



*56th Annual*  
**OSA**  
*Convention*  
**Dallas**  
**July 03 - 06, 2025**



**Embassy Suites by Hilton  
Dallas Frisco Hotel & Convention Center**

7600 John Q Hammons Dr,  
Frisco, TX 75034

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**The Odisha Society of the  
Americas**



# OSA 2025 Fundraising Sponsorship Packages

# Grand sponsor: \$50,000+

## *Advertisement and publicity during convention (2,000+ in-person individuals and 10,000+ virtually)*

- ❖ Title Sponsor for grand/mega opening ceremony or primetime entertainment slot (i.e., leading entertainment artists and celebrities over evening cultural programs)
- ❖ Stage time & recognition (i.e., talk, fireside chat, OR 5—7 minutes presentation during Lunch or Dinner)
- ❖ Sponsor photo and message near venue entrance and podium
- ❖ Registration Waived
- ❖ Play company promotional videos (10 mins)
- ❖ VVIP seating along with key guests (for all 3 days)
- ❖ 10\*10 booth for exhibition of products, services and marketing at premium location
- ❖ Presidential Suite
- ❖ Food coupons for all three days for attendees (up to 4 family members)
- ❖ Up to 10 Passes to star nights (premier seating)
- ❖ Company fliers, brochures and marketing collaterals on registration deck (all three days)
- ❖ Dedicated conference room, banners throughout convention
- ❖ Verbal recognition during the events as 'Platinum' sponsor
- ❖ Digital display and signages

## *Pre & Post convention marketing offer (for a period of six months) (outreach to 30,000+ individuals)*

- ❖ Direct email communications to all community members living in Americas (e.g., marketing fliers, brochure)
- ❖ Logo and link to website of sponsor in every email/digital communication
- ❖ Publicity (advertisement) **on local Dallas Indian Radio channels (Fun Asia, Caravan)** along with convention marketing (subjected to availability of radio partner and T&Cs) Publicity (advertisement) in TV media partners along with convention marketing (subjected to availability of TV media partner and T&Cs)
- ❖ Publicity (advertisement) in TV media partners along with convention marketing (subjected to availability of TV media partner and T&Cs)
- ❖ Targeted alerts or notifications with the sponsor logo
- ❖ Premium Advertisement in websites and electronic communications
- ❖ Logos and links to your website on registration drive related emails
- ❖ Full page Advertisement in OSA2025 convention souvenir magazine
- ❖ Advertisement in various marketing channels (e.g., YouTube Instagram, twitter and Facebook)
- ❖ **CUSTOMIZATION:** *You chose your value proposition and benefits to best suit your needs!!*

**For grand sponsor category which is organizational level sponsorship, we are completely open to hearing from you on your vision, requirements and marketing objectives and investment level.**

# Diamond sponsor: \$25,000+

## *Advertisement and publicity during convention (2,000+ in-person individuals)*

- ❖ Title Sponsor for closing ceremony or primetime entertainment slot (i.e., leading entertainment artists and celebrities over evening cultural programs)
- ❖ Stage time & recognition (i.e., talk, fireside chat, OR 5—7 minutes presentation during Lunch or Dinner)
- ❖ Sponsor photo and message near venue entrance and podium
- ❖ Registration Waived
- ❖ Play company promotional videos (5 mins)
- ❖ VVIP seating along with key guests on stage (for all 3 days)
- ❖ 10\*10 booth for exhibition of products, services and marketing at premium location (for all 3 days)
- ❖ Food coupons for all three days for attendees (up to 4 family members)
- ❖ Up to 5 Passes to star nights (premier seating)
- ❖ Company fliers, brochures and marketing collaterals on registration deck (all three days)
- ❖ Dedicated conference room, banners throughout convention
- ❖ Verbal recognition during the events as 'Diamond' sponsor

## *Pre & Post convention marketing offer (for a period of three months) (outreach to 30,000+ individuals)*

- ❖ Direct email communications to all community individuals living in Americas (e.g., marketing fliers, brochure)
- ❖ Logo and link to website of the sponsor in every email/digital communication/correspondence
- ❖ Publicity (advertisement) **on local Dallas Indian Radio channels (Fun Asia, Caravan)** along with convention marketing (subjected to availability of radio partner and T&Cs)
- ❖ Publicity (advertisement) in TV media partners along with convention marketing (subjected to availability of TV media partner and T&Cs)
- ❖ Targeted alerts or notifications with the sponsor logo
- ❖ Premium Advertisement in websites and electronic communications
- ❖ Logos and links to your website on registration drive related emails
- ❖ Full page Advertisement in OSA2025 Magazine
- ❖ Advertisement in various marketing channels (e.g., YouTube Instagram, twitter and Facebook)

**For diamond sponsor category which is organizational level sponsorship, we are completely open to hearing from you on your vision, requirements and marketing objectives and investment level.**

# Sponsors: \$5,000-15,000

## Gold sponsor \$15,000

- Title Sponsor for three key events
- Sponsor message before non-primetime events and mehfil
- Stage time & recognition (duration to be discussed)
- Choice of booth location and banners (two premium locations)
- 1/2 full page Advertisement in OSA2025 Magazine
- 1 Hotel room for three nights
- VVIP seating & food coupons for all three days for attendees (up to 4 family members))
- Company fliers or brochure on registration counter and in registration bag Advertisement in various marketing channels (e.g., YouTube, Instagram, Twitter and Facebook) Logo and link to your website in convention website and electronic communications
- Digital display/signage at the convention venue

## Silver sponsor \$10,000

- Title Sponsor for two key event
- Sponsor message before non-primetime events and mehfil
- Choice of booth location and banners (two locations)
- 1/4th full page advertisement in OSA2025 magazine
- 1 Hotel room for three nights
- VVIP seating & food coupons for all three days for attendees (up to 4 family members)
- Company fliers or brochure on registration counter and in registration bag
- Advertisement in various marketing channels (e.g., YouTube, Instagram, Twitter and Facebook)
- Logo and link to your website in convention website and electronic communications
- Digital display/signage at the convention venue

## Bronze sponsor \$5,000

- Title Sponsor for one key event
- The Odisha Society of the Americas
- Booth location and banner at one location
- 1/8th full page advertisement in OSA2025 magazine
- 1 Hotel room for three nights
- Premium seating & Food coupons for all three days for attendees (up to 4 family members)
- Company fliers or brochure on registration counter and in registration bag
- Advertisement in various marketing channels (e.g., YouTube, Instagram, twitter and Facebook)
- Logo and link to your website in convention website and electronic communications Digital display/signage at the convention venue

# Sponsors: \$1,000-3,000 (Members & Well Wishers)

## **Kalinga sponsor \$3,000**

- ❖ Acknowledgement in Session by Emcee
- ❖ Honorary mention in display board
- ❖ Sponsor handout in convention bag
- ❖ Honorary mention in Social Media, Magazine, Directory & Website
- ❖ Standard room for one night Included
- ❖ Registration and food waived
- ❖ Participation in a group program on the main stage

## **Utkala sponsor \$2,000**

- ❖ Honorary mention in display board
- ❖ Sponsor handout in convention bag
- ❖ Honorary mention in Social Media, Magazine, Directory & Website
- ❖ Standard room for one night Included
- ❖ Participation in a group program on the main stage

## **Odisha sponsor \$1,000**

- ❖ Honorary mention in display board
- ❖ Honorary mention in Social Media
- ❖ Ad in Magazine
- ❖ Listed as a donor in Directory & Website