



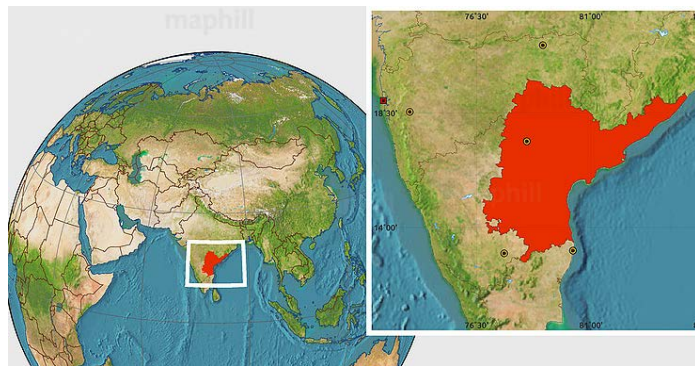
Telugu Association of North America (TANA)



- TANA is formed in 1978 and promotes cross cultural awareness in North America.
- It consists of members of the affluent ethnic population from the origins of Andhra and Telengana states in India.
- TANA aims to perpetuate, integrate, and assimilate the cultural heritage of the Telugu-speaking people into the mainstream of North America.

Telugu Speaking Indian Immigrant Demographics

- Population in USA: above 1 million spread out in all major metro's 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.

Key USA PROJECTS

- ✓ Global Science Fair
- ✓ Backpack Distribution
- ✓ HIV/AIDS Awareness
- ✓ Scholarships
- ✓ Promotional Telugu language
- ✓ Annual business opportunity
- ✓ Thanksgiving Feed the needy
- ✓ TANA Emergency assistance
- ✓ Disaster relief & Blood Drive

Key INDIA PROJECTS

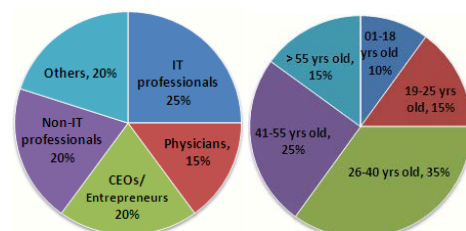
- ✓ Operation Envision
- ✓ Adopt a Child
- ✓ Child Aid Foundation
- ✓ Aids Awareness
- ✓ TANA Scholarships

TANA Conventions



- Conducted every 2 years
- 19 conventions held to date across all major US cities
- Last convention held in Dallas, TX
- Typical participation in the range of 10K to 12 K
- Our past conventions were presided by several

prominent dignitaries from USA and India such as Governors, Senators, Congressmen from USA,



Chief Ministers, Ministers, CEO's of various companies in India and USA.

- A break down of attendees in the last conference is as follows:
- This year, it's in Detroit, COBO Center, 2nd to 4th July 2015

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 COBO hall, 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 Sponsor	Bronze Sponsor
	\$100,000	\$75,000	\$50,000	\$25,000	\$10,000
Convention Souvenir; Color Ad	2 Page	1 Page	1 Page	1 page	1/2 Page
Your Logo on convention website	Yes	Yes	Yes	Yes	Yes
Your Logo on all posters & online	Yes (XL)	Yes(L)	Yes(M)	Yes(S)	Yes(S)
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	10x10 **
Sponsors recognition	Yes	Yes	Yes	Yes	Yes
Convention & banquet 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))	3 Rooms: ((1 Suite or 2 rooms) + 1 room)	1 Room ** ** Choose Room or booth

Checks & Contributions-Payable To "TANA Convention 2015"

Contact Corporate@tana2015.org

- ✓ TANA President: Mohan Nannapaneni, 508-612-6676, mohan@nmfriends.org
- ✓ TANA Conference Convener 2015: Gangadhar Nadella, 248-613-5943, nadella10@aol.com
- ✓ Corporate Sponsors Committee
 - Chair: Suresh Dilli, 248-321- 9382, suresh.dilli@gmail.com
 - Co-Chair: Prasad Beesabathuni, 248-250-2984, pbeesaba@gmail.com
 - Co-Chair: Venkat Aekka, 734-674-5060, vaekka@gmail.com
 - Co-Chair: Jagdeesh Prabhala; 614-783-6614, jprabhala@gmail.com