



## INTRODUCTION

GPTM is a non-profit organization for the Tamil speaking populace of the Portland metropolitan area, including the Portland suburbs and Vancouver, Washington. Our mission is to pass on and promote the rich cultural and linguistic heritage of Tamils among the local Tamil population.





## ABOUT US



### **HISTORY**

This year marks the 21<sup>st</sup> year of this non-profit organization in the Portland Metro Area

### **VOLUNTEER RUN**

We are 100% Volunteer run – truly showcases the exceptional capabilities of the organization & community

### **SPONSORS**

None of this would be possible without our generous sponsors.

### **FOUNDED IN**

Since 2003, GPTM has successfully organized cultural festivals engaging thousands of community members

### **EVENTS**

We host 4 major events and a couple smaller ones annually and bring everyone together with entertainment and scrumptious food

## MEET THE TEAM 2023/24



**ANUPA  
KUPPUSWAMY**  
President



**LALITHA  
VEERAPPAN**  
Vice President



**JAGDHISH  
JOTHIMANI**  
Secretary



**SID  
GANDHINATHAN**  
Treasurer



2023/24

## OUR MISSION

1. To provide a forum for cultural & social interactions for Tamil speaking populace & people of Tamil origin
2. To provide a platform to promote fine arts, performing arts and the rich cultural and linguistic heritage of Tamils
3. To encourage goodwill, understanding and appreciation of the culture of India among all interested persons

GPTM is dedicated to fostering Tamil cultural awareness, nurturing language proficiency, and building a close-knit Tamil community in Greater Portland



# IMPACT & REACH



## **RICH HISTORY**

Our initiatives have yielded over 40K Ticket & Membership sales cumulatively over the past 20 years



## **COMMUNITY**

We are proud of how we have been able to spread awareness and appreciation for Tamil Culture



## **MEMBERSHIP**

We have a strong membership base that hold us accountable to maintain our high standards at each event



## **VOLUNTEERS**

Our dedicated volunteers work passionately to create meaningful experiences for participants





## PROGRAMS & ACTIVITIES

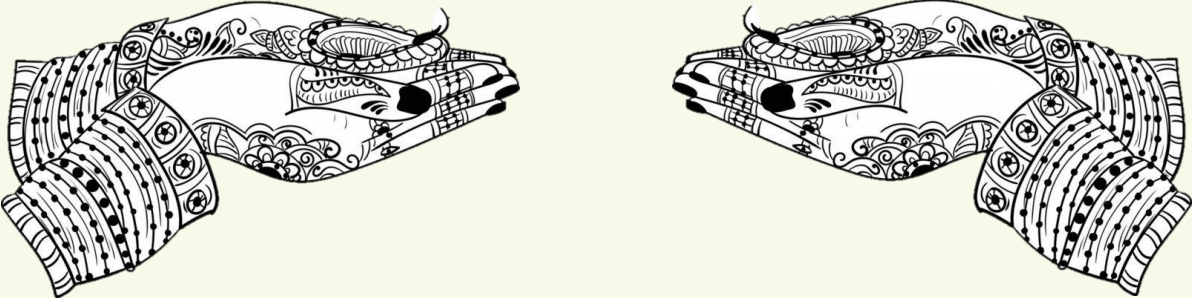
- Cultural festivals celebrating Tamil traditions
- Traditional music and dance performances
- A place to meet old friends & make new ones
- Tamil Theni – Encouraging kids to learn & speak Tamil
- Incredible food





## COLLABORATION

We have fostered strong partnerships with local Tamil schools, cultural groups, and other volunteer organizations, enabling us to expand our reach and impact.



## PARTNERSHIP

We are grateful for the generous support from local businesses and institutions who share our vision for promoting cultural diversity in Portland.



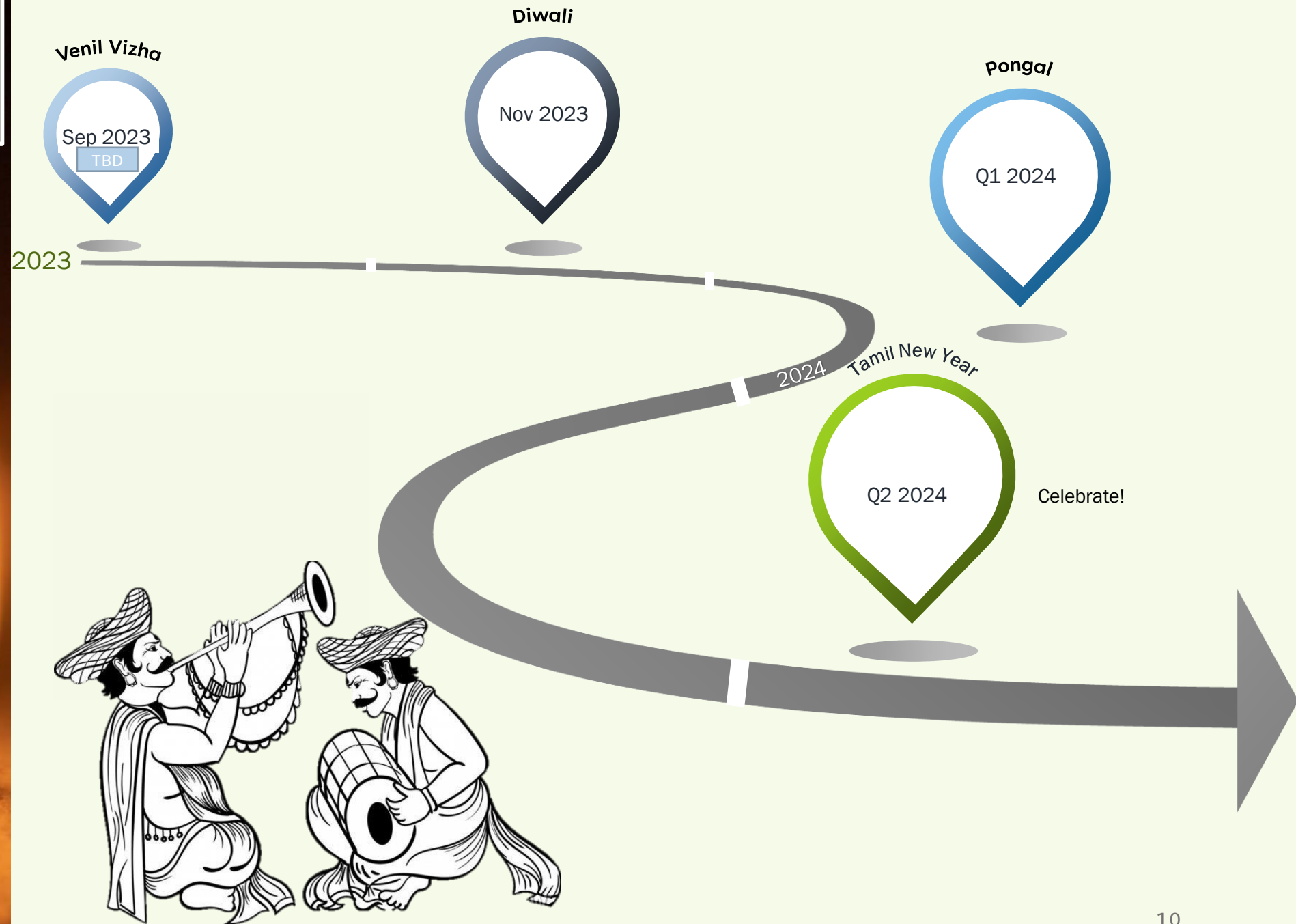


# SPONSORSHIP BENEFITS

Benefits*/Tiers	Title Sponsor **	Premium Sponsor*	Triple Diamond	Double Diamond	Diamond	Gold
<b>Price Per Year(June to May)</b>	<b>\$8,000</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$2,000</b>	<b>\$1,000</b>	<b>\$500</b>
<b>Title Sponsor</b> logo in signature line of all public GPTM emails	YES	-	-	-	-	-
<b>Powered by logo on all event.</b> Banners, Brochures, Websites, Videos, Booths.	YES	-	-	-	-	-
<b>Banner</b> display on event stage, sponsor need to provide the banner.	YES	-	-	-	-	-
<b>New! Stage time</b> at major events(up to 2 events 3-5 minutes each event).	YES	-	-	-	-	-
<b>Logo on GPTM.org</b> home page(at a prominent section).	YES	YES	-	-	-	-
<b>New! Logo on GPTM Facebook and Instagram</b> Homepage.	YES	YES	-	-	-	-
<b>New! Sponsor Video</b> played (less than 30 seconds duration) 2-3 times during major events *Sponsor need to provide the video*.	YES	YES	-	-	-	-
<b>New! Sponsorship board</b> at display at high traffic areas.	YES	YES	YES	-	-	-
GPTM events <b>Photo Booth</b> (Sponsorship board).	YES	YES	YES	-	-	-
GPTM <b>YouTube Channel</b> (Logo on the event videos uploaded by GPTM).	YES	YES	YES	YES	-	-
<b>Booth table space</b> at events.	YES (All events)	YES (Any 3 events)	YES (Any 2 events)	YES (Any 1 events)		
<b>Event Poster Logo</b>	YES	YES	YES	YES	YES	-
<b>Email Communications</b> (click through Logo)	YES	YES	YES	YES	YES	-
<b>GPTM Website</b> (click through Logo)	YES	YES	YES	YES	YES	YES
<b>Logo size/scale</b> (Where relevant)	XXX-large	XX-large	X-large	Large	Medium	Small
<b>New! # of free passes to events</b>	8	8	6	6	4	4



# EVENT TIMING





## WHY SPONSOR?



2023/24

- **Immeasurable Goodwill:** The help to promote and preserve a classic culture creates immeasurable goodwill. Our patrons look upon sponsors and donors with the highest regard.
- **Premium Segment:** Reach into a premium segment of people and make a strong brand impression. Most patrons work in the High-tech industry with advanced degrees. They lead a traditional family life with large focus on children and connect well with brands that support their growth and well-being.
- **Rapid Growth:** The patronage has been growing rapidly, particularly in the 24-35 age group, with Portland becoming a hot destination for High-tech in recent years. GPTM has had 25% average membership growth rate over the last 4 years. GPTM is the first website for the newcomers to engage with the community and hence a great opportunity for brands to make a connection.
- **Multiple Events and Channels:** Unlike other one-time events, this is an annual sponsorship with an average of four events. It is an opportunity to make continual impressions and connections with our patrons through various channels including website, email, social media, banners, and brochures.
- **Healthy Society:** The benefits of cultural diversity and multilingualism has been well proven. Cognitive health, respect for various cultures, innovation stemming from the fusion of cultures, are some of the benefits that you can help with, in order to build a healthy society



# WE CAN'T DO IT WITHOUT YOU...

- Our sponsors play a crucial role in making our mission a reality
- With your generous support, we have achieved remarkable milestones in promoting Tamil culture and language
- Sponsorship funding fuels the majority of our programs and activities, enabling us to create a lasting impact in the Greater Portland community
- Without you, it would be challenging to sustain the momentum and expand our reach to a wider audience
- Join hands with us in preserving and celebrating the essence of Tamil heritage by becoming a sponsor of GPTM
- Together, we can continue fostering cultural awareness and building a stronger, more connected community.





**THANK YOU**

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www.gptm.org

