

# South Asian Heritage Month

## Sponsors Toolkit 2023



# Corporate Pack 2023



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01

# Welcome



Are you ready to make a difference in your community and celebrate South Asian heritage?

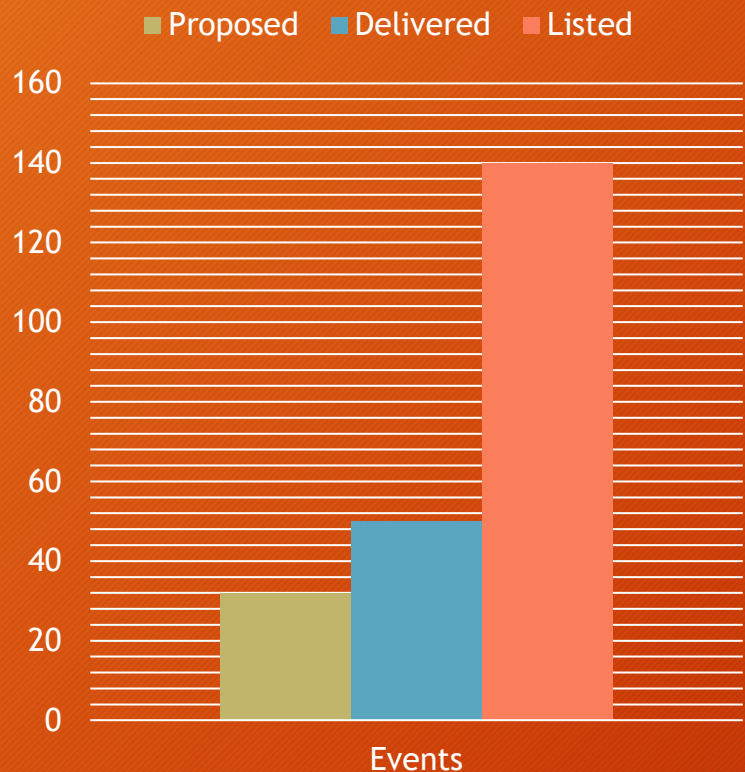
Join us as a partner, donor, sponsor, or friend of South Asian Heritage Month and be part of our mission to showcase the rich culture and history of South Asia.

01

# In just four years



## 2022 Event Delivery

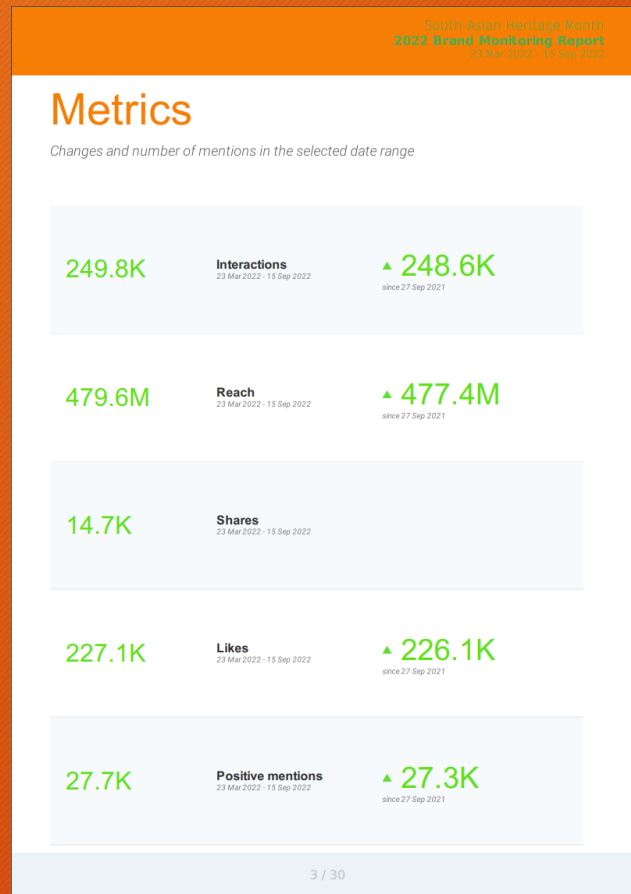


In just four years, we have made a tremendous impact on our community, and with your support, we can make it even bigger and better.

In 2022 we delivered 65 events and listed 140 events over the month!

01

# Engagement



## Our Reach in 2022 !

479.6 MILLION Reach!

454,000 website views!

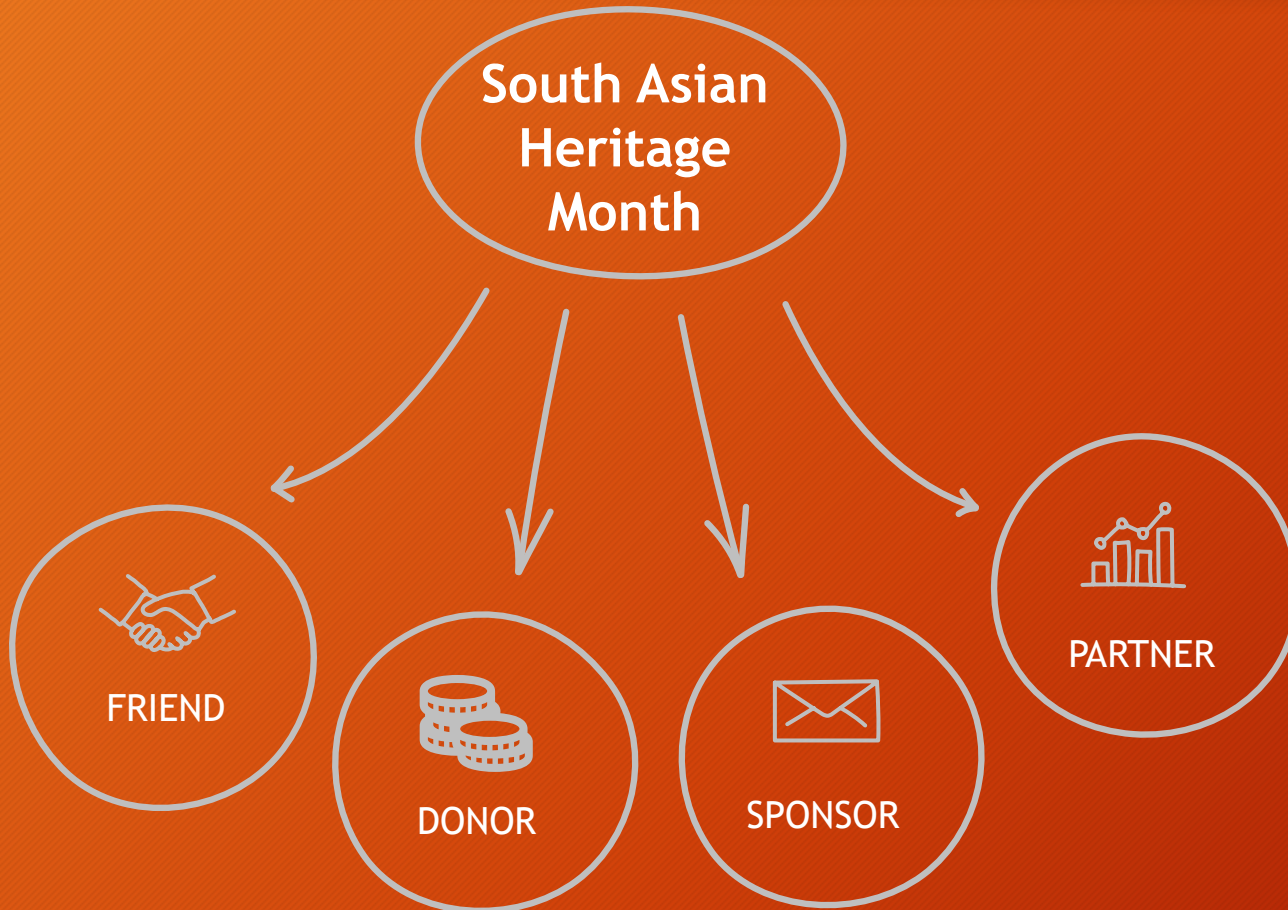
250,000 interactions

14.7,000 Shares

227,000 Likes across socials

02

# Getting Involved



Whether you are a friend, sponsor, partner or a generous donor, we have an option for you to get involved.

With a diverse range of events planned for this year, there's never been a better time to join us in making South Asian Heritage Month.

02

# Our Friends



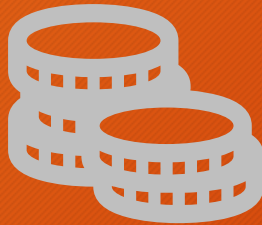
**FRIEND**

£5K

By contributing a minimum of £5k, your company can become a friend and prominent supporter of the South Asian Heritage Trust, with your name and logo being prominently featured on our website, demonstrating your invaluable involvement during the South Asian Heritage Month.

02

# Our Donors



DONOR

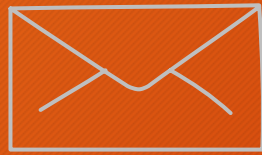
£10K

For £10k, as a donor, you'll receive all the benefits and inclusion our friends and supporters receive **PLUS** additional branding and mentions on our YouTube content and any printed promotions.



02

# Our Sponsors



**SPONSOR**

£20K

For our corporate sponsors, at £20k, we are offering all the benefits of we offer our friends, supporters and donors. In addition, you also have the opportunity to sponsor a single official SAHM event and get active engagement with our followers across ALL our social media platforms.

02

# Corporate Partners



**PARTNER**

£30K

For partnership, at £30k we offer sincere partnership for our corporate clients. We offer all the benefits in our sponsorship package and we'll also stage an exclusive event in partnership with South Asian Heritage Month, providing a dedicated events team, marketing, and Public Relations.

We will also incorporate your company logo as "partnered with" into the event title and slogan when publicising and marketing.



Guest speakers can add a valuable dimension to any event, and by offering esteemed guest speakers for your South Asian Heritage Month event, you're providing an opportunity to learn from experts in the field of South Asian culture, history, and heritage. These speakers can bring a unique perspective and offer insights that might not be available elsewhere. Additionally, they can help to engage and inspire audiences, leaving a lasting impression on those who attend your events. All fees for Trustees and SAHM Team are direct donations to the Trust. Bios for all are available on our website, <https://www.southasianheritage.org.uk/patrons>

## Patrons - Upon Request

Anita Rani  
Balvinder Sopal  
Nikesh Shukla  
Bobby Seagull  
Babita Sharma  
Bobby Friction  
Amir Khan  
Dr Ranj Singh

## Trustees - Upon Request

Jasvir Singh (Co-founder)  
Binita Kane (Co-founder)  
Natasha Junejo (Trustee, Literary Lead)  
Laks Mann (Trustee, LGBTQ+ Lead)

## SAHM Team - Upon Request

Numan Azmi - North West  
Sujata Thaladi - Wales  
Prashant Kunwar (Nepal) - International  
Umran Ajaib - North East  
Premal Bhatt - South West  
Mara Hafezi (Sports) - South East

04

## Merchandise (coming soon)



Get ready to show off your South Asian pride with our exclusive merchandise! Our range includes flags, pins, tote bags, T shirts, mugs and bandanas - everything you need to mark South Asian Heritage Month in style. Plus, our practical products can be used to decorate your office or add some flair to your daily commute.

And don't worry about breaking the bank - we offer bulk order prices for all our merchandise, making it easy and affordable for businesses and organizations to get involved in the celebration. Whether you're outfitting your entire office or looking for employee gifts, we've got you covered!

04

# Downloadable



Whether you're a social media pro or just getting started, we've got everything you need to engage your audience and raise awareness of the celebrations.

Download our South Asian Heritage Month logos and social media assets today, and let's make this year's celebration the best one yet!

Use our official trade mark logos and 2023 social media assets that are guaranteed to help you spread the word and show your support for this important occasion.

If there's something specific you need, get in touch with our team. Contact details are at the end of this info pack.

04

# Resources



## SOCIAL MEDIA

Image Template sizes for your social media creatives and posts!

## SCHOOL KIT !

For teachers and schools to help learn more about what South Asian Heritage could mean for you!

## LOGOS

Get your Logo for Print and for digital here!



#southasianheritagemonth  
#ourstoriesmatter

Tag us so we can pick up your posts and share!

## Merchandise

(coming soon!!!)

Flags, Pins, Bunting, Mugs  
T Shirts, Bandanas and more!

## Events !

So you have an event you want to share, upload it now to our site and let us know about it!

05

# Contact US

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## Website:

[www.southasianheritage.org.uk](http://www.southasianheritage.org.uk)

## General:

[Info@southasianheritage.org.uk](mailto:Info@southasianheritage.org.uk)

## Trustees:

[Jasvir@southasianheritage.org.uk](mailto:Jasvir@southasianheritage.org.uk)

[Binita@southasianheritage.org.uk](mailto:Binita@southasianheritage.org.uk)

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[Laks@southasianheritage.org.uk](mailto:Laks@southasianheritage.org.uk)

## Events:

[Events@southasianheritage.org.uk](mailto:Events@southasianheritage.org.uk)



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