

# Greater Portland Tamil Mandram



போர்ட்லேண்ட் மாநகர தமிழ் மன்றம்



## Sponsorship brochure 2020-2021

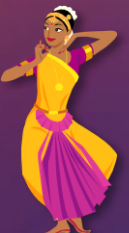
[www.gptm.org](http://www.gptm.org)

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...





# Special Edition 2020-21



(Adopting to new normal)

Our sincere gratitude to our passionate sponsors for their continued love and support to GPTM. We are proud to have such wonderful and diverse sponsors who truly demonstrate the importance of philanthropy and bring bonding in a pluralistic society. We look forward to another positive and productive year together.

GPTM is adopting to new initiatives this year:

- ❖ The very need of the hour
- ❖ Aligning to the government directions

Virtual events to maintain social distancing

Creative events to keep the families engaged

Bringing kids, parents, freelancers, educationists, and other professionals through these engagements to keep the community motivated



Our commitment to the community is to help them through this difficult time. And to fulfil that, we need help from our beloved Sponsors now more than ever. GPTM needs more helping hands!



# Our Event Plan for 2020-21

(events will be distributed throughout the year)

## Virtual Seasonal Events

- To continue the GPTM's legacy to connect with the community through cultural events
- Conduct Summer Sports Challenge (Venil Vizha), Deepavali Kondattam, Pongal Thiruvizha and Tamil New Year as virtual events
- Mainly focuses on preserving the heritage and cultural spirit through off-line competitions

## Giving back to the Community

- Support Frontline workers in and around Portland areas
- As state opens up other options, volunteering through Adopt the road, Friends of Trees, Oregon Food Bank, Fruit Picking at Community Gardens etc.
- Supporting in creating educational materials for Govt. School children located in remote areas in India
- Continue the volunteering efforts of GPTM Youth Club through virtual platforms

## New! Educational Webinars

- ❖ Educational and Technology sessions
- ❖ Tuned for college going kids to bring awareness about latest trend in education and technology
- ❖ Bridging the need of the community through these professional sessions

## New! Talk Shows

- ❖ A platform to bring local talents, professionals and celebrities in an interview setup
- ❖ Interview videos released on GPTM's YouTube channel and Facebook page
- ❖ Great virtual platform to reach out to the community
- ❖ With multiple advertisement options for the sponsors

A dedicated platform planned to promote Tamil language specific skills and exposure to our community!



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.

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."**

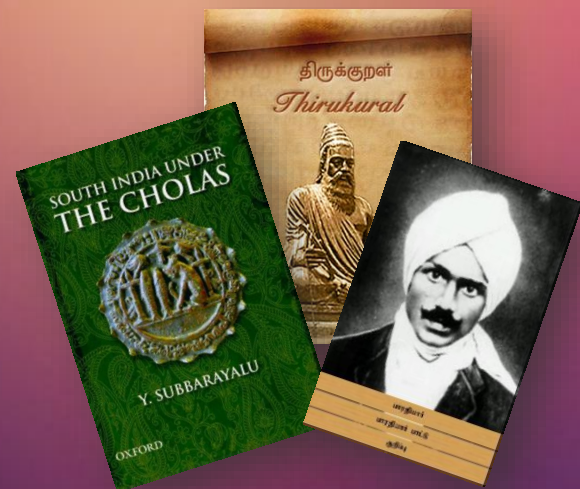
We typically have an event every quarter that ties in to the seasonal festivals, such as Pongal (Harvest Festival) in January, the Tamil New Year (Tamizh Puthandu) in April, Venil Vizha (Monsoon Festival) in August, and Deepavali (Festival of Lights) in November.



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”**

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.



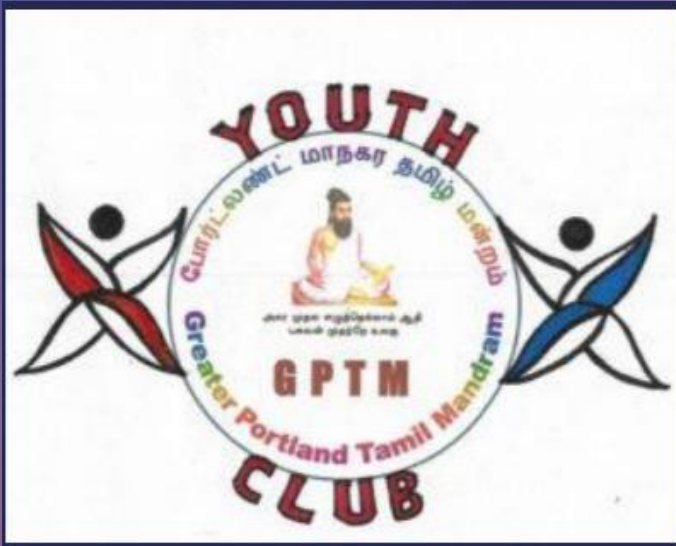
*Literature and History Quiz*



# GPTM Youth Club and Social Responsibility



To promote social change through providing opportunities for GPTM Youths to give their time and talent to improve their communities and the world.



GPTM as a certifying organization for The President's Volunteer Service Awards established GPTM Youth Club in 2019. It brings multiple volunteering opportunities to the school going children in the neighborhood. GPTM Youth Club has volunteered for more than **1430 hours** through multiple programs such as Adopt-A-Road, fruit picking, tree planting, and packing food at Oregon Food Bank, fundraising for OFB, Math and Music tutoring, and event / guest management at GPTM events.

GPTM also partners with local non-profits such as Oregon Food Bank in the spirit of thanksgiving, which coincides with the Festival of Lights and applies the same doctrine of sharing and caring.



Fruit Picking Event

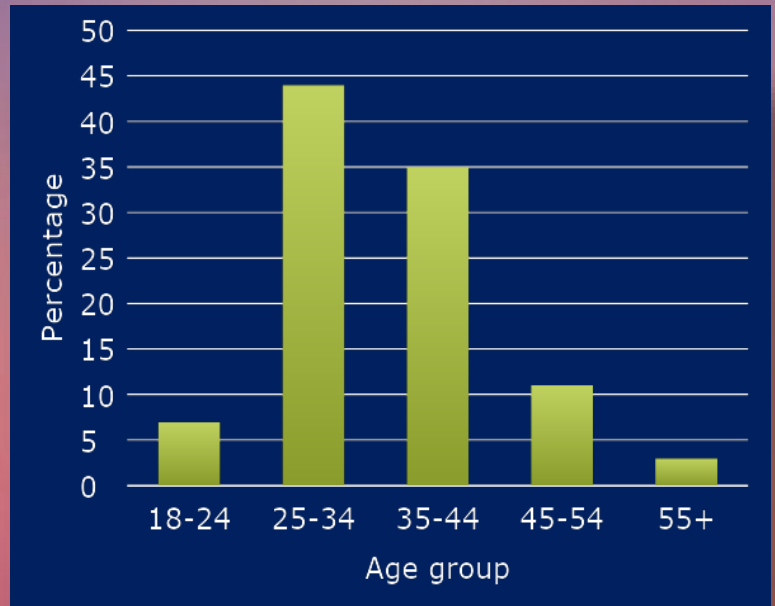


Volunteering @ hike event





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.



GPTM event videos  
With more than 20,000 hits



Official GPTM website  
With over 50,000 hits

Total potential reach of a Facebook Post 10000+



# Other reasons to 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.

**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.

Most importantly, as all of our events going to be conducted virtually this year, it provides significant edge for the brands in reaching people through digital channels such as Google, Zoom, YouTube and Facebook!

With physical events, advertisements are displayed only on the event day. Moreover with Virtual events, all the advertisements are made available and watched throughout this and many more years!





# Sponsorship Tiers

Special Edition : July 2020 – June 2021



Benefits\Tiers	Title	Premium	Triple Diamond	Double Diamond	Diamond	Gold
<b>NEW!</b> Price per term	\$3500	\$2500	\$1500	\$1000	\$500	\$300
<b>Powered by logo</b> on all the virtual event digital posters, websites, and videos	YES	-	-	-	-	-
<b>NEW! Sponsor Video</b> played (less than 5 seconds duration) at the middle and end of video contents of runtime longer than 1 hour, posted on GPTM's Facebook page and YouTube channel. ** This -5s Advertisement Video to be provided by the Sponsor!	YES	-	-	-	-	-
<b>NEW! Scrolling advertisements on the videos</b> (from our online events) that are posted on GPTM's Facebook page and YouTube	YES	YES	YES	YES	-	-
<b>NEW! Online events - digital commercial backdrop advertising</b>	YES	YES	YES	YES	YES	-
<b>GPTM YouTube Channel</b> (Logo on the event videos uploaded by GPTM)	YES	YES	YES	YES	YES	YES
<b>Events - Digital Poster Logo</b>	YES	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
<b>Logo size</b> (where relevant)	XXX-L	XX-L	X-Large	Large	Medium	Small
<b>NEW! Opportunity to get interviewed in Talk Shows</b>	YES	YES	YES	YES	YES	-

contact [treasurer@gptm.org](mailto:treasurer@gptm.org) for information on prize sponsorships and other queries

\*\*\* 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...

