its mailing list. A significant portion of these are professionals (Doctors, CPAs, Engineers and software professionals).

TLCA organizes cultural programs several times a year. Our last major program, which was the celebration of Ugadi, the Telugu New Year, in April. This program attracted an audience of about 600 people from the Tristate area. We would like to request your support for continuing the cultural and literary activities of the TLCA in the upcoming year.

We will be celebrating **Deepavali, the Festival of Lights**, with a Grand Gala program in November of 2007. This will be a mega event with programs by invited artists from India as well as by local artists and children. There will also be a grand dinner with traditional Telugu foods. We expect about a thousand people to attend.

Sponsoring this program will be a sure and effective way to increase the visibility of your corporation to this highly desirable demographic group. We offer the following options: **Grand Sponsor, TLCA Deepavali: \$5000.00; Sponsor, TLCA Deepavali : \$3000.00**

TLCA will publish a **souvenir for the Deepavali program**. This 50 page booklet has a wide circulation, distributed to the attendees as well as to our sister organizations in the region. The attractive mix of articles, stories and poems, by local authors, guarantees that it will be passed around widely for reading and reach of an estimated 7000 Telugu people in the area.. **All sponsors will be prominently acknowledged in the souvenir.**

Advertising in the souvenir will bring your message to a large number of high-income people. We offer the following Full page, color: \$1200.00; Full page: \$ 800.00; Half page: \$400.00; Quarter page: \$250.00; Eighth page: \$100.00. Color cover page \$1500

TLCA also maintains a website <http://www.tlca.com> which carries reports, pictures, video and audio clips from the programs soon after they happen. It is also a magazine site, with fresh content – stories, poems, and news items - added every month. This website has proved to be extraordinarily popular. Over the last 12 months, the website averaged 6500 hits per day.

Advertising on the website will allow your business to capitalize on this enormous traffic. The following rates are for a 3 month placement of your message in the **new Classified section** being planned: **200x200 Pixels:** Text: \$200; Single Graphic: \$250; Anim. Graphic: \$300; **200x100 Pixels** Text: \$100; Single Graphic: \$150; Anim. Graphic: \$200

Supporting the Telugu Literary and Cultural Association has several benefits to your business or practice. Your message will reach a large number of people in the Tristate area. It will also reach the very desirable high-income professional segment. Please note that TLCA is a not-for-profit organization, and all donations are fully tax deductible. You will also be supporting the cultural and literary traditions of a culture that is thousands of years old and getting the best publicity for your charitable contribution.

(Checks may be made out to TLCA, and mailed to Vikram Jangam, Treasurer TLCA, 78, Burns Ave Hicksville, NY 11801; Please indicate correct requirements in cover letter)