

# CORPORATE RELATIONS

SAA provides numerous events a year addressing a variety of issues pertinent to South Asia and the diaspora. The organization is, however, always looking for ways to forge new relationships and improve its events. Please visit our web site [www.harvardsaa.org](http://www.harvardsaa.org) to see how to collaborate with the organization and contribute to the SAA's activities. In addressing several aspects of South Asia, SAA also captures the attention of a diverse audience, both within the collegiate community and beyond. Thus, one of the most mutually beneficial ways to help the SAA, is to take advantage of the advertising opportunities that the organization offers.

# Advertising Opportunities

## Spiced!

Spiced is a charity boat cruise that takes place on one of Boston Harbor's luxury liners. It is the annual intercollegiate mixer for South Asian organizations at Boston-area universities and is considered the highlight of the Fall social calendar. Each year, over 700 students from Harvard, MIT, Boston College, Boston University, Rensselaer Polytechnic Institute, Northeastern, Wellesley, and Babson attend this sold-out event, with all proceeds going to a charity to benefit South Asia; this year, the charity will be Pratham. All profits and money donated by sponsors will be given to Pratham.

When: September 26, 2008

Where: Boston Odyssey, 60 Rowes Wharf

Audience Size: 700+ (sold out in past years)

Students from Harvard and 10 other Boston-area colleges

Event publicized on 11 different college campuses

Opportunities to Advertise in Spiced publicity:

Sponsorship Level	Benefits	Cost
Supporter	Company name and logo on posters	\$200-\$349
Sponsor	Company name and logo on posters, Facebook publicity, website and email fliers	\$350-\$499
Platinum Sponsor	Company name and logo on ALL publicity, including posters, Facebook publicity, website, email fliers and tickets. As well as your company announced at event and company banner displayed on ship during the event. Company promotional products (if provided) will be handed out at the event.	\$500+

To become a sponsor contact Arhana Chattopadhyay at [achattop@fas.harvard.edu](mailto:achattop@fas.harvard.edu).

## Kalpanam

Every fall, SAA celebrates classical South Asian dance and music through the cultural production, Kalpanam. The show's centerpiece is a full-length Bharatha Natyam dance drama with original choreography. Students also perform original musical compositions using traditional South Asian instruments such as the tabla, sitar, and veena.

When: November 1, 2008

Where: Lowell Lecture Hall, Harvard University

Audience Size: 352 (sold out in past years)

Students from Harvard and other Boston-area colleges

Visiting Harvard parents

Harvard University faculty members affiliated with South Asian studies

Greater Boston residents interested in classical South Asian dance and music

Opportunities to Advertise in Kalpanam Program:

Placement	Size	Cost
Back cover	Full page	\$200
Inside front cover	Full page	\$150
Inside back cover	Full page	\$150
Standard	Full page	\$100
Standard	Half page	\$80
Standard	Quarter page	\$65
Standard	Eighth page	\$40

To place an ad, contact Kiran Bhat at [bhat@fas.harvard.edu](mailto:bhat@fas.harvard.edu).

# Ghungroo

**When:** March 5-7, 2009:

**Audience Size:** 1,300 over 4 sold-out shows

Audience Profile

Students from Harvard and other Boston-area colleges

Parents visiting for Junior Parent's Weekend

Harvard University alumni

Greater Boston residents who heard about the show in the media or by word of mouth

## Opportunities to Advertise in Ghungroo Program:

Placement	Size	Cost
Spread	2 Adjacent Pages	\$700
Back Cover	Full Page	\$600
Inside front cover	Full page	\$400
Inside back cover	Full page	\$400
Standard	Full page	\$300
Standard	Half page	\$200
Standard	Quarter page	\$100

To place an ad contact Ria Tobaccowala at [rtobacc@fas.harvard.edu](mailto:rtobacc@fas.harvard.edu) or Joseph Thumpasery at [thumpas@fas.harvard.edu](mailto:thumpas@fas.harvard.edu)

## South Asian Journal

When: Fall Issue published in December, Spring Issue in May Estimated  
Readership: 2,000

### Readership Profile

Students and faculty at Harvard and other universities across country  
Academic and other institutions within South Asia  
Interested Harvard University alumni and community members worldwide

### Opportunities to Advertise:

Placement	Size	Cost
Back cover		\$200
Inside front cover	Full page	\$300
Color	Full page	\$400
Standard	Full page	\$100
Inside Back	Half page	\$200
Back Cover	Quarter page	\$100

### Fall or Spring Cost B/W \$700

Half page Full page \$600 Full page Full page \$400 Color Full page \$400  
Inside front Full page \$300 Inside back Half page \$200 Back cover Quarter  
page \$100

### Advertising Packages

Buy ads for all 3 projects: 20% off regular prices  
Buy ads for 2 out of 3 projects: 10% off regular prices

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