



# ಅಕ್ಕಾ ರಸಮಂಜರಿ 2007

## Introduction:

We are very excited to inform you about planned AKKA Rasamnajari-2007 Charity program to be held in various major cities across USA. The funds raised by this live program will be used to support orphan children of Karnataka under a theme “ಅನಾಥ ಮಕ್ಕಳಿಗೆ, ‘ಅಕ್ಕ’ಳ ಆಶ್ರಯ”.

In 2005, AKKA organized a similar program - **Manoranjani** with a theme “**Educate a Karnataka Child**”. The funds raised by Manoranjani were distributed to several primary schools to provide School uniforms, buying text books, improving school building infrastructure.

The Rasamanjari-2007 program will be during the months of October & November. For this event, AKKA is panning a team lead by some of the stalwarts of Karnataka’s film, music & haasya fields including cine actors Anu Prabhakar & Sunil Rao, comic talents Richard Lewis, Mysore Anand, singers L.N. Shastry & Shamita Malnad. These artists will join hands with Kannadigas across USA to raise funds for this charitable cause. We want your Kannada Organization to be part of this worthy cause.

We believe that the most fortunate Kannada people in USA with the help of visiting talented artists can bring a smile to the less fortunate children of Karnataka.

## Artists:

We've put together a well known and talented team of artists for this program and following are some of the details:

**Ms. Anu Prabhakar**, a noted Kannada film actress, famous for artistic skills and known for her simplicity. A great ambassador to this noble task. She will be presenting the team and will perform on stage and conduct interactive sessions. She will be our spokesperson to drive audience to donate generously.

**Mr. Sunil Rao**, a Kannada film actor and singer. He is son of Mrs. B K Sumitra. He will be performing kannada film songs, dances and skits.

**Mr. L N Shastry**, and **Ms. Shamitha Malnad**, are two great singers that we have Kannada film industry. L N Sasthry is known for his famous song 'Kolumande Jangama deva' in the movie Janumada Jodi and Shamitha is noted TV singer. They along with Sunil Rao will be bringing tracks to entertain with their rich voice. Shamitha’s melodious voice seems to be winning several hearts around the state

In addition to this, we will have two of most successful artists in stand up comedy, **Richard Louis** and **Mysore Anand**. Richard is veteran in Kannada film industry known for his scripts and dialog, and he is famous for rich knowledge of Kannada language. He along with Mysore Anand has completed over 1000 shows across Karnataka reaching



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every remote village. Mysore Anand's creative presentation is appreciated by people around the world. The duo is known through their 'Harate', 'Haasya loka' shows.

All in all, we have a team which has people with good heart and dedicated to make this event a successful one. Each one of them has gift of rich talent.

## **Itinerary (tentative – subjected to change due to Visa approval)**

Artists arrive in San Francisco on Oct 29-31

Nov 03	Seattle
Nov 04	Southern California
Nov 09	Minnesota & Wisconsin
Nov 10	Detroit
Nov 11	Houston
Nov 17	Washington DC
Nov 18	New York & New Jersey Combined

Artists departs Nov 20 - 22

## **Responsibilities:**

### **AKKA's responsibilities:**

- Artists Visa processing
- Artists Travel arrangements to Kannada Kootas
- Logistical Coordination between Kannada Kootas
- Rasamanjari Banners
- Rasamanjari Flyers
- Artists' remuneration (if any)

### **Kannada Koota Responsibilities:**

- Provide local publicity to the event – e-mail or mail communications to their members
- Solicit Sponsorships
- Sell tickets
- Pick up artists from the airport
- Provide accommodation to artists (2 or 3 families can host them)
- **Reserve a hall/auditorium (#1 Priority)**
- Arrange Audio and Lighting (please see the AV requirements below in this document)



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## Rasamanjari Budget:

Artists Travel expenses	\$12,000
Artists VUSA tickets	\$12,000
Accommodation	\$ 4,000
Sight seeing	\$ 4,000
Visa Fees	\$ 5,000
Artists Remuneration Fees	\$ 6,000
Publicity Materials	\$ 2,000
<b>Total Expenses:</b>	<b>\$45,000 *</b>

\* Please note that this expense does not include expenses incurred by the local Kannada Kootas in arranging Rasamanjari program in their city. The Local Kannada Kootas will bear the expenses such as hall rental, audio, lighting, etc.

## The Rasamanjari Team:

Nagashankar Chandrashekar	240-476-2251	nagashankar@hotmail.com
Mahesh Srinivasa	416-471-4400	mahesh@simerus.com
Ramesh Gowda	248-396-0776	gowda@smgi.net
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Kiran Raj		kirankinna05@gmail.com

## About AKKA:

**Association of Kannada Kootas of America (AKKA)** is a cultural not-for-profit organization (Tax ID: 59-352-7607) and it represents the Kannada speaking people from Karnataka State, India, who are settled in North America. The Purpose of the organization is to preserve & promote Kannada language, culture and to undertake charitable work. AKKA has donated several thousand dollars to many charitable causes including providing assistance to primary schools across Karnataka, Sankara Eye Hospital In Bangalore, Cloths, Toys and Children books for needy people of Karnataka. AKKA was established in 1998 and 30 or more Kannada Organizations from US and Canada are members of AKKA. There are nearly 70,000 Kannadigas in North America. For more information about AKKA organization, please visit website at: [www.akkaonline.org](http://www.akkaonline.org)



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**Rasamanjari Fund raising goals: \$200,000**

## Sponsorship Categories

Category	Donation Value	Benefits	Marketing Slogan
Gift-A-Book	\$ 50.00	Student Notebooks to all students in an orphanage with the back cover dedicated to name/photo of donor - up to 100 books	Spread the light of knowledge
Feed-A-Child	\$ 100.00	Healthy, Vegetarian Breakfast, Lunch and Dinner to all members of an orphanage on the day of your choice	Share the joy or remembrance of a special day in your life with members of an orphanage
Healthy Horizons	\$ 200.00	Medical, Dental and Eye Checkup to all members of an orphanage on a weekend of your choice	An Ounce of Prevention is Worth a Pound of Cure
Hygiene-A-Child	\$ 200.00	Donate Supply kits with a month's supply of Tooth Brush, Toothpastes, Soaps, Shampoo, Combs, Sanitary Pads, Nail Cutters, etc.	Healthy habit leads to healthy life
Extra Curricular	\$ 300.00	Coaching Camps/ Tuition, Music Lessons, etc.	Help the poor get the same benefits that the rich get
Spread-A-Smile	\$ 500.00	25 inch color TV and one year of cable TV subscription	Help the members of the orphanage get a view of the world beyond their own.
Recreation Room	\$ 1,000.00	Donate a 800 square feet recreation / library room equipped with lights, fan, carom boards, chess and other board games, reading materials such as news papers, magazine. Sponsor Name and Dedication painted on the entrance door and wall	Create a remembrance by spreading the same smile and enjoyment that you had as a kid
Build-A-Room	\$ 2,500.00	Build from either a 1000 square feet recreation room, clean bath rooms, clean toilets etc.	Create a clean area for the child to enjoy the basics of life that you enjoyed as a child
Build-An-Orphanage	\$ 5,000.00	Build a 2000 square feet extension to an existing orphanage with a clean toilet, bath room and adequate lighting	



## **How the funds will be utilized?**

AKKA will work with the Rotary Club in Karnataka in identifying the orphanages in various districts of Karnataka. AKKA will short list of orphanages based on certain criteria including:

- The location of the orphanage (rural, urban, tribal, etc.)
- Current support the orphanage is receiving
- Current condition of the orphanage
- Number of pupils the orphanage
- Past track record of orphanage managerial aspects

Once the short list is made, we will work with the respective District Rotary Club to disburse and monitor the funds allocated.

In addition to this list, if an individual(s) with large donation (the minimum amount to be determined) has a preference to support certain orphanage institution in Karnataka, AKKA will work with the individual(s) in that regard provided the receiving institution has Foreign Contribution Regulation Act (FCRA) certificate.