



WE INVITE YOU
TO BECOME A
SPONSOR OF THE

**PRATHAM
PHOENIX
GALA 2018**

SATURDAY, MAY 5, 2018 | 6 PM

ARIZONA BILTMORE HOTEL
2400 E MISSOURI AVENUE
PHOENIX, AZ 85016

WHO WE ARE

As one of the largest educational movements in India, PRATHAM is built on the belief that literacy and education are fundamental human rights.

Working with the governments, communities and parents, Pratham reaches millions of children and youth in India each year through a range of programs that are vastly improving literacy rates and the quality of education.

OUR PROGRAMS

- ✓ **IMPROVE**
children's literacy and learning outcomes
- ✓ **PROVIDE**
vocational training and job placement for indigent youth
- ✓ **ENABLE**
dropouts (primarily girls) to complete secondary education
- ✓ **ACHIEVE**
extensive impact through partnerships with governments

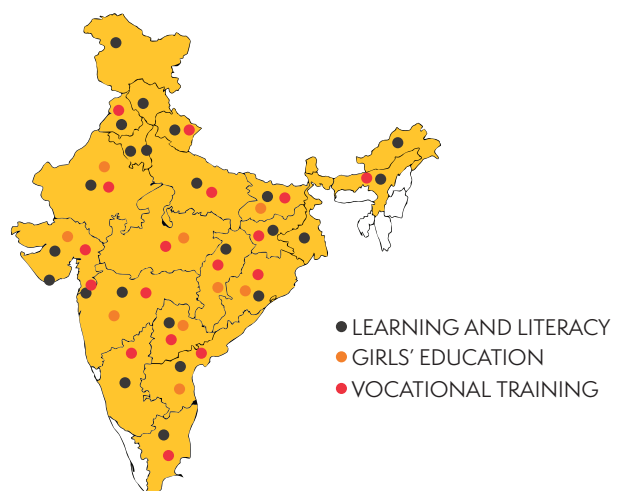
OUR IMPACT

- 50 MILLION**
children benefited over two decades
- 75 THOUSAND**
youth equipped with relevant job skills
- 84 PERCENT**
of females in our girls' education programs earn their high school diploma
- 14 COUNTRIES**
adopted Pratham assessment methods

OUR RECOGNITION

- ★ Business Standard, a leading Indian publication, named Pratham "Social Enterprise of the Year" as part of its 2016 Corporate Social Responsibility Awards
- ★ Named a 2014 Asia Game Changer by The Asia Society
- ★ Awarded seven consecutive four-star ratings from Charity Navigator, America's premier charity evaluator
- ★ Featured in the *New York Times* and the *Stanford Social Innovation Review*

OUR REACH



PHOENIX GALA 2018



KEYNOTE SPEAKER

Ganesh Moorthy
President and COO
Microchip Technology

Ganesh has served as president since February 2016 and chief operating officer since June 2009 for Microchip Technology, a leading semiconductor company headquartered in Chandler, Arizona. He also served as executive vice president from October 2006 to May 2009, and as the vice president of several Microchip divisions from November 2001 to October 2006. Prior to joining Microchip in November 2001, he was at Intel Corporation for 19 years in a variety of engineering and executive positions. He has undergraduate degrees in physics and electrical engineering, and an MBA in marketing.

Since July 2013, he has served on the board of directors of Rogers Corporation, a global technology leader in specialty materials headquartered in Chandler, Arizona. He previously served for four years on the board of directors of Hua Hong Grace, a semiconductor foundry headquartered in Shanghai. He also serves on the University of Washington, Department of Electrical Engineering Advisory Board.

His philanthropic interests include being the president of AZFIRST, a nonprofit that focuses on STEM education in the US, as well as his involvement for 15+ years with Unnati, an India-based nonprofit that empowers underprivileged youth through vocational training and job placement.

Ganesh was born in India and came to the United States in 1979 as a student. He has been married to his lovely wife Hema for 33 years and they are the proud parents of a daughter, who recently got married, and twin boys.



ENTERTAINMENT

Rajiv Satyal
Comedian

Rajiv Satyal is a Los Angeles-based comedian/host. He began his career in his hometown of Cincinnati, Ohio. Rajiv has some interesting claims to fame: he opened for Indian Prime Minister Narendra Modi in front of 17,000 people, and he made the massively viral I AM INDIAN video, which was shared by Bollywood stars and used to introduce the Indian Prime Minister in Shanghai and Dubai.

Rajiv has performed on three continents. He co-created the world-touring Make Chai Not War, a Hindu/Muslim stand-up show, which the U.S. State Dept. sponsored and sent to seven cities in India. The show became part of the Congressional Record after being mentioned on Capitol Hill to Secretaries of State Hillary Clinton and John Kerry.

This University of Cincinnati engineer and former P&G marketer has done stand-up at more than 100 colleges. He named his alma mater's online radio station "Bearcast," launched/managed a Miss India-America's career, and has spoken to audiences ranging from Fortune 500 companies to NFL players, on innovation, diversity, and personal branding.





OUR CHAPTER

Pratham USA is a volunteer-driven association aimed at bringing about lasting change in India through education reform. Pratham Phoenix is one of the organization's 14 US chapters, with a membership of more than 1,000 supporters who are dedicated to advancing Pratham's mission of "every child in school and learning well."

ANNUAL GALA

The Pratham Gala continues to be the premiere South Asian event on the Phoenix social scene. Attendees include affluent, civic-minded leaders from the community as well as individual philanthropists, all with a personal commitment to improving child literacy in India.

More than 600 guests attended last year's event, which raised close to \$200,000. It is expected that the 2018 Gala, to be held at the Arizona Biltmore Hotel, will be just as well-attended.

LEADERSHIP

Dr. Rukmini Banerji, CEO, Pratham Education Foundation
 Deepak Raj, Chairman, Pratham USA
 Bala Venkatachalam, Executive Director, Pratham USA

PHOENIX LEADERSHIP

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Dr. Sheena Banerjee

Vice President

Amit Shah

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 Dr. Nandini Sharma
 Harleen Singh
 Dr. Amruta Vadnerkar



TABLE SPONSORSHIP LEVEL

VISIONARY • \$25,000

IMPACT: Provide learning improvement programs for 1,000 children

- Table for 10, premium seating
- Recognition in event-related publicity material
- Logo/name visibility at Gala

BENEFACTOR • \$20,000

IMPACT: Provide learning improvement programs for 800 children

- Table for 10, premium seating
- Recognition in event-related publicity material
- Logo/name visibility at Gala

DIAMOND • \$15,000

IMPACT: Provide learning improvement programs for 600 children

- Table for 10, VIP seating
- Recognition in event-related publicity material
- Logo/name visibility at Gala

PLATINUM • \$10,000

IMPACT: Provide learning improvement programs for 400 children

- Table for 10, priority seating
- Recognition in event-related publicity material
- Logo/name visibility at Gala

GOLD • \$5,000

IMPACT: Provide learning improvement programs for 200 children

- Table for 10, preferred seating
- Recognition in event-related publicity material
- Logo/name visibility at Gala

SILVER • \$3,000

IMPACT: Provide learning improvement programs for 120 children

- Four seats
- Logo/name visibility at Gala

*Silver level limited to individuals ONLY.
Corporate sponsorships begin at gold level.

THANK YOU

All donors will receive recognition in the Pratham USA annual report and on the website. (This is optional and can be adjusted based on donor preferences). Pratham USA is a 501 (c)(3) nonprofit organization with a four-star rating (the highest possible) from Charity Navigator, and accepts tax deductible contributions from US donors.



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SPONSOR DETAILS

NAME _____

TITLE _____ COMPANY (IF APPLICABLE) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

I WOULD LIKE THE FOLLOWING SPONSORSHIP LEVEL

- | | | |
|---|--|--|
| <input type="radio"/> VISIONARY \$25,000
Table for 10, premium seating | <input type="radio"/> DIAMOND \$15,000
Table for 10, VIP seating | <input type="radio"/> GOLD \$5,000
Table for 10, preferred seating |
| <input type="radio"/> BENEFACTOR \$20,000
Table for 10, premium seating | <input type="radio"/> PLATINUM \$10,000
Table for 10, priority seating | <input type="radio"/> SILVER \$3,000
Four seats (individuals only) |

MY COMPANY WILL MATCH MY DONATION. YES NO

COMPANY NAME: _____

I AM UNABLE TO ATTEND. ENCLOSED IS MY DONATION OF \$ _____

- I WILL DONATE ONLINE AT PRATHAMUSA.ORG.
- PLEASE INVOICE ME FOR \$ _____
- MY CHECK PAYABLE TO PRATHAM USA IS ENCLOSED.
Mail the completed form and check to:
Vikas Bahl, Pratham USA, 9703 Richmond Avenue, Suite 102, Houston, TX 77042
- PLEASE CHARGE MY CREDIT CARD.
 VISA MASTERCARD AMEX DISCOVER

CREDIT CARD NO. _____

EXP. DATE _____

