



GALA

TOGETHER WE LEARN, TOGETHER WE THRIVE

BECOME A SPONSOR

Pratham Houston Gala

Friday, April 25, 2025 | 6pm Onwards

Hilton Americas, 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 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 states, and 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.





**'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 HOUSTON

GALA 2025

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.

The 2025 Houston Gala will honor Pratham's transformative contributions and celebrate the generosity of both individual donors and corporate sponsors. The event features cocktails, dinner, engaging entertainment, dancing, and special interactions with children from our programs in India, alongside numerous surprises.



2025 ENTERTAINMENT

Jeffrey Iqbal
Singer and Music Composer



Jeffrey Iqbal has captivated audiences worldwide with his music, amassing millions of views on social media and appearing on TV shows like Sa Re Ga Ma Pa and "India's Raw Star". He has also toured and performed alongside renowned artists such as A.R. Rahman, Shankar Mahadevan, Shreya Ghoshal, and Atif Aslam. With his versatile voice, Jeffrey seamlessly blends music from the East and West, spanning from classical to contemporary Bollywood hits and English pop chart-toppers.

PRATHAM HOUSTON GALA HIGHLIGHTS

In 2024, the event drew over 600 guests and raised over \$3 million, enough to support 150,000 children through Pratham's learning programs.

Special Guests include:

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

We are deeply grateful to the corporations that sponsored the Pratham Houston Gala and other community events in 2023 and 2024.



Over 3,000

people attended Pratham USA Galas over 2024



66,000

visitors to Pratham USA's website annually



36,000

PUSA social media followers



Please take a moment to review this spectacular evening by [exploring a selection of photos](#) from the gala.

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 Houston Area

CO-PRESIDENTS

Vikram Gopal
Pradip Seernani

Poonam Mittal
Annu Rao Naik
Rehka V. Narahari
Shital Patel
Scott Pharr
Rasool Shaik
Dhiren Shethia
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Dhamo Dhamotharan
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Brij Kathuria
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SPONSORSHIP LEVELS

Table Sponsorships:



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. Additionally, at this level, vital learning resources to be used in Pratham's learning programs will be provided. This will engage 3000 children and 250+ mothers. We need to ensure we tackle the problem of low learning levels at the root - preventing need for future interventions.



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.



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					

*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 within two weeks of sponsorship agreement.

PRATHAM HOUSTON GALA 2025

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Hilton Americas, 1600 Lamar St, Houston, TX 77010

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

Please email any queries or the completed form to Prashant Agarwal at pagarwal@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

- Champion \$50,000 Benefactor \$25,000 Ambassador \$10,000 Patron \$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 _____ Security Code: _____