

# SPONSORSHIP PACKAGE



## EK SHAAM RAKSHA KE NAAM 2025

*An Evening in the name of Raksha*

Venue: Westin Atlanta Gwinnett  
Gas South District

Day & Time: November 16, 2025 | 2pm to 6pm



*Our Mission: To promote a stronger, healthier community through confidential direct services, education and advocacy.*

*Our Vision: To open doors to a stronger and healthier South Asian community.*

Dear Community Partner,

For three decades, Raksha has been a pillar of support for the South Asian community in the greater Atlanta area. True to our name, Raksha, meaning protection in Hindi and other South Asian languages, we offer culturally competent services aimed at healing, empowerment, and justice for survivors of violence. Our work is driven by the belief that all survivors deserve safety, dignity, and the opportunity to rebuild their lives.

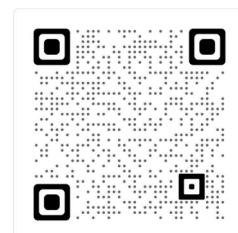
On November 16th, we will host our annual signature event, the 27th Ek Shaam Raksha Ke Naam, meaning "An Evening in the Name of Raksha," with the theme A Leap of Faith. This theme pays tribute to the leaps of faith survivors take every day. This also acknowledges the leap of faith, Raksha's founder took in starting Raksha 30 years ago and the leaps of faith that many in our community take every day.

This year's event is especially vital as it enables us to raise the necessary funds to continue providing life-changing services, including legal advocacy, housing assistance, and emotional support to survivors, especially in a time when many safety nets are being taken away.. By becoming a sponsor, you will be helping Raksha ensure that survivors have the resources they need to thrive. Your sponsorship will also publicly demonstrate your commitment to the well-being of the South Asian community—a rapidly growing demographic in Atlanta.

Your support will be acknowledged throughout the event, as well as across our promotional platforms, reaching thousands in the community. Most importantly, your contribution will make a tangible impact by helping survivors transform their stories of adversity into triumph.

Please consider sponsoring the 27th Ek Shaam Raksha Ke Naam at one of the levels detailed in the attached sponsorship form. For more information, contact us at [ekshaam@raksha.org](mailto:ekshaam@raksha.org) or call 404-876-0670. Together, we can continue to make a difference in the lives of those who need it most.

Warm regards,  
Aparna Bhattacharyya  
Executive Director, Raksha





# YOUR SPONSORSHIP

*will let South Asian community members know that you are vested in their care and wellbeing and ensure that Raksha can provide its invaluable services.*



Your Sponsorship will ensure that Raksha can provide:

- ❖ Qualified and multilingual staff members who speak 10 languages to respond to calls for help.
- ❖ Multilingual legal advocates to accompany survivors to court; support survivors through issues of family violence, sexual assault and immigration matters; and help with other legal concerns.
- ❖ Training for service providers throughout Georgia on how to work with South Asians and other immigrants coming to their agencies for help.
- ❖ Assistance to survivors with Social Services, benefits and job readiness.
- ❖ A safe space for adult and child survivors to share their stories, support each other, and heal by gaining tools to cope with the trauma and changes in their lives.
- ❖ Community dialogues/forums to provide tools and resources to community members and get them involved in ending family violence of all kinds in the South Asian community
- ❖ Programs to engage youth in leadership development and education on how to identify unhealthy relationships, seek help, and make change in their communities.

*“When I [was] scared and didn’t know if I could face the challenges ahead, Raksha offered me protection and helped me find the strength to keep going.” ~Raksha Client*

## RAKSHA’S RECOGNITION

- ✠ 2016 Gwinnett County Victims Voice Award
- ✠ 2017 Tapestry’s Partner of the Year
- ✠ 2018 Caminar Latino Journey Award
- ✠ 2019 Atlanta Pride Grand Marshal
- ✠ 2022 Recognized in NBC America’s [AAPI Action](#) article in May 2022
- ✠ 2023 Empower Award from Georgia Coalition Against Domestic Violence
- ✠ Spotlighted in [OVW’s Blog](#) on AANHPI orgs in Pursuit of safety and justice.

*Since COVID hit our community, Raksha stepped up to provide additional client assistance for rent, food, household needs, economic empowerment, educational needs, external counseling and legal services. In the past five years this has totaled over **\$1.2 million** and expanded our ability to serve the South Asian community. Raksha serves approximately 500 individuals per year.*





# SPONSORSHIP LEVELS/BENEFITS

*Raksha's annual fundraiser, "Ek Shaam Raksha Ke Naam" provides our sponsors the unique opportunity to reach a community of over 100,000 South Asian Americans in Georgia*

## **Diamond Sponsor: \$20,000**

- 20 reserved tickets (2 tables) at this year's annual event, Ek Shaam Raksha Ke Naam and premium seating location
- Company promotional video shared on social media leading up to Ek Shaam and at the event
- Table at the event with your company's promotional items or banner at the event
- Other specialized recognition developed by sponsor and Raksha, Inc
- All non-ticket benefits in the Patron sponsor level

## **Platinum Sponsor: \$15,000**

- 10 reserved tickets (1 table) at this year's annual event, Ek Shaam Raksha Ke Naam and premium seating location
- Short promo video or message and logo shared at the event and on social media
- Link from Raksha's Event page pre and post event on Raksha's website
- All non-ticket benefits in the Aficionado sponsor level

## **Gold Sponsor: \$10,000**

- 8 reserved tickets at this year's annual event, Ek Shaam Raksha Ke Naam and premium seating location
- Company message and logo shared on Raksha's social media account once in the week leading up to Ek Shaam
- Sponsorship recognition in Raksha's e-newsletter promoting Ek Shaam (reaches 1,000 subscribers)
- All non-ticket benefits in the Admirer sponsor level

## **Silver Sponsor: \$5,000**

- 6 reserved tickets at this year's annual event, Ek Shaam Raksha Ke Naam and premium seating location
- Live recognition at the event
- All non-ticket benefits in the Supporter sponsor level

## **Bronze Sponsor: \$3,000**

- 4 reserved tickets at this year's annual event, Ek Shaam Raksha Ke Naam and premium seating location
- Company logo prominently displayed in event marketing and virtual platforms such as Raksha's website, placards, slideshow, Save-the-Date emails, newspapers, magazines and social media (~2,500 followers on Facebook, ~1,500 on Instagram)

## **Community Partner: \$1,500**

- 2 reserved tickets at this year's annual event, Ek Shaam Raksha Ke Naam and premium seating location
- Company logo prominently displayed in event marketing and virtual platforms such as Raksha's website, placards, slideshow, Save-the-Date emails, newspapers, magazines and social media (~2,500 followers on Facebook, ~1,500 on Instagram)

Note: Sponsor messages and materials will be reviewed by Raksha prior to publishing, and may not include any information about price or quality of the sponsor's products or services (due to IRS guidelines).

## **In-kind Sponsor / Custom Sponsorships**

We appreciate support of any kind and at any level. We are happy to work with you on a sponsorship package that best fits your company. We would also welcome any assistance with technology, publicity, auction donations or event volunteers to help make the event memorable. Please call us at 404-876-0670 to discuss in-kind or custom sponsorships.

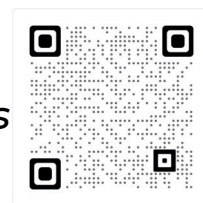




# SPONSORSHIP FORM

*Please complete the information below and submit by email, fax or mail OR submit online as a Google form at:*

*Ek Shaam Sponsorship Form*



## Contact Information

Company / Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Raksha Liaison (if applicable): \_\_\_\_\_

## Sponsorship Level

Please select your level of sponsorship support:

☐ Diamond Level (\$20,000)

☐ Platinum Level (\$15,000)

☐ Gold Level (\$10,000)

☐ Silver Level (\$5,000)

☐ Bronze Level (\$3,000)

☐ Community Partner Level (\$1,500)

## Payment Method

Please select your preferred payment method:

☐ Credit Card

If paying by credit card, please fax this form to Raksha at 404-876-4525 or call Raksha's offices at 404-876-0670 or email [ekshaam@raksha.org](mailto:ekshaam@raksha.org). Payments can be made via Zelle (no fees) by sending to [director@raksha.org](mailto:director@raksha.org) or at [paypal.me/RakshaInc](https://www.paypal.me/RakshaInc).

☐ Check

If paying by check, please make your check payable to Raksha, Inc. and mail form along with your check to Raksha, Inc. PO Box 12337, Atlanta, GA 30355 or email [ekshaam@raksha.org](mailto:ekshaam@raksha.org)

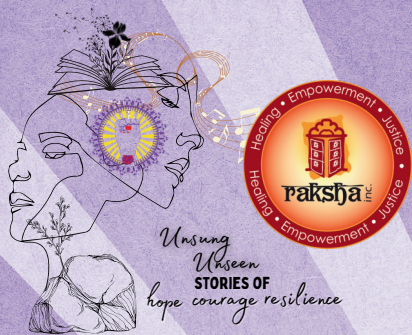
## Logo and Other Materials Request

Please send your company's / organization's logo to [ekshaam@raksha.org](mailto:ekshaam@raksha.org) as soon as possible.

We would greatly appreciate it if you could send us a video clip expressing your reasons for supporting Raksha and choosing to be a sponsor this year. Videos can be up to 3 minutes long and may be shared on our social media account or at Ek Shaam.

Questions? Send an email to [ekshaam@raksha.org](mailto:ekshaam@raksha.org).





# Thank you to our EK SHAAM RAKSHA KE NAAM 2024 SPONSORS!

## DIAMOND SPONSOR



## GOLD SPONSORS



Soni Family of Augusta, GA

## PLATINUM SPONSOR



## SILVER SPONSORS



Drs. Anu & Subra Bhat



## BRONZE SPONSORS



## COMMUNITY PARTNERS



Ramesh & Vijaya Bakshi

## FRIENDS OF RAKSHA



Reshma & Hitesh Shah

MedRates

## IN-KIND SPONSORS



Ismaili Council  
for the Southeastern United States



## EVENT SUPPORT



Erik Voss  
Photography



## MEDIA SPONSORS



## CATERING PROVIDED BY

