Unlocking Sikh American Potential

25 years ago SALDEF emerged as the first national Sikh American advocacy organization in the United States. From employment discrimination, to racial profiling to civil rights to uniform accommodations, SALDEF has advocated to make sure our voices are heard.

25 years later, SALDEF is equipping the next generation with the confidence and skills to take on the challenges of our time. With your support, SALDEF will continue to build out the infrastructure that enables our community to thrive and work to ensure there is a place for everyone in this country regardless of your religion, ethnicity, or where you come from.

Help us celebrate SALDEF’s rich history through stories that have inspired change, influenced members of Congress, countless media outlets, and local communities.

Join us for Our 25th Anniversary Virtual Gala

on December 19, 2021
6:00PM–7:30PM EST

Join:
saldef.org/virtual-gala-2021
As a sponsor of the National Gala you are:

- **Investing in SALDEF and the Sikh American Community**
  As diverse and dynamic segments of US society, Sikh Americans are among the fastest growing population in the country, both in numbers and economic power. This event presents a unique opportunity to put your organization in front of an affluent, diverse, and often difficult-to-reach audience. Many corporations, businesses and government agencies have recognized this value in prior years.

- **Expanding your exposure**
  Depending on the level of your support, your organization can gain visibility to a virtual audience of over 30,000 through the mediums of websites, social media platforms, and print advertisements. Further, the SALDEF and SikhLEAD websites and social media channels (Facebook, Twitter, Instagram, and YouTube) allow for year-round visibility of your organization. There are 1,000,000 Sikh Americans.

- **Reaching high-income audience**
  The Sikh American community represents one of the highest income and fastest growing populations (the Asian American buying power will exceed $1 trillion in next 5 years) in the country.

- **Be recognized as a key sponsor of SALDEF**

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>Platinum $25,000</th>
<th>Gold $10,000</th>
<th>Silver $5,000</th>
<th>Bronze $2,500</th>
<th>Friend of SALDEF $1,000</th>
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</thead>
<tbody>
<tr>
<td>Spotlight Video presented during the event</td>
<td>X</td>
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<tr>
<td>Verbal and visual recognition at Gala</td>
<td>X</td>
<td></td>
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<tr>
<td>Social media post on Facebook, Twitter and LinkedIn announcing the sponsorship</td>
<td>3 Mentions</td>
<td>1 Mention</td>
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<tr>
<td>Logo featured on online Gala website</td>
<td>Premier Placement</td>
<td>X</td>
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<td></td>
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<tr>
<td>Listed on website, social media and newsletter</td>
<td>Premier Placement</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Display of name on virtual event platform</td>
<td>Prominently Placed Logo</td>
<td>X</td>
<td>X</td>
<td>Listing</td>
<td>Listing</td>
</tr>
<tr>
<td>Tickets to event</td>
<td>20</td>
<td>10</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

All Sponsorship should arrive by November 30, 2021 to be listed in the GALA program.
Please complete the following form if you would like to reserve a space for your business/organization at the Gala.

- Please reserve me _____ individual ticket(s) x $45
- I/We cannot attend, but please accept a tax-deductible gift of $_______ to SALDEF.
- I am interested in donating an auction item. Please contact me.

I/We would like to sponsor **The SALDEF 25th Anniversary Virtual Gala** at the following level:
- Platinum  □ Gold  □ Silver  □ Bronze  □ Friend of SALDEF

**Please RSVP by November 30, 2021.**

- Name:__________________________________
- Billing Address:__________________________
- City:___________________________________
- State:___________ Zip: ________________
- Email:__________________________________
- Check is enclosed

**Checks:**
Please mail checks made payable to **SALDEF**.

**Mail to:**
1050 Connecticut Avenue NW,
Suite 500, Washington, DC 20036

- Please charge my credit card:
  - □ Visa  □ MasterCard  □ Amex
  - Name on
  - Card:________________________________
  - Credit Card Number:____________________
  - Expiration Date: ______ /__________
  - Security Code: __________

**To RSVP, please visit:**
[saldef.org/virtual-gala-2021](http://saldef.org/virtual-gala-2021)

- Signature________________________________
- Date:__________________________________

For more information about tickets and sponsorship, please contact Jaspreet at [jaspreet@saldef.org](mailto:jaspreet@saldef.org) or call 202-393-2700.

Sikh American Legal Defense and Education Fund (Tax ID-04-3382840) is a 501(c)(3) non-profit organization.