



Pratham USA

**BECOME A
SPONSOR**

GALA
PRATHAM

PRATHAM HOUSTON GALA
Saturday, March 23, 2024

Hilton Americas
Houston
1600 Lamar St,
Houston, TX 77010



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 beyond**, there are now 20+ countries across Asia, Africa and Latin America that are seeking our help to adapt Pratham programs locally. Pratham **changes the lives** of 5 million children and young people across India annually.

We have operations in 23 cities, 21 states, and two union territories. We work in partnership with communities, parents, schools, and local governments 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

Give with confidence

For twelve consecutive years, Charity Navigator has awarded Pratham USA a four-star rating for our "sound fiscal management" and "commitment to accountability and transparency".



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 and youth.

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

From April 2022 - March 2023 academic year, Pratham:

- + Reached **580,000+** children across **20,000** communities through direct engagement
- + Reached over **5.6 million children** in partnership with the Indian government across 14 states
- + Equipped **218,000+** mothers with tools to support child's learning & development beyond classroom
- + Ran **140** skilling/vocational training centers across 18 states in India including Delhi.
- + Gave **50,000+** young people employable skills with an 85% placement rate among those receiving formal certification.
- + 'Second Chance' has helped **39,700** women since the inception of the program in 2011. Last year **3,700+** women got grade 10 certification through the support of this program.



PRATHAM HOUSTON GALA 2024

The Pratham Houston Gala continues to be one of the premier events on the Houston 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.

2024 KEYNOTE SPEAKER



Dr. Rajiv J. Shah
President, Rockefeller Foundation

Dr. Rajiv J. Shah serves as president of the Rockefeller Foundation, a global institution with a mission to promote the well-being of humanity around the world. With a century-long track record of leveraging science, technology, and innovation. The Foundation is pioneering new ways to enable individuals, families, and communities to flourish. Dr. Shah is a graduate of the University of Michigan, the University of Pennsylvania School of Medicine, and the Wharton School. He has received several honorary degrees, the Secretary of State's Distinguished Service Award, and the US Global Leadership Award. He is married to Shivam Mallick Shah, and they have three children.



PRATHAM HOUSTON GALA HIGHLIGHTS

In 2023, the event drew over 600 guests and raised enough to support 300,000 children through Pratham's learning programs.

In the past, special guests have included **Preity Zinta, Anil Kapoor, Indra Nooyi, Manish Malhotra, and Sushmita Sen.**



3500+

PEOPLE ATTENDED
PRATHAM USA GALAS OVER 2023



71,000

VISITORS TO PRATHAM USA'S
WEBSITE ANNUALLY



35,000

PUSA FOLLOWERS ACROSS
SOCIAL MEDIA



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 consistently earns the highest four-star rating from Charity Navigator.



Pratham Houston Chapter

CO-PRESIDENTS

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Pradip Seernani

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YOUNG PROFESSIONALS LEAD

Darel D'Souza

Pratham USA Leadership

Dhiren Shethia

Chairman, Pratham USA

Manisha Bharti

CEO & Global Executive, Pratham USA

Dr. Rukmini Banerji

CEO, Pratham Education Foundation

SPONSORSHIP LEVELS

Guardian \$100,000

Impact: Help build foundational learning skills for 5000 children while engaging all stakeholders around them - including parents, teachers and volunteers.

Champion \$75,000

Impact: Support delivery of Hamara Gaon - Pratham's community learning initiative - in 25 communities. This will engage 3000 children and 250+ mothers.

Benefactor \$50,000

Impact: 1 Skilling Training Center will be funded for a full year. This includes training and job placements for 200 youth. In addition, skilling awareness activities will be delivered across 200 villages - reaching another 20,000 youth and adolescents.

Patron \$25,000

Impact: Facilitate upward mobility of 500 workers from the informal economy. This includes access to social entitlement schemes, upskilling courses, financial literacy courses and access to better paying employment opportunities.

Ambassador \$10,000

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

Contributor \$5,000

Impact: Equip 15 girls and women - previously forced to drop out of school - to gain a 'second chance' at earning their high school diploma. These girls and women will be able to restart their learning journeys, support their livelihoods and rewrite their future.

For more information, to make an early reservation, or to become a sponsor, please contact Archita Singh asingh@prathamusa.org



SPONSOR BENEFITS

Guardian \$100k
Champion \$75k
Benefactor \$50k
Patron \$25k
Ambassador \$10k
Contributor \$5k

GALA		Guardian \$100k	Champion \$75k	Benefactor \$50k	Patron \$25k	Ambassador \$10k	Contributor \$5k
Pre Event	Company name listing on event registration page	✓	✓	✓	✓	✓	
	Recognition announcement in pre-gala promotional email	✓	✓	✓			
VIP Event	Company branding opportunity at exclusive vip event	✓	✓				
	Tickets to VIP event (# by level)	10	8	6	4	2	0
Cocktail Reception	Logo included on co-branded materials	✓	✓	✓	✓	✓	
Main Event	30-Second video played during the event (sponsor to provide video - subject to Pratham USA review)	✓					
	Verbal company recognition during program	✓	✓				
	Number of tables	2 Tables of 10, VIP	2 Tables of 10, Premium	1 Table of 10, Priority	1 Table of 10, Preferred	1 Table of 10	4 seats
	Logo on sponsor poster	✓	✓	✓	✓	✓	
	Branded company signage at the table	✓	✓	✓	✓		
	Company logo displayed on digital screen(s) during event	standalone logo	standalone logo	standalone logo	alongside other sponsors	alongside other sponsors	alongside other sponsors
Post Event	Company mention in the post-event thank you email	✓	✓	✓	✓		
	Company mention in the post-event press release	✓	✓	✓	✓		
	Company mention in post-event social media (link provided in advance)	✓	✓	✓			
	Mention in annual report (subject to latest annual report guidelines)	✓	✓	✓	✓	✓	✓
OTHER							
	Logo recognition on chapter page of Pratham USA website	✓	✓	✓	✓		
	Opportunity to host Pratham 'lunch & learn' at offices or virtually	✓	✓	✓	✓		
	Opportunity to coordinate Pratham program visit in India	✓	✓	✓	✓	✓	✓
ADDITIONAL GALA SPONSORSHIP OPPORTUNITIES		Keynote Sponsorship \$25k		A/V Sponsorship \$15k		Dessert Table Sponsor \$5k	

All logos must be provided within 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 Archita Singh asingh@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 \$100,000 Champion \$75,000 Benefactor \$50,000 Patron \$25,000 Ambassador \$10,000 Contributor \$5,000

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