



# 12th AKKA

## World Kannada Conference 2024

30th Aug to 1st Sept, 2024

Greater Richmond Convention Center,  
Richmond, VA

# SPONSORSHIP OPPORTUNITIES



## OVERVIEW

### **12TH AKKA (ASSOCIATION OF KANNADA KOOTAS OF AMERICA) WORLD KANNADA CONFERENCE 2024**

The Association of Kannada Kootas of America (AKKA), was established in 1998 as a non-profit organization to represent the NRI diaspora originating from the state of Karnataka, India. As a non-profit, educational, linguistic, and cultural organization, AKKA is dedicated to promoting and preserving the Kannada language and culture in North America. The organization actively engages with a wide audience of over 200,000 members across the forty-plus regional associations called the Kannada Kootas. In addition, AKKA's social responsibility initiatives have made significant amount of donations to support causes in both India and the US.

AKKA World Kannada Conference is a bi-annual event held in the US to bring together members of the community living in North America and other parts of the world under one roof. The event aims to celebrate past achievements and to promote the language and culture for generations to come.

The 12th edition of the conference will be held over the weekend of Aug 30 - Sept 1, 2024, in Richmond, VA. With a population of 3.18 million, Indian Americans are the third-largest Asian community and have the highest median household annual income of about \$100,000. AKKA's reach spreads to over 200,000 Indian Americans from Karnataka which translates to a population with a median annual income of over \$15 billion. The three-day event is expected to draw over 6,000 delegates including successful professionals, celebrities, and dignitaries from India and across North America. The net worth of these delegates would amount to more than half a billion US dollars!

# KEY HIGHLIGHTS



- The event will provide an opportunity for over 1,000 artists- professional, new and upcoming, young and old as well as exciting folk artists to showcase their talent.
- Artists, authors, entrepreneurs, spiritual leaders, senior politicians, and movie stars will participate in the event, and 10% of the expected 6,000 attendees will arrive from India and other parts of the world.
- A number of special forums will facilitate high-quality interaction and networking for smaller groups such as start-ups, venture capitalists, women, literary, youth, sports, CMEs, spiritual, and alumni networks.
- The exciting line-up of entertainment activities will include a film festival, a bazaar, and a food festival serving culinary specialties from Karnataka.

With the exhibition space measuring 178,000 square feet the Greater Richmond Convention Center will play host to this year's conference. This contiguous space comprised of four sections divisible into 10 different configurations and The Grand Ballroom at 30,550 square feet, will provide ample opportunities for delegates to interact in intimate as well as large, collaborative settings. Located within 2.5 hr drive from Washington D.C, this convenient location of the convention center will be draw in a large number of visitors and participants alike.

The AKKA network will provide wonderful opportunities for participants to reach out to over 200,000 Asian Americans. Delegates will get to interact with diverse professional groups including VCs, angel investors, and key government officials from India. The conference also offers the participating brand/ company/partner an opportunity to customize their message for their target audience. This year's AKKA World conference will also have a large digital presence. Social media platforms and search engines will be used widely and as significant platforms to create a buzz before, during, and after the event. The event will provide an opportunity for brands to make potential inroads into the North American market and especially serve as a perfect introductory stage for new participants.

# SPONSORSHIP LEVELS

## EVENT PLATINUM - \$75,000

Following are the inclusions and benefits of the Event Platinum Sponsorship package:-

- Exclusive opportunity to name a 'Prime Time' event with the brand/company's name. The brand will be promoted to over 45 million Kannadigas worldwide as an avid supporter of the cause
- Private meeting room with a seating capacity for 100 guests to be made available to conduct seminars and conferences
- Brand's promotional video will be played during the 'Prime Time' event reaching all the 6,000 delegates
- Exclusive access to the Business Connect Program- with a minimum outreach to 1000 potential customers
- Stage recognition: 5 times a day thereby reaching out to all participants and visitors
- Banner display in all public areas
- Logo on Sponsor Wall
- Included in at least 35 promotional campaigns conducted prior to and during the event
- Advertisement in the souvenir: readership count of 20,000 members
- Branding in the event booklet
- Logo on the conference bags
- 10 free passes to the convention including the Business Forum
- Post-conference highlights telecast nationwide
- Pre-event and post-event analysis report

# SPONSORSHIP LEVELS

## EVENT DIAMOND - \$50,000

Following are the inclusions and benefits of the Event Diamond Sponsorship package:-

- Brand's promotional video will be played during the 'Prime Time' event reaching all the 6,000 delegates
- Stage recognition: 3 times a day thereby reaching out to all event participants and visitors
- Banner display in all public areas
- Logo on Sponsor Wall
- Post-conference highlights telecast nationwide
- Included in at least 35 promotional campaigns conducted before and during the event
- Advertisement in the souvenir: readership count of 20,000 members
- Branding in the event booklet
- Logo on the conference bags
- 5 free passes to the convention including the Business Forum

## EVENT GOLD - \$25,000

Following are the inclusions and benefits of the Event Diamond Sponsorship package:-

- Brand's promotional video will be played during the 'Prime Time' event reaching all the 6,000 delegates
- Stage recognition: 3 times a day thereby reaching out to all event participants and visitors
- Banner display in dining areas
- Logo on Sponsor Wall
- Post-conference highlights telecast nationwide
- Included in at least 35 promotional campaigns conducted before and during the event
- Advertisement in the souvenir: readership count of 20,000 members
- 3 free passes to the convention including the Business Forum

# SPONSORSHIP LEVELS

## FASHION SHOW MAIN SPONSOR \$20,000

Following are the inclusions and benefits of the Fashion Show main Sponsor package:

- The fashion show title will carry the brand's name and logo
- Advertisement on AKKA's website: 25,000+ unique hits
- Part of at least 35 promotional campaigns conducted prior to and during the event
- Advertisement in the souvenir: readership count of 20,000 members
- Branding in the event booklet

## OFFICIAL PARTNER SPONSORSHIPS: AIRLINE, INSURANCE, REAL ESTATE, BANKS, ETC. \$15,000 EACH

Following are the inclusions and benefits of the Official Partner sponsorship package:

- Advertisement on AKKA's website: 25,000+ unique hits
- Part of at least 35 promotional campaigns conducted prior and during the event
- Advertisement in the souvenir: readership count of 20,000 members
- Branding in the event booklet

## BUSINESS FORUM MAIN SPONSOR (SLOT 1) \$30,000

The Business Forum is typically attended by over 500 professionals and inclusions and benefits of this package are:

- the brand's name and logo will appear on the Business Forum signage
- Prominently displayed brand logo and recognized as the main sponsor
- Part of at least 10 promotional campaigns conducted prior to and during the event
- Placement of logo on AKKA's website: 25,000+ unique hits
- Part of all social media campaigns for the Business Forum
- Advertisement in the souvenir: readership count of 20,000
- Branding in the event booklet - 5 passes to the Business Forum

## BUSINESS FORUM CO-SPONSOR (SEVERAL SLOTS) \$7,500 EACH

The Business Forum is typically attended by over 500 professionals and inclusions and benefits of this package are:

- the brand's name and logo will appear on the Business Forum signage
- Part of at least 10 promotional campaigns conducted prior and during the event
- placement of logo on AKKA's website: 25,000+ unique hits
- Part of all social media campaigns for the Business Forum
- 3 passes to the Business Forum

# SPONSORSHIP LEVELS

## **ATTENDEES BADGE SPONSOR \$10,000**

- Over 6,000 participants will organically promote the brand via the passes which will carry the brand's name and logo

## **OTHER FORUM SPONSOR: WOMEN, YOUTH, LITERARY, SPIRITUAL, HEALTH & FITNESS \$7,500 EACH**

Reach your target audience through the following inclusions and benefits:

- Part of at least 10 promotional campaigns conducted prior and during the event
- Placement of logo on AKKA's website: 25,000+ unique hits
- Part of all social media campaigns related to this Forum
- 3 passes to this associated Forum

## **OFFICIAL PARTNER SPONSORSHIPS: AIRLINE, INSURANCE, REAL ESTATE, BANKS, ETC. \$15,000 EACH**

Following are the inclusions and benefits of the Official Partner sponsorship package:

- Advertisement on AKKA's website: 25,000+ unique hits
- Part of at least 35 promotional campaigns conducted prior and during the event
- Advertisement in the souvenir: readership count of 20,000 members
- Branding in the event booklet

## **CONFERENCE BAGS (10 SLOTS) \$5,000 EACH**

- Company/brand's logo printed on the AKKA conference bag
- One promotional insert 8.5" x 11" or smaller included in each bag

# SPONSORSHIP LEVELS

## **BREAKFAST SPONSOR (2 SLOTS) \$15,000**

Inclusions and benefits of the Breakfast Sponsor package are:

- Named Main Sponsor of this meal event
- Display of brand name and logo in the dining area
- Special announcements on all stages before and after each breakfast session
- Part of at least 10 promotional campaigns conducted before and during the event
- Placement of logo on AKKA's website: 25,000+ unique hits
- Advertisement in the souvenir: readership count of 20,000 - branding in the event booklet

## **LUNCH SPONSOR (2 SLOTS) \$25,000**

Inclusions and benefits of the Lunch Sponsor package are:

- Named Main Sponsor of this meal event
- Display of brand name and logo in the dining area
- Special announcements on all stages before and after each lunch session
- Part of at least 10 promotional campaigns conducted prior to and during the event
- Placement of logo on AKKA's website: 25,000+ unique hits
- Advertisement in the souvenir: readership count of 20,000 - branding in the event booklet

## **LUNCH SPONSOR (2 SLOTS) \$25,000**

Inclusions and benefits of the Lunch Sponsor package are:

- Named Main Sponsor of this meal event
- Display of brand name and logo in the dining area
- Special announcements on all stages before and after each lunch session
- Part of at least 10 promotional campaigns conducted prior to and during the event
- Placement of logo on AKKA's website: 25,000+ unique hits
- Advertisement in the souvenir: readership count of 20,000 - branding in the event booklet



**For more information, please call**

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**THANK YOU!**

