



Telugu Association of North America (TANA)



- TANA was formed in 1977 to promote cross cultural awareness in North America.
- It consists of members of the affluent ethnic population originating from Andhra Pradesh and Telangana states in India.
- TANA aims to perpetuate, integrate, and assimilate the cultural heritage of the Telugu-speaking people into the mainstream of North America.
- TANA serves Telugu Community across North America and helps disadvantaged people in Telangana and Andhra Pradesh

Telugu Speaking Indian Immigrant Demographics

- Population in USA: above 1 million spread out across all major metros in USA
- Well Educated: 90%+ BS degree or above
- Average Age: 35
- Dual income: more than 70%
- Demographics
 - Average income: \$87,000
 - Doctors/Medical: 5%
 - Engineers: 30%
 - IT Professionals: 60%
 - Business/Others: 5%



Source: http://en.wikipedia.org/wiki/Telugu_diaspora & others/ Disclaimer: Information is dated

What Does TANA do?

TANA focuses on integrating the cultural heritage of Telugu speaking people into mainstream North America while serving the local community, and in helping disadvantaged people in Telugu speaking areas in India and in the United States.

Key USA PROJECTS

- ✓ Global Science Fair
- ✓ Backpack Distribution to poor children
- ✓ HIV/AIDS Awareness, Bone Marrow Registry Drives
- ✓ Scholarships
- ✓ Promotion of Telugu Language and Culture
- ✓ Annual Business Opportunities
- ✓ Thanksgiving - Feed the needy
- ✓ TANA Emergency Assistance Team
- ✓ Disaster Relief, Blood Drives
- ✓ Domestic Violence Prevention

Key INDIA PROJECTS

- ✓ Operation Envision – Eye Care, Cataract Relief
- ✓ Adopt a Child; Child Aid Foundation
- ✓ Education and Vocational Training
- ✓ Operation Smile – Cleft Lip Repairs
- ✓ HIV/AIDS Awareness
- ✓ Cancer, Cardiac and other Health Screenings
- ✓ TANA Scholarships
- ✓ Schools, Libraries
- ✓ Infrastructure – Sanitation, Clean Water

TEAM SQUARE

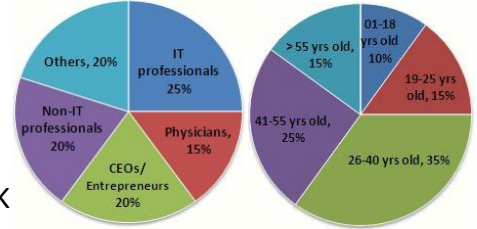
Help Line for Telugu People

TANA EMERGENCY ASSISTANCE MANAGEMENT TEAM (TEAM SQUARE) was established by TANA on October 6, 2008 as another service arm to the community, specifically to aid Telugu families in North America caught in an emergency or catastrophic situation. TEAM Square volunteers have done an outstanding service and helped in more than 650 incidents.

TANA Conventions



- Conducted every 2 years
- 20 conventions held to date across all major
- US cities
- Last convention held in Detroit, MI
- Typical participation in the range of 10K to 12 K
- Our past conventions were presided by several prominent dignitaries such as Governors, Senators, Congressmen from USA and Federal and State Government Officials from India including Chief Ministers and Ministers from India, CEO's of various companies, Celebrities, Scholars and Artists from India and USA
- **This time, it's in St. Louis, America's Center, 26th to 28th May 2017**
- **The theme of this convention is Telugu - Boundless and Forever Glorious**



How can you support?

- ✓ Showcase your company and its products to a culturally rich and highly affluent group of audience across Unites States, Canada and India
- ✓ Sponsor the event to set up and advertise your products across America's Center, online and print media
- ✓ This event is broadcast in all major Telugu TV's channels in India and around the world.
- ✓ Engage in business seminar events with a further opportunity to promote your organization

Sponsorship Levels

Sponsorship Level Benefits	Grand Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponso	Bronze Sponsor
Value	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000
Sponsorship Available	3	4	20	35	46
Recognition as title sponsor in all our communication and material	✓	✓			
Plaque for recognition	✓	✓			
Name and logo placement					
Convention Souvenir; Color Ad	2 Page	1 Page	1 Page	1/2 Page	1/4 Page
Convention Shirts	Logo	Logo	Logo		

All entry forms (online & papers)	Logo	Logo	Logo		
Mailing	Logo	Logo	Logo		
Promotion					
Your Logo on convention website	Logo	Logo	Logo	Logo	Yes
Social Media postings	✓	✓	✓	✓	
Media promotion and press releases	✓	✓	✓	✓	
Local radio interview	✓				
Recognition in our e-newsletter	✓	✓	✓	✓	
Your Logo on all posters & online	Logo (XL)	Logo (L)	Logo (M)	Logo (S)	Yes
Convention Day Benefits					
Ability to place items in the participants swag bags	Unlimited	4 items	1 item	1 item	
Convention center LCD displays	Yes	Yes	Yes	Yes	Yes
Your logo display at convention	Yes	Yes	Yes	Yes	Yes
Exhibit Area (Business Booth)	10X40	10X30	10X20	10X10	
Announcements on convention days prior to start and throughout all post-convention activities	5 Mentions	3 Mentions	2 Mentions	1 Mentions	Yes
Option to provide awards for speakers and panelist	✓	✓	✓		
Convention & banquet, CME or BF passes	15	12	10	8	4
Complimentary Hotel Accommodation	8 Rooms: (2 suites or 4 rooms) + 4 rooms	6 Rooms: (2 Suites or 4 Rooms) + 2 rooms	4 Rooms: (1 suite or 2 rooms)+ 2 rooms	2 Rooms: (1 Suite or 2 rooms)	1 Room

Checks & Contributions - Payable to "TANA".

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