



Pratham USA

BECOME A SPONSOR

Pratham NYC Gala 2023

Friday, September 29, 2023

Cipriani Wall Street
55 Wall Street
New York NY 10005

WHO WE ARE & WHAT WE DO

Pratham works with the belief that **every child should be in school and learning well.** With 27 years' experience of working in **India and more recently other parts of Asia, Africa and Latin America,** Pratham **changes the lives** of over 5 million children and young people every year.

We have operations in 23 cities, 21 states, and two union territories as well as strategic implementation partnerships in 23 countries around the world. We work in partnership with communities, parents, schools, local governments and local organizations providing them with the tools they need to give their children the best possible start in life. From early years right through to adulthood.

- + **Transforming individuals**
- + **Transforming communities**
- + **Transforming systems**

Pratham has been widely recognized for its innovation and impact through various awards including The Kravis Prize in Leadership, the WISE Education Prize, and most recently, the 2021 Yidan Prize for Education Development awarded to Dr. Rukmini Banerji, CEO of Pratham.

What we do

CHILDREN AND LEARNING engage children ages 3-14 in order to improve their basic reading, writing, and math skills.

YOUTH AND TRAINING promotes economic self-sufficiency for young adults through training and job placement.

GIRLS' AND WOMEN PROGRAM assists female dropouts over the age of 14 in completing their secondary school education and earning their 10th Standard diploma.

Technology, measurement and research cut across all Pratham programs.

Our impact

125,000 YOUTH equipped with relevant job skills since 2005

36,000 GIRLS given a second chance to earn their secondary school diplomas since 2011

20+ COUNTRIES adopted Pratham's assessment or TaRL (Teaching at the Right Level) models

WHY SUPPORT PRATHAM NOW?

Today we are at a critical juncture. We need to make up for the learning loss among children as a result of the pandemic. Together we can help secure the future of these children.

For this reason, Pratham's work and your support continues to be as critical as ever.

From April 2021 - March 2022 Pratham has:

- + Reached **500,000+** children across **20,000** communities through direct engagement
- + Reached over 3.5 million children in partnership with the Indian government across 17+ states
- + Equipped **180,000+** mothers with tools to support child's learning & development beyond classroom
- + We have **140** skilling/vocational training centers across 18 states in India including Delhi.
- + Given **50,000+** young people employable skills with an 85% placement rate
- + 'Second Chance' has helped **36,000** women since the inception of the program in 2011. Last year **4,500** women+ got grade 10 certification through the support of this program.



PRATHAM NYC GALA 2023

The Pratham NYC Gala continues to be one of the premier events on the New York social scene. Attendees include civic-minded leaders from the business community as well as influential philanthropists, all with a personal commitment to improving access to quality education in India.

2023 KEYNOTE SPEAKER



Indra Nooyi
Former Chairman & CEO, PepsiCo

CONCERT BY



Salim Sulaiman
World renowned music
composers & performers



PRATHAM NYC GALA HIGHLIGHTS



3000+

PEOPLE ATTENDED
PRATHAM USA GALAS OVER 2022

In 2022, the event drew over 600 guests and raised over \$6 million enough to support 300,000 children through Pratham's programs!



71,000

VISITORS TO PRATHAM USA'S
WEBSITE ANNUALLY

In the past, special guests have included Trevor Noah, Fareed Zakaria, Kamala Harris, Chelsea Clinton and AR Rahman.



35,000

PUSA FOLLOWERS ACROSS
SOCIAL MEDIA



[Watch highlights from the Pratham NYC Gala 2022](#)



Previous sponsors include:

KIRKLAND & ELLIS

BANK OF AMERICA

J.P.Morgan

CIFC Asset Management

MERCK

PNC BANK

ABOUT PRATHAM USA

Pratham USA is a 501(c)(3) charity with chapters across the United States. We raise awareness and mobilize the financial resources that make our work on the ground in India possible. Pratham USA ranks among the top 2% of all American charities, consistently earning the highest four-star rating from Charity Navigator.

Leadership

Dhiren Shethia
Chairman,
Pratham USA

Dr. Rukmini Banerji
CEO, Pratham
Education Foundation

Manisha Bharti
CEO & Global
Executive,
Pratham USA

Pratham New York Tri-State

PRESIDENT
Rahul Mahajan

EXECUTIVE BOARD

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Sameer Maru
Kavita Mahtani
Manjula Menon
Anjna Motwani
Shilpa Mullan
Jignesh Patel
Deepak Raj
Brian Rebello
Shilpa Sanger
Anand Sanwal
Gagan Singh
Manoj Singh

SPONSORSHIP LEVELS

Principal \$250,000

Impact: Support Pratham's work in 5 districts in a state of your choosing to enable foundational skills for 15000 children.

Guardian \$100,000

Impact: Support 50 villages across India through Hamara Gaon (Pratham's direct community engagement program)

Champion \$50,000

Impact: Help build foundational skills for 2,500 children while engaging all key stakeholders around them

Benefactor \$35,000

Impact: 80 women who dropped out of schools can now earn their high school diplomas

Patron \$20,000

Impact: 40 young people will now get a chance to earn their livelihoods through vocational training

For more information, to make an early reservation, or to become a sponsor, please contact Christina Sanko at csanko@prathamusa.org



CORPORATE BENEFITS

	Principal	Guardian	Champion	Benefactor	Patron	
	\$250K	\$100K	\$50K	\$35K	\$20K	
Pre-event	Exclusive					
	Company name listing on event registration page	✓	✓	✓	✓	✓
VIP event	Company branding opportunity at exclusive VIP	✓				
Cocktail Reception	Tickets to VIP event	8	4	2	2	
	Company name/logo recognition opportunity at Reception	✓				
Main event	Verbal company recognition during program	✓	✓			
	Seating at Gala	2 VIP tables of 10 each	2 Premium tables of 10 each	1 Priority table of 10 each	1 Preferred table of 10 each	1 table of 10
	Logo included on printed sponsor recognition posters	✓	✓	✓		
	Company logo included on step and repeat background	✓				
	Branded company signage at the table	✓	✓	✓	✓	✓
	Company Logo displayed on digital screen(s) during event	1 slide	1 slide	1/2 slide	included on donor slide	included on donor slide
Post Event	Company mention in the post-event thank you email sent to all attendees	✓	✓			
	Company mention in the post-event press release	✓	✓	✓		
	Company mention in post-event social media (link provided in advance)	✓	✓			
	Mention in annual report (Based on annual report guidelines)	✓	✓	✓	✓	✓
Pratham Engagement Opportunities	Opportunity to coordinate employee engagement program visit in India	✓	✓			
	Opportunity to host Pratham 'Lunch & Learn' at offices / virtually	✓	✓	✓	✓	

Limited to Principal and Guardian level sponsors: Pratham team will work with you to craft a specific profile opportunity at the event (subject to guidelines). All logos must be provided with two weeks of sponsorship agreement.

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Please fill in this form to secure your commitment and/or table.

Please email any queries or the completed form to Christina Sanko at csanko@prathamusa.org

Please see below for the address to send donations via check.

Sponsor Details

Name _____

Title _____ Company (if applicable) _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

I would like to support at the following sponsorship level

- Principal \$250,000 Guardian \$100,000 Champion \$50,000 Benefactor \$35,000 Patron \$20,000

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:
Pratham USA, 9703 Richmond Avenue, Suite 102, Houston, TX 77042

Please charge my credit card. VISA Mastercard AMEX Discover

Credit card no. _____

Exp. Date _____