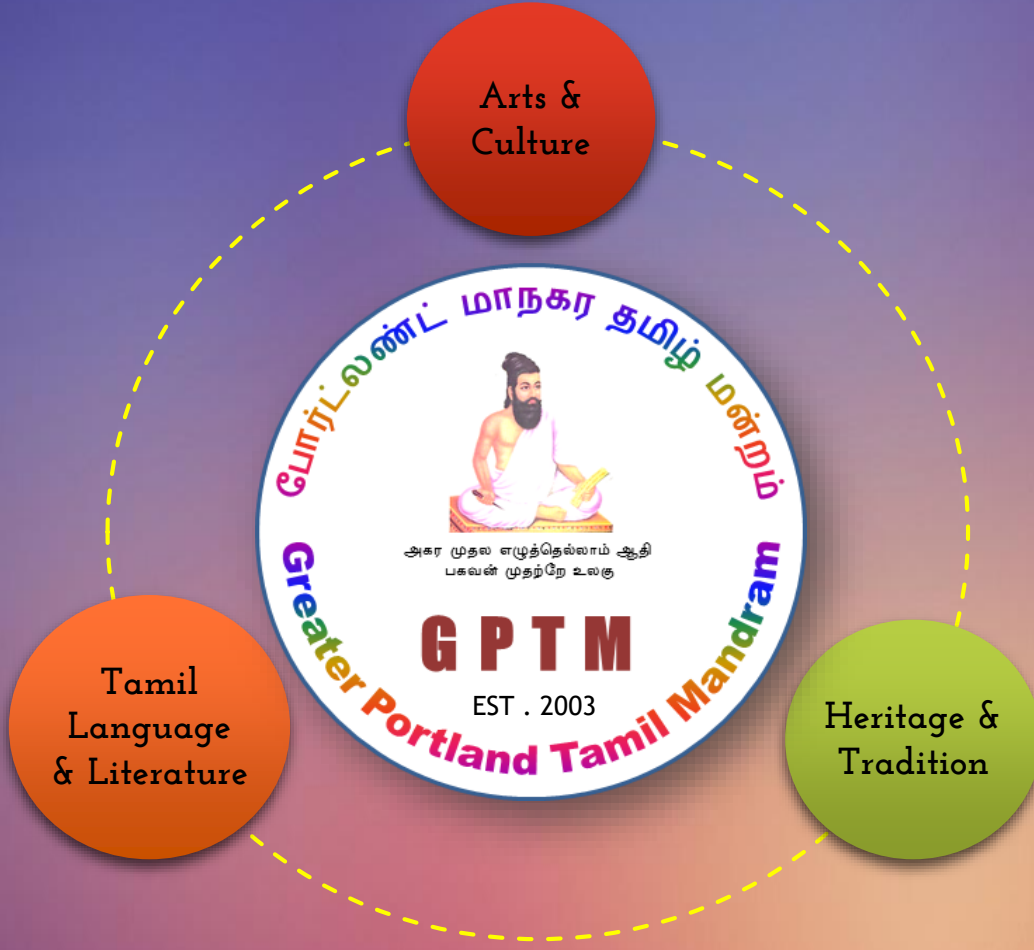


# Greater Portland Tamil Mandram



போர்ட்லேண்ட் மாநகர தமிழ் மன்றம்



Sponsorship brochure  
2019-2020

[www.gptm.org](http://www.gptm.org)

email: [treasurer@gptm.org](mailto:treasurer@gptm.org)

[www.facebook.com/portlandtamilmandram](https://www.facebook.com/portlandtamilmandram)

501(C)(3) Nonprofit Organization EIN: 200009820

Thank you for your generous support to preserve an ancient culture





Greater Portland Tamil Mandram (GPTM) is a dynamic non-profit organization incorporated in the State of Oregon, since 2003. GPTM has become one of the premier cultural associations in Portland and serves as the leading voice for thousands of Tamilians, who call the Greater Portland area their home.

The history of GPTM is woven strongly into the Tamil culture in Portland. To the completely volunteer run organization whose herculean grit and dedication manifest in the professionalism with which the events are organized, showcases the exceptional capabilities of the organization.



GPTM has been continually involved in the local community with significant focus on providing children with a platform to learn the language, the various arts and traditions of the Tamil culture.

To the large number of spectators, it is a jaw dropping experience with art and culture that they ever cherish. To the participants, it is a mother of opportunities to exhibit and compete with the best of peers in the area. Be it the immense talent pool that GPTM attracts or the thousands of spectators who throng the venues, GPTM has carved a very special niche for itself - that of being THE people's festival in Portland metro catering to the finest among professionals , passionate newbies, and excited audience.

GPTM events provide the opportunity for hundreds of children to showcase their talent in many cultural arts like Bharatanatyam (dance), folk dance, classical instruments, and vocals. Kids as young as 3, recited Aathichudi beautifully, and older kids recited Bharathiyar Padalgal at the Pongal event. This gives an opportunity for parents to teach and pass on the rich traditions to the children.



**"Our mission is to promote and preserve the rich cultural and linguistic heritage of Tamils in the Greater Portland area."**



We typically have an event every quarter that ties in to the seasonal festivals, such as Pongal (Harvest Festival) in January, the Tamil New Year (Tamizh Puthandu) in April, Aadi Perukku (Monsoon Festival) in August, and Deepavali (Festival of Lights) in November.

GPTM events are well balanced with various aspects of culture, including health and wellness. Our summer event focuses on programs like yoga, Zumba, hiking, etc..



With a large number of patrons in the high-tech field and spending long hours seated in front of a computer, physical fitness has been a challenge for the community. GPTM has started to focus on fitness as a key aspect in summer events and conducting programs like Yoga, Zumba workshops and hiking nature trails to encourage fitness on a regular basis for both the body and the mind.

We invite people to share various health recipes, focus on health, and medicinal benefits of various spices. For example, Turmeric is a popular ingredient in many Tamil foods and it helps prevent colon cancer and other diseases. Drinks like neer moru and tender coconut are rich in nutrients and provide refreshment after good exercise routines.



*Turmeric based recipes*



*Natural health drink*



*Kolam  
intricate powder art*



*Golu arrangement of  
clay figurines*

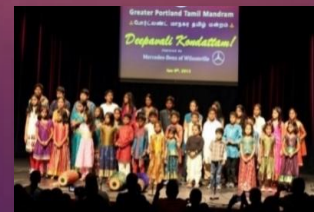
In addition to major stage events, several contests like Kolam, Golu and cultural quizzes are conducted at regular intervals .



*Kids 3D model  
of Deepavali festival*



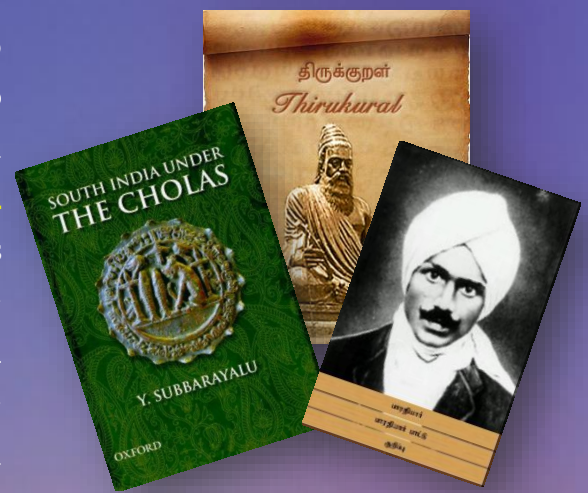
*Traditional Drums  
Ghatam & Mridangam*



*Tamil Anthem recital*



GPTM has also partnered with Tamil Aarambap Palli (Tamil Language school affiliated to California Tamil Academy) to teach the Tamil language, **one of the longest surviving classical languages**, to the younger generation. Numerous research papers encourage the study of multiple languages and show direct correlation between language learning and enhanced cognitive abilities. This helps GPTM achieve the twin goal of preserving the Tamil language and advancing the development of children.



### Literature and History Quiz



With performances spanning literally every genre from acapella to light music and Carnatic to new age population, we have it all under one roof. from the finer connoisseur grace to the rustic roadside pace GPTM has it all. GPTM invites artists from India as well as other parts of USA for some of the events to give patrons a variety of traditional as well as contemporary content.

***“ If events are a yard stick for grading a cultural organization then GPTM is the undisputed leader in Portland. “***

We truly believe in promoting and preserving various aspects of the culture which includes the numerous arts, food habits, physical fitness and traditions of leading a life in harmony with nature and helping the needy.

GPTM also partners with local non-profits such as Oregon Food Bank & Association for India's Development (AID) in the spirit of thanksgiving, which coincides with the Festival of Lights and applies the same doctrine of sharing and caring.

GPTM  
Social  
responsibility



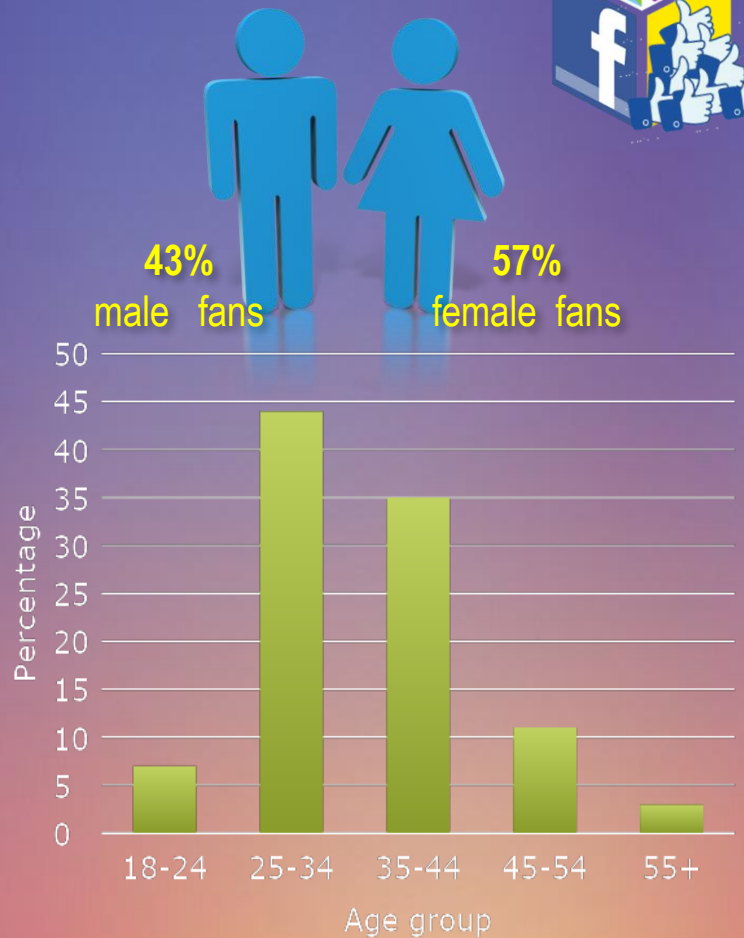
5600+ meals  
packed



*Kids volunteering at Oregon Food Bank*



GPTM is a great platform to leverage on, for a brand that targets millennials and generation-Y. It provides immense opportunities to create innovative and disruptive engagements/ mediums with a captive audience congregating at a single touch point for over 3 or more events through the year.



Total potential reach of a Facebook Post 10000+



GPTM video of events  
With more than 20,000 hits



Official GPTM website  
With over 50,000 hits





# Why Sponsor?

**Immeasurable Goodwill:** The help to promote and preserve a classic culture creates immeasurable goodwill. Our patrons look upon sponsors and donors with the highest regard.

**Premium Segment:** Reach into a premium segment of people and make a strong brand impression. Most patrons work in the **High-tech industry** with advanced degrees. They lead a traditional family life with large focus on children and connect well with brands that support their growth and well-being.

**Rapid Growth:** The patronage has been growing rapidly, particularly in the 24-35 age group, with Portland becoming a hot destination for High-tech in recent years. GPTM has had 25% average membership growth rate over the last 4 years. GPTM is the first website for the newcomers to engage with the community and hence a great opportunity for brands to make a connection.

**Multiple Events and Channels:** Unlike other one-time events, this is an **annual sponsorship** with an average of four events. It is an opportunity to make continual impressions and connections with our patrons through various channels including website, email, social media, banners, and brochures.

**Healthy Society:** The benefits of cultural diversity and multilingualism has been well proven. Cognitive health, respect for various cultures, innovation stemming from the fusion of cultures, are some of the benefits that you can help with, in order to build a healthy society.

*Thank you for your generous support to preserve  
an ancient culture!*





# Sponsorship Tiers

## Annual Sponsorship : June 2019 – May 2020

Benefits\Tiers	Title Sponsor	<i>New!</i> Premium Sponsor	Triple Diamond	Double Diamond	Diamond	Gold	Silver
<b>Price</b>	<b>\$8,000</b>	<b>\$5,000</b>	<b>\$3000</b>	<b>\$2000</b>	<b>\$1000</b>	<b>\$500</b>	<b>\$300</b>
<b>Powered by logo</b> on all event banners, brochures, websites, videos, booths	YES	-	-	-	-	-	-
<b>Banner display</b> on event stage	YES	-	-	-	-	-	-
<i>New!</i> <b>Stage time</b> at major events (up to 2 events, 10 minutes each event)	YES	-	-	-	-	-	-
Logo on <b>GPTM.org</b> home page (at a prominent section)	YES	YES	-	-	-	-	-
<i>New!</i> <b>Logo on GPTM Facebook</b> home page	YES	YES	-	-	-	-	-
<i>New!</i> <b>Sponsor Video</b> played (less than 30 seconds duration) 2-3 times during major events	YES	YES	-	-	-	-	-
<i>New!</i> <b>Sponsorship board</b> at display at high traffic areas	YES	YES	YES	-	-	-	-
GPTM events <b>Photo booth</b> (sponsorship board)	YES	YES	YES	-	-	-	-
GPTM <b>YouTube Channel</b> (Logo on the event videos uploaded by GPTM)	YES	YES	YES	YES	-	-	-
<b>Booth table/space</b> at events	YES (all events)	YES (any 3 events)	YES (any 2 event)	YES (any 1 event)	-	-	-
<b>Event Poster Logo</b>	YES	YES	YES	YES	YES	-	-
<b>Email communications:</b> (click through logo)	YES	YES	YES	YES	YES	-	-
<b>GPTM Website</b> (click through logo)	YES	YES	YES	YES	YES	YES	YES
<b>Annual Diwali brochure</b> (printed hard copy)	Back outside cover – full page	Front inside cover-full page	Front inside full page	Back inside cover full page	Full page	1/4 <sup>th</sup> page	1/8 <sup>th</sup> page
<b>Logo size/scale</b> (where relevant)	7	6	5	4	3	2	1
<i>New!</i> <b># of Free passes</b> to events	8	8	6	6	4	4	2

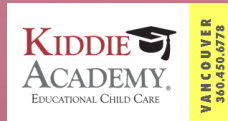
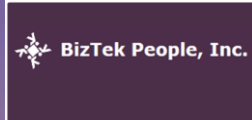
contact [treasurer@gptm.org](mailto:treasurer@gptm.org) for information on booth/stall and prize sponsorships

\*\*\* GPTM reserves the right to make revisions to the tariff \*\*\*



# Our Sincere Thanks

## to the past sponsors and donors



Mr. Tinny Srinivasan & Mrs. Usha Srinivasan,  
Dr. Prasanna Krishnasamy & all of our Booth & Prize Sponsors

*Thank you for your generous support to preserve an ancient culture*

