



Pratham USA

BECOME A SPONSOR

Pratham Mid-Atlantic Gala 2023

Saturday, October 7, 2023

Grand Hyatt Washington
1000 H Street NW,
Washington, DC 20001

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 MID-ATLANTIC GALA 2023



3000+

PEOPLE ATTENDED
PRATHAM USA GALAS OVER 2022



71,000

VISITORS TO PRATHAM USA'S
WEBSITE ANNUALLY



35,000

PUSA FOLLOWERS ACROSS
SOCIAL MEDIA

The Pratham Mid-Atlantic Gala continues to be one of the premier events on the DC 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

Past luminaries of Pratham Galas nationwide include **Vice President Kamala Harris, Comedian Hasan Minhaj, Chelsea Clinton, Author and Journalist Fareed Zakaria, and Nobel Prize Economist and Philosopher Amartya Sen.**

In 2022, the event drew over 250 esteemed guests and was honored to welcome **Vice Admiral Vivek H. Murthy as the keynote speaker.**



Previous sponsors include:



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 Mid-Atlantic

President
Kay Ramesh

Executive Board

Alpa Bhungalia
Rajan Bhatia
Rakesh Bhatia
Prem Bajaj
Madhu Chawla
Monica Gupta
Ramesh Gupta
Ravi Gupta
Amy Hariani
Madhur Khanna
Sonia Makheja
Anil Patibandla
Ravi Puli
Amit Puri
Chethan Rao
Kavita Saini
Jai Saboo
Anu Shah
Jolly Somaiya

SPONSORSHIP LEVELS

Guardian \$60,000

Impact: Help build foundational skills for 3,000 children while engaging all key stakeholders around them

Champion \$30,000

Impact: 60 young people will now get a chance to earn their livelihoods through vocational training

Benefactor \$15,000

Impact: 35 women who dropped out of schools can now earn their high school diplomas

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



BENEFITS

	Guardian	Champion	Benefactor
	\$60k	\$30k	\$15k
Number available	3	4	Unlimited
VIP reception tickets	4	2	
Name on registration	Yes	Yes	Yes
Company branding at VIP reception	Yes	No	No
Digital company logo or name during event	Full Page slide throughout the event including cocktail reception and main event	Full Page slide throughout the event including cocktail reception and main event	Recognized alongside other sponsors at this level throughout the event including cocktail reception and main event
Name of table signage	Yes	Yes	Yes
Exclusive Benefit	Opportunity to introduce company and introduce choice of Keynote Speaker, Entertainer or Beneficiary - on a first come-first choice basis	Opportunity to be recognized by name by MC. Signage at: - one of the two bars during the cocktail event or - dinner or - dessert	
Mention in pre-event	Yes	Yes	No
Coverage in social	Yes	Yes	Yes
Host Lunch and Learn at offices or virtually	Yes	Yes	Yes
Tables at Gala	Two Best Choice Tables of 10 each	One Premium Table of 10	One Preferred Table of 10

All logos and branding to be provided within 2 weeks of Sponsor 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

- Guardian \$60,000 Champion \$30,000 Benefactor \$15,000

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 _____