

## WHO WE ARE

Founded back in 1970 and incorporated in the state of Massachusetts in as a non-profit non-partisan organization, the **Kerala Association of New England (KANE)** is one of the oldest and the most prominent American Kerala (South Indian) associations in the United States.

We bring together 2000+ South Asian families annually by organizing several events throughout the year. We celebrate **Diwali, Halloween, Christmas, Summer Picnic** and **Onam**. In addition, our flagship event **Malhar** featured several artists and talents in the fields of arts, music and dance, all harmonized in a fun filled, family oriented atmosphere.

## CONTACT Us

If you would like to join KANE or know more about us, please contact us:

96 Worster Dr  
Marlborough, MA 01752

**Phone:** 508.640.5263

**Email:** [kane@kaneusa.org](mailto:kane@kaneusa.org)

**Web:** [www.kaneusa.org](http://www.kaneusa.org)



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## OUR SPONSORSHIP PACKAGES

Following are the sponsorship packages. We can always customize the package to best fit your needs.

For sponsorship rates, e-mail [sponsorship@kaneusa.org](mailto:sponsorship@kaneusa.org)

### PLATINUM



- Spotlight in prime area of website
- Spotlight in all community newsletters, flyers
- Spotlight in all events and free booth

### GOLD



- Spotlight in our website
- Spotlight in all community newsletters, flyers
- Spotlight in all events

### SILVER



- Spotlight in our website
- Spotlight in 10 community newsletters
- Spotlight in online events

### BRONZE



- Spotlight in our website
- Spotlight in 5 community newsletters
- Spotlight in online events

**ADDITIONAL BENEFIT:** We will Spotlight our Sponsors in our LIVE and Crowd gathering events through the end of 2022.

## WHY JOIN US?

KANE is a voluntary non-profit organization committed to bringing people from diverse cultures in and around the New England area and providing them with opportunities to be part of events and celebrations organized periodically for the benefit of the community.

A brief breakdown of our demographics includes:

- Backed by visionary leaders and cultural enthusiasts over the past 50 years since its founding in 1970.
- 1000 + Members and representatives include executives and professionals employed with fortune 500 companies and other major industries in and around Boston spanning over multiple domains (but not limited to) like healthcare, technology, financial services, Federal and State Government advisory boards and education.
- More than 75% of members have been long time residents of New England with extended roots in the community.

**KANE IS AN ORGANIZATION WITH RICH HERITAGE THAT CARRIES A GREAT LEGACY SINCE 1970, HELPING OUR LARGER MEMBER BASE PATRONAGE WITH OUR SPONSORS AND THEIR BUSINESSES.**

To know more about us, visit: [www.kaneusa.org](http://www.kaneusa.org)

For membership, please email [membership@kaneusa.org](mailto:membership@kaneusa.org)

## AN OVERVIEW OF KANE

**Kerala Association of New England (KANE)**, one of the oldest association in US with a rich history of "5 decades" behind it dating back from 1970, is a non-profit, non-political, non-religious cultural organization working towards the betterment of the social lifestyle of the Malayalees in the New England area. KANE provides a forum for its members to meet and exchange views and to foster friendship, goodwill, and understanding among its members and provides opportunities for cultural, and entertainment activities of its members.

### Our Mission

Since its founding in 1970, KANE strives to nurture cultural and social values by empowering its members and Malayalees around the New England area through its community service. And that is our Mission, which we accomplish by:

- **Creating opportunities** for its community members to share ideas and to exercise their traditional values.
- **Providing best of the class platforms** and leadership to help its community members exhibit their talents.
- **Developing leaders** through volunteerism and community service.
- **Building bridges of understanding across generations** and diverse communities; and
- **Influencing the future generations to understand** our tradition and its moral values to build a better society, a home away from home.

## GETTING STARTED

### Ready to become a Sponsor?

Please email or call us at the below contact information:

**E-mail:** [sponsorship@kaneusa.org](mailto:sponsorship@kaneusa.org)

**Phone:** 508.640.5263

*“WE ARE A GROUP OF HIGHLY MOTIVATED PROFESSIONALS, LEADING THIS GREAT ORGANIZATION HELPING PARTNER WITH BUSINESSES TO MAKE OUR COMMUNITY AWARE OF YOUR SERVICE OFFERINGS AND THEREBY BENEFITING YOU”*

### KNOW YOUR REACH AND AUDIENCE

- Market your products and services by combining multiple platforms including the web, social media, traditional print advertising and event signage to reach the largest South Asian/Indian community network in New England.
- We are hosting several Virtual (LIVE) events via ZOOM and Facebook live streams. We will spotlight your business Ads in our live streaming events. Your Ad (Flyer / Video) will be played on the backdrop LED wall and we will scroll your Ad on the event video scrollbar throughout.
- With the cutting-edge mobile ready community website, it has become visible to thousands of our daily website visitors around the globe.
- Learn about what motivates your local South Asian community and capitalize that awareness to your business advantage.
- Gain exposure to a highly vibrant ethnic group and become a business leader who encourages diversity

## OUR GUARANTEE

### We know how important your sponsorship with us is, which is why we guarantee:

- Brand exposure/visibility to high numbers of valuable/niche potential clients.
- We will spotlight you/your business in our **LIVE (Virtual) events** attended by hundreds.
- Expanding your customer base through data collection at events and mailing lists.
- Driving traffic to your websites via links /logos on high traffic host organization websites and our 2000+ newsletter subscriber target marketing.
- Prime Stage speak time for Platinum and Gold Sponsors, also your flyers and marketing materials will be displayed on projectors, and will be included in all our event communication and flyers.
- We will make periodic announcements about our sponsors and will encourage our guests to patronage with your business.
- Free Admission for you and your family to your sponsoring events with us.

