
2026-2027

SPONSORSHIP PACKAGE

January 23, 2027

**University of Wisconsin
Madison**

Bucky Noh Dhol

WELCOME!



Dear Prospective Sponsor,

Thank you for your interest in being a sponsor for Bucky Noh Dhol. We are thrilled to announce the unique opportunity to be part of the national Garba & Raas Competition, which we will host this year! This event will occur at the University of Wisconsin-Madison campus on **January 23rd, 2027**.

In this packet, you will learn more about our event and our mission, as well as the impact we have through our philanthropic partners.

As a potential sponsor, you will have the unique opportunity to be a part of one of the most significant South Asian cultural events in the Midwest. By becoming a part of the BND family, you will not only tap into a growing South Asian market in the Midwest but also enhance your brand visibility through our extensive marketing campaigns. Your sponsorship will also enable you to connect with more students nationwide, potentially expanding your network and customer base.

With your partnership, we can host a successful competition. This competition celebrates South Asian culture and gives you access to a diverse and talented dance audience. We hope you join us for an unforgettable competition weekend and look forward to working with you to establish a successful event!

Sincerely,
Bucky Noh Dhol

BND SPONSORSHIP CHAIRS

KRISHNA PATEL
(224) 386-4851

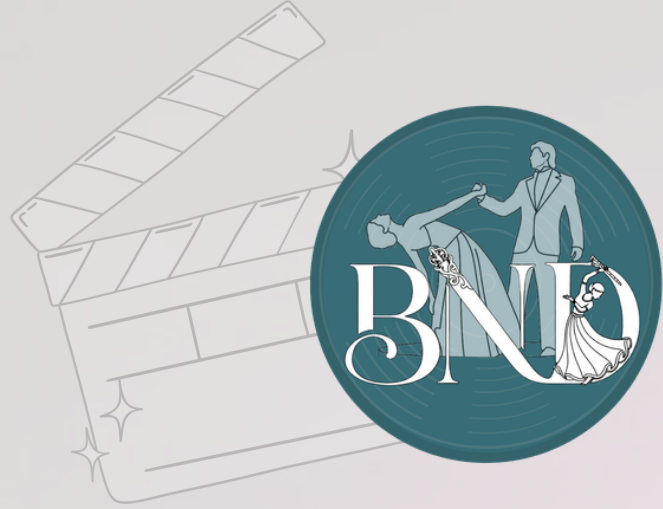
ESHAN PAREKH
(763) 339-2666

BND DIRECTORS

AANCHAL CAPOOR
(224) 409-1761

KESHAV SHAH
(650) 313-8686

ABOUT US



Bucky Noh Dhol is UW–Madison's collegiate Raas and Garba competition, bringing together dance teams from across the country to compete on one of the biggest South Asian cultural stages in the Midwest. The competition is run entirely by UW–Madison students, with our team covering everything from event production and marketing to sponsorship and philanthropy.

Raas and Garba trace back to Gujarat, where these folk dances have long been a centerpiece of festivals like Navratri. Marked by fast footwork, tight synchronization, and driving rhythms, they're as much about storytelling and tradition as they are about performance. Founded in 2024, our competition gives collegiate teams a platform to bring that tradition to life and share it with a wider audience, and has grown each year to draw more teams and a bigger audience from across the country.



SPONSORSHIP LEVELS



Every sponsorship helps power the event - from production and logistics to prizes and outreach. Here's what each level includes:

BRONZE

\$250+

- LOGO FEATURED ON EVENT PROGRAM
- POST ON SOCIAL MEDIA PLATFORMS
- COMPLIMENTARY T-SHIRTS
- 2 RESERVED VIP SEATS

SILVER

\$500+

- LOGO FEATURED ON EVENT PROGRAM
- POST ON SOCIAL MEDIA PLATFORMS
- COMPLIMENTARY T-SHIRTS
- 2 RESERVED VIP SEATS

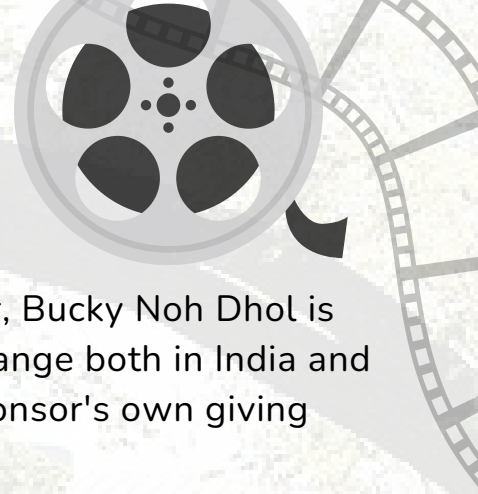
GOLD

\$1000+

- LOGO ON MERCHANDISE
- FULL PAGE IN EVENT PROGRAM
- GIFT BASKET
- BANNER IN EVENT LOBBY
- ADVERTISEMENT DURING AWARD CEREMONY
- OPPORTUNITY TO SPEAK AT THE COMPETITION

NOTE: Each level contains the previous offered tiers' opportunities.

OUR IMPACT



Giving back is part of what Bucky Noh Dhol stands for. This year, Bucky Noh Dhol is proud to support organizations working to create meaningful change both in India and beyond, through our nonprofit partners and our merchandise sponsor's own giving initiative.

CRY Madison is the Madison chapter of CRY America (Child Rights and You), a nonprofit dedicated to protecting and advancing the rights of underprivileged children. CRY partners with grassroots organizations to tackle the root causes that keep children from accessing education, healthcare, nutrition, safety, and protection from issues like child labor and child marriage.

Saath is an India-based nonprofit supporting underprivileged and marginalized communities, particularly in urban areas, through work in education, livelihood development, women's empowerment, health, and youth support. Rather than offering only short-term assistance, Saath focuses on building sustainable change – helping people gain skills, access education and employment, and achieve greater financial independence.

Walia Ways Designs, our merchandise sponsor, gives back through the Ansonia Project, directing a portion of every purchase to their Peace Corps community of Ansonia, Azua, in the Dominican Republic. Their work supports youth entrepreneurship scholarships, local business development, and creative programs for kids in the community, turning every order of BND merch into a contribution toward lasting, community-driven change.

By sponsoring Bucky Noh Dhol, you're not only supporting a celebration of South Asian culture but also contributing directly to the work these organizations do on the ground.

