



Pratham USA



BECOME A SPONSOR

Pratham Chicago Gala

Saturday, October 19, 2024

Palmer House,
17 E Monroe St, Chicago, IL 60603

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 ?

Educating children in India is more important than ever.

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 2022 to March 2023 Pratham has:



Reached 580,000 children across approximately 20,000+ communities through direct engagement



Ran 140 skilling/ training centers across 18 states in India including Delhi.



Reached over 5.6 million children in partnership with the Indian government across 14 states



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



Equipped more than 218,000+ mothers with tools to support child's learning and development beyond classroom



'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 CHICAGO GALA 2024

The Pratham Chicago gala continues to be one of the premier events of the 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 CHICAGO GALA HIGHLIGHTS

In 2023, the Chicago Gala drew over 250 guests and raised enough to support 300,000 children through Pratham's programs!



Over 3,000
people attended Pratham USA Galas nationwide 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 Chicago Leadership

CO-PRESIDENTS

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Bhavna Guglani

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Srinivas Reddy
Praveen Sharma

SPONSORSHIP LEVELS



Champion \$50,000

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



Benefactor \$25,000

Impact: 50 young people will now get a chance to earn their livelihoods through vocational training



Patron \$15,000

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



Ambassador \$10,000

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



SPONSORSHIP BENEFITS

		Champion	Benefactor	Patron	Ambassador
		\$50,000	\$25,000	\$15,000	\$10,000
Pre-event Promotion	Company name listing on event registration page	✓	✓	✓	✓
	Cocktail Reception	Company name/logo recognition opportunity at reception	✓	✓	✓
Main Event	Verbal company recognition during program	✓	✓		
	Seating at Gala	2 Premium tables of 10 each	1 Priority table of 10	1 Preferred table of 10	1 table of 10
	Logo included on printed sponsor recognition posters	✓	✓	✓	✓
	Branded company signage at the table	✓	✓	✓	
	Company logo displayed on digital screen(s) during event	1 slide	1 slide	1/2 slide	1/2 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 to be provided in advance)	✓	✓		
	Mention in annual report (Based on annual report guidelines)	✓	✓	✓	✓
Engagement Opportunities	Opportunity to coordinate employee engagement program visit in India	✓			
	Opportunity to host Pratham 'Lunch & Learn' at offices or virtually	✓			

All logos and branding to be provided within 2 weeks of Sponsor agreement.
The printing deadline for promotional materials is September 21, 2024.

PRATHAM CHICAGO GALA 2024

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

You can send your queries or the completed form to Archita Singh at asingh@prathamusa.org. The address for sending donations via check is mentioned below.

Sponsor Details

Name _____

Title _____ Company (if applicable) _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

I would like to support at the following sponsorship level

- Champion \$50,000 Benefactor \$25,000 Patron \$15,000 Ambassador \$10,000

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 _____