



Pratham USA



# BECOME A SPONSOR

**Pratham Mid-Atlantic Gala**  
Friday, September 7, 2024

Conrad Washington, DC  
950 New York Ave 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 almost 30 years 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.





**‘SECOND CHANCE’ HAS HELPED 36,000 WOMEN SINCE THE INCEPTION OF THE PROGRAM IN 2011.**

## 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) model

# 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 2023 to March 2024 Pratham has:



Reached 650,000+ children across 20,000+ communities through direct engagement



We have 140 skilling/vocational training centers across 17 states in India including Delhi.



Reached over 8.3 million children in partnership with the Indian government across 14 states



Given 50,000+ young people employable skills with an 85% placement rate among those receiving formal certification



Equipped 300,000 mothers with tools to support child's learning & development beyond classroom



Enrolled over 11,300 girls and women for grade 10 certification through the Second Chance program



# PRATHAM MID-ATLANTIC GALA 2024

**The Pratham Mid-Atlantic Gala continues to be one of the premier events on the Washington 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.



# PRATHAM MID-ATLANTIC GALA

**In 2023, the event drew over 350 guests and raised over \$800k - enough to support 40,000 children through Pratham's programs!**

Past luminaries of Pratham Mid Atlantic Galas include Ajay Banga - World Bank Group President, Rep. Joe Crowley, Reggie Aggarwal - CEO and Founder of Cvent, Rukmani Banerji - CEO of Pratham Education Foundation, U.S. Surgeon General Dr. Vivek Murthy, R. Madhavan - Indian Actor, Writer, Director, Reshma Sujani -CEO of Girls Who Code & Chandrika Tandon - Business Leader and Grammy-Nominated Artist



**Over 3000**

people attended Pratham USA Galas over 2023



**71,000**

visitors to Pratham USA's website annually



**35,000**

PUSA followers across social media





# 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 Leadership

**PRESIDENT**  
Rajan Bhatia

**ADVISORY COUNCIL**  
Shital Patel

### EXECUTIVE BOARD

Alpa Bhungalia  
Amit Puri  
Kavita Saini  
Kay Ramesh  
Madhu Chawla  
Madhur Khanna

Neha Bhatt  
Rakesh Bhatia  
Ramesh Gupta  
Ravi Puli  
Sonia Makheja

# SPONSORSHIP LEVELS



## **Guardian \$60,000**

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



## **Champion \$30,000**

**Impact:** 50 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





# SPONSOR BENEFITS

	Guardian	Champion	Benefactor
	\$60K	\$30K	\$15K
<b>Numbers Available</b>	3	4	unlimited
<b>Pre Event</b>			
<b>Name listing on event registration Page</b>	✓	✓	✓
<b>Mention in pre-event social media</b>	✓		
<b>Main Event</b>			
<b>VIP Reception Tickets</b>	6	4	2
<b>Brief video during the Gala program to be given by sponsor</b>	45sec		
<b>Company branding at VIP reception</b>	✓		
<b>Donor recognition in cocktail area</b>	✓	✓	✓
<b>Digital recognition during event</b>	Full Page slide	Full Page slide	Shared slide
<b>Donor profile in Digital Gala Program</b>	✓	✓	
<b>Name in gala program</b>	✓	✓	✓
<b>Seating at Gala</b>	Two Best Choice Tables of 10 each	One Premium Table of 10	One Preferred Table of 10
<b>Post Event</b>			
<b>Mention in post-event social media</b>	✓	✓	✓
<b>Mention in post-event press release</b>	✓	✓	
<b>Other</b>			
<b>Invitation to Exec meeting with CEO/Board Chair</b>	✓		
<b>Logo Recognition on Chapter Page of Pratham USA website</b>	✓	✓	✓
<b>Exclusive access to Pratham USA events</b>	✓		
<b>Host Lunch and Learn at offices or virtually</b>	✓	✓	✓

\*All logos must be provided with two weeks of sponsorship agreement. Name listing: Either family name or Family Foundation name

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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 [jjoshi@prathamusa.org](mailto:jjoshi@prathamusa.org)

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

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## 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](http://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 \_\_\_\_\_