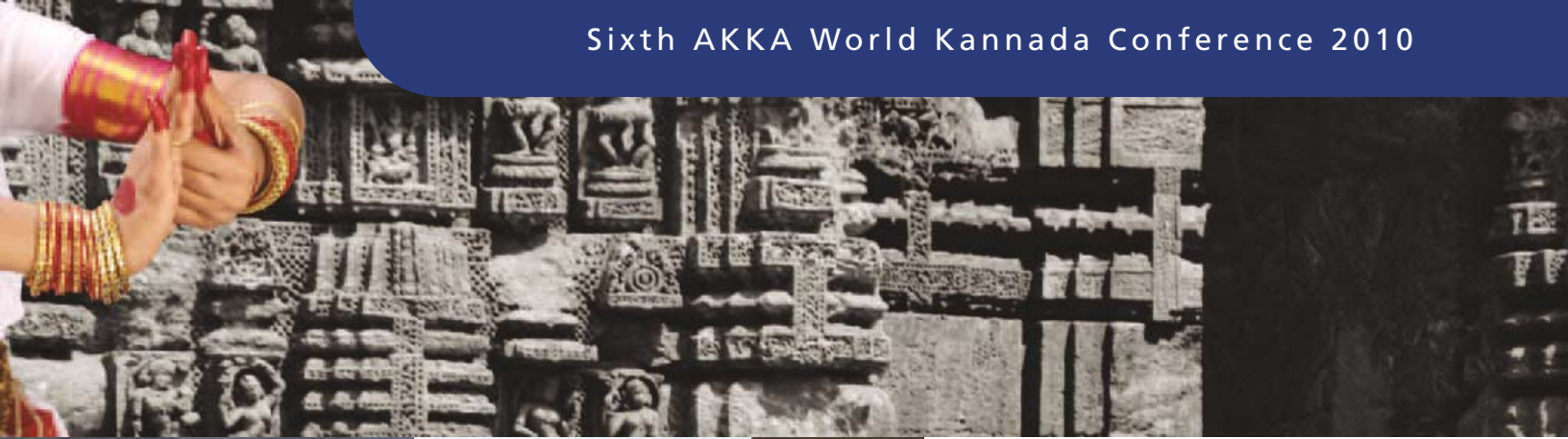




Sixth AKKA World Kannada Conference 2010



· PEOPLE · CULTURE · BUSINESS · FOOD AND MORE

AKKA at a glance

- AKKA (Association of Kannada Kootas of America) is a cultural & charitable organization which promotes Kannada* culture in USA and Canada.
- In existence since 1998.
- Is a non-profit charitable organization with Tax ID: 59-3527607.
- Has a 501 (c) 3 status which provides exempt status, for Federal income tax purposes.
- Is an umbrella organization for 30 Kannada organizations representing 60,000 Kannada speaking people across USA and Canada.
- Is involved in many charitable activities. AKKA is partnering with Shankara Eye Foundation to build eye hospitals in Karnataka and AKSHAYA PATRA for providing education and food for the needy.
- Organizes conferences once in 2 years and has organized 5 world conferences so far (Houston - 2000 ; Detroit - 2002 ; Orlando - 2004 ; Baltimore - 2006; Chicago-2008).

** Kannada is a language spoken in karnataka - a state in Southern part of India.*



Become a part of AKKA World Kannada Conference 2010. Corporate sponsors get a unique opportunity to reinforce their involvement and connect with an affluent, educated Asian Indian target audience, at a community level.



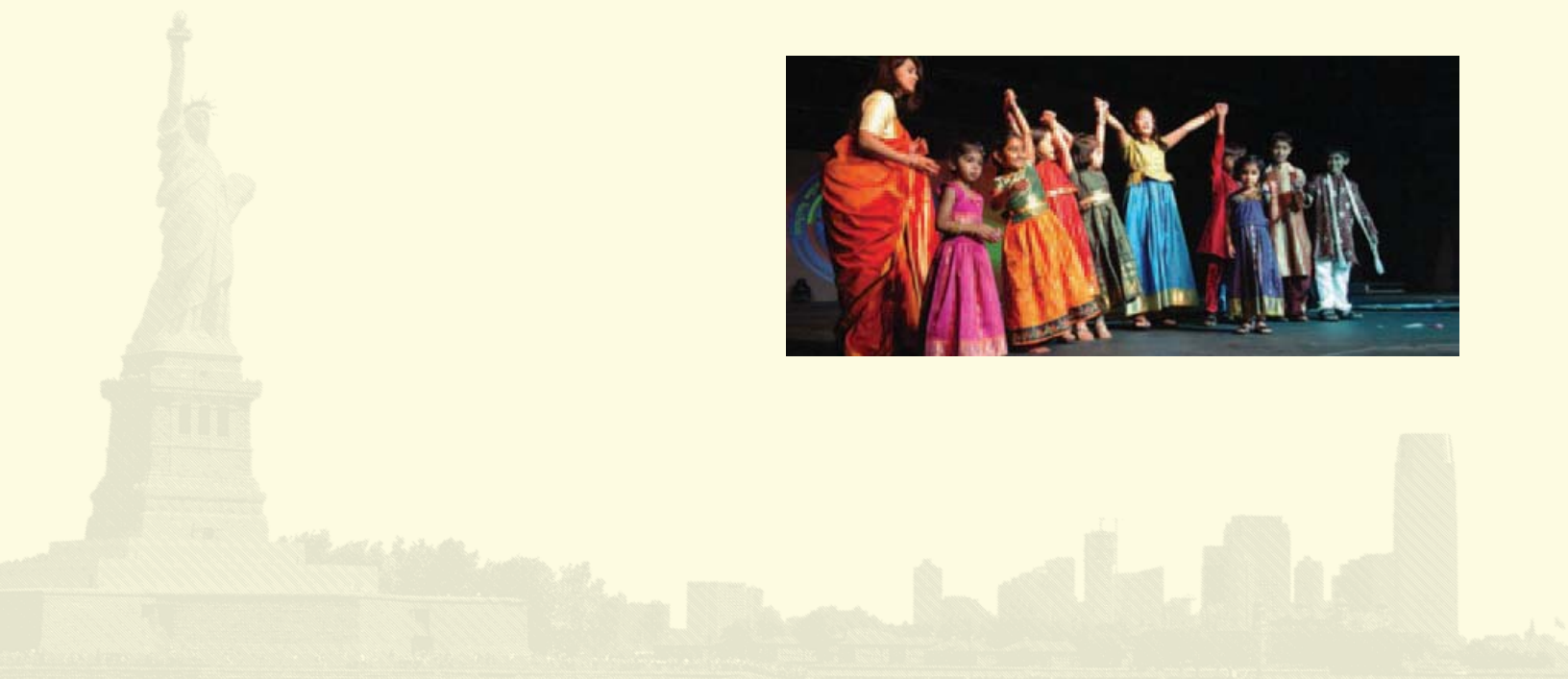
What is AKKA and What does it do?

AKKA - Association of Kannada Kootas of America - is a secular, educational, linguistic and cultural non-profit organization. The AKKA mission is to build a community of people who are proud of their heritage, strong in character and global in vision. AKKA aims to promote and preserve the Kannada language and culture and to integrate, coordinate and unite the activities of all Kannadigas in North America.

(Kannadigas refer to people whose first language is Kannada or a person who identifies with the Kannada who identifies with the Kannada language and its culture heritage). AKKA presents a forum where the whole family - parents and children alike, can celebrate and express their culture and grow in a caring community environment. Founded in February 1989, AKKA is incorporated under the non-profit corporation act of the State of Florida and is actively involved in various charitable activities and organizes many fund raising programs throughout North America.

(AKKA World Kannada Conference 2010)

Over the years, AKKA has organized five successful AKKA World Kannada Conferences, in North America. The continued success of the past events propels AKKA to present the sixth AKKA World Kannada Conference 2010 to be hosted by Brindavana in New Jersey in September 2010.





Akka Mission and Objectives

- Protect, Maintain, preserve and promote the interests, heritage, language, culture and history of Kannadigas residing in North America, Promote establishing a Kannada Chair in one of the prestigious universities in the USA.
- Enlist all Kannadigas in North America to become members of AKKA as partners and help achieve our objectives.
- To act as the focal point for coordinating in the field of industry, trade, commerce and culture between the government of Karnataka and kannadigas in North America.
- Encourage the young generation of Kannadigas in North America to participate in the activities of AKKA by forming a youth wing of young Kannadigas.
- Establish forums for exchange of information among Kannadigas for helping each other in setting up businesses, industries and educational institutions.
- Promote assistance to rural villages in modernizing cultivation, improving their standards of living and education and set up scholarships for underserved rural-area students.
- Provide help and assistance to Kannadigas arriving in the USA by providing financial assistance and scholarships to the deserving students and helping in job search and other areas including immigration to the extent possible.

AKKA Core Leadership Team

Ravi Dankanikote, President

E-Mail: dankanir@hotmail.com

Dayashankar Adappa, Secretary

E-Mail: daya@ikonss.com

Madhu Rangaiah, Treasurer

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Ben Kantharaju, Vice President

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Shantharaju Kempaiah, Vice President

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Vanita Harish, Joint Secretary

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Yamuna Srinidhi, Joint Secretary

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Nataraj Kote, Joint Treasurer

E-Mail: kote00@hotmail.com

Manjunatha Bhadrasetty, Joint Treasurer

E-Mail: bcmanju@gmail.com

AKKA Community

The various initiatives of AKKA are made possible because of the community support and partnerships sustained over the past and the new ones that will come on board. The partnerships consist of AKKA members and individuals that understand and value the objectives of AKKA. The partnerships in the community allow AKKA to stay authentic and grounded while being at the pulse of current issues across the generations in industry, entertainment, art and education. AKKA is truly about family. Community and inter generational activities and opportunities.



AKKA WKC 2010 is an unique convergence of literature, music, dance, theatre and other art forms in an unprecedented three-day festival. With literary sessions showcasing the leading talents of Kannada literature; a comprehensive coverage of classical and light music, AKKA WKC 2010 promises to be the premier destination for experiencing and re-discovering all things pertaining to Kannada culture and heritage.

The Business Forum of AKKA WKC 2010 will be one of the nation's premier Kannada forums for professional to discuss and exchange information and experiences among business practitioners. The conference aims to bring together industry leaders and businessmen dedicated to advance all aspects of business and strategic thinking, Planning and action. A nexus for people and information, expect to hear from the likes of Bill Clinton and Narayan Murthy (co-founder of Infosys), across a diverse program of panels, conversations, interviews and more.

Event Schedule

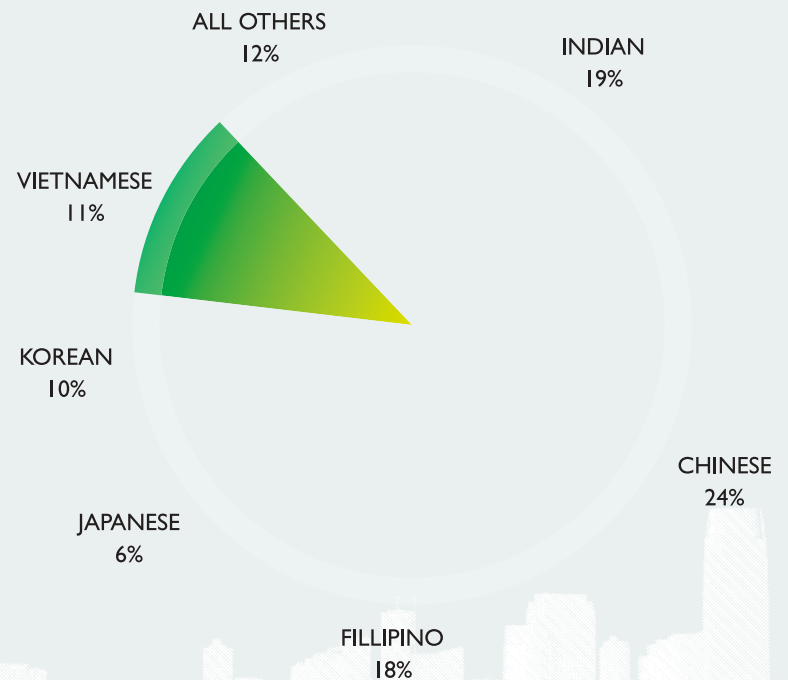
Date : September 3 - 5, 2010
Time : 9 am - 11 pm
Business Forum : Sept 3
Time : 9 am to 5 pm
Address : Raritan Center, 97 Sunfield Avenue
New Jersey 08837 (732) 417-1400
Estimated Attendance : Over 8000



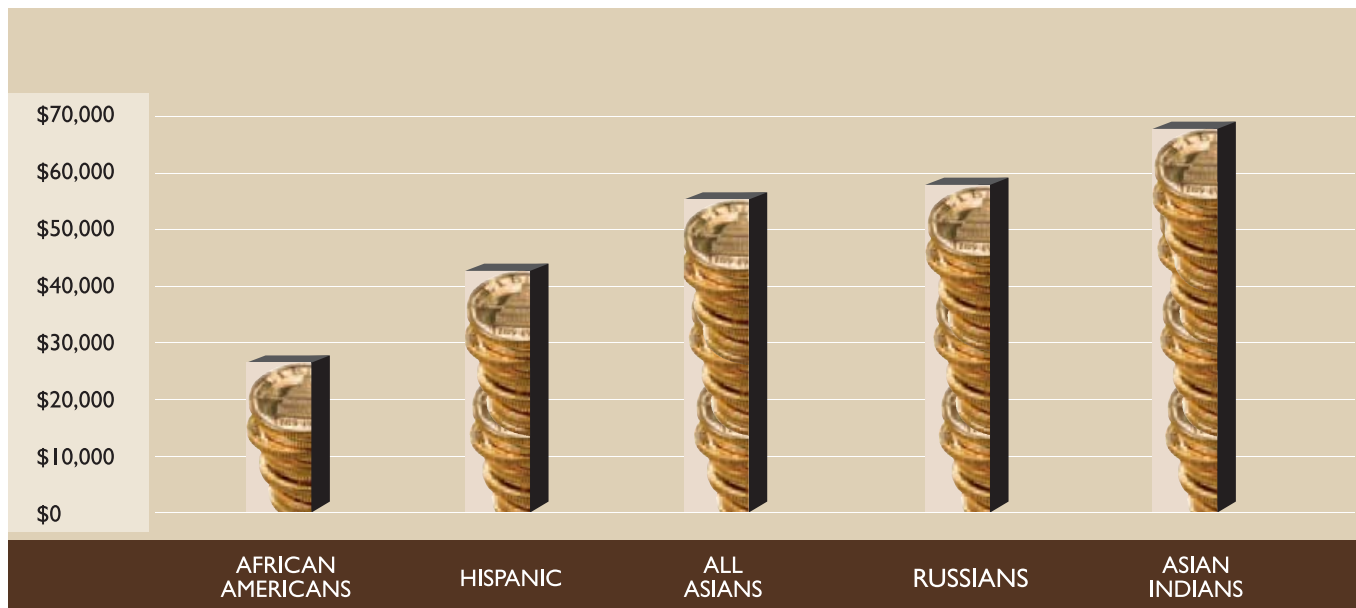


Become a sponsor and increase your brand visibility and corporate credibility with one of the fastest growing ethnic segments in America. By associating your company with AKKA, you can reach an influential, affluent and fastest growing Asian Indian audience. The event's convenient location and with an expected turnover of over 8000 attendees, AKKA WKC 2010 delivers effective marketing exposure and branding opportunities for sponsors

Asian Indians: A Rapidly Growing Influence



Source: U.S. Census Bureau



Asian Indians- Demographic Profile

- The highest per capita income of among all US ethnic groups.
- A combined disposable income of \$88 billion.
- An estimated annual buying power of \$20 billion.
- Over 65 percent Asian-Indians use the Internet,
- Asian Indians were the fastest growing US ethnic group from 1990-2000.
- About 55% of motels in the US are owned by Asian Indians.
- 75% of employed Asian Indians have a bachelors degree or higher.
- Asian Indian population is mainly concentrated in Northern California and the New York-New Jersey-Connecticut area.
- Asian Indians have high proficiency in English as well as being bilingual.
- Ownership of luxury vehicle is higher than the national market.



AKKA WKC 2010: Sponsorship Packages



Title Sponsor:\$100,000

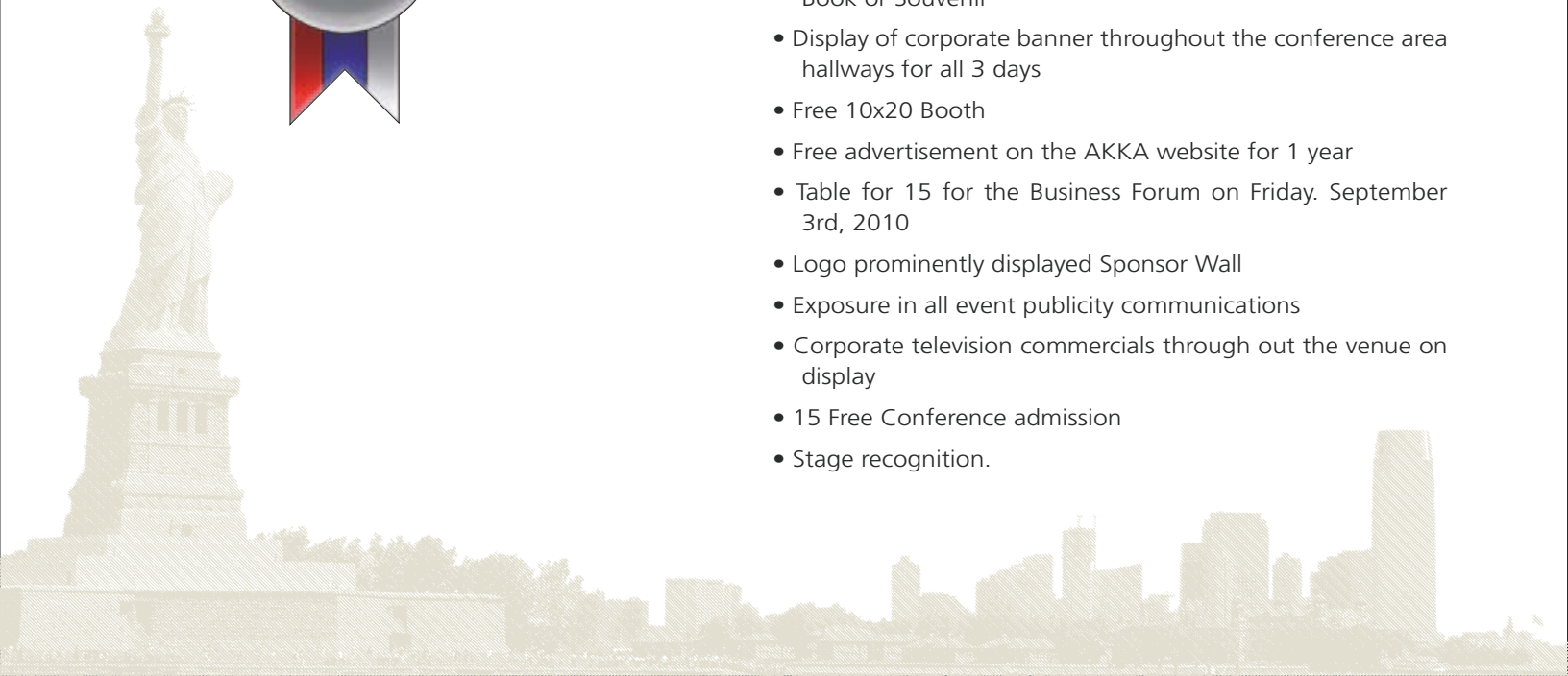
Exclusive opportunity to associate and rename the event with your Company name or Brand name with the prestigious 6th AKKA World Kannada Conference in the US.

- Room provided to conduct a seminar to promote your products or services at the event
- Full page color ad on the front inside cover of the program Event Book or Souvenir
- Unlimited Display of your banner throughout the conference hallways for all 3 days
- Largest Booth in the centre of exhibition hall
- Free advertisement on the AKKA website for 1 year
- Two Tables of 10 each for the Business Forum on Friday, September 3rd, 2010
- Logo prominently displayed on Sponsor Wall
- Exposure in all the event publicity communications
- Corporate television commercials throughout the venue and on the main stage area in between the programs on display
- 20 Free Conference admissions
- Stage recognition



Platinum Sponsor:\$50,000

- Room provided to conduct a seminar to promote your products or services at the event
- Full page color ad on the back cover of the program Event Book or Souvenir
- Display of corporate banner throughout the conference area hallways for all 3 days
- Free 10x20 Booth
- Free advertisement on the AKKA website for 1 year
- Table for 15 for the Business Forum on Friday, September 3rd, 2010
- Logo prominently displayed Sponsor Wall
- Exposure in all event publicity communications
- Corporate television commercials through out the venue on display
- 15 Free Conference admission
- Stage recognition.





Gold Sponsor: \$25,000

- Full page color ad in the Program Event Book or Souvenir
- Display of your banner throughout the conference area hallways for all 3 days
- Free 10 x 10 Booth
- Free advertisement on the AKKA website for 6 months
- Table for 10 for the Business Forum on Friday, the September 3rd, 2010
- Logo Prominently displayed Sponsor Wall
- Exposure in all event publicity communications
- 10 Free Conference admission
- Corporate television commercials through out the venue on display
- Stage recognition.



Silver Sponsor: \$10,000

- Full page color ad in the Program Event Book or Souvenir
- Free 10x10 Booth
- Free advertisement on the AKKA website for 6 months
- Table for 6 for the Business Forum on Friday, September 3rd, 2010
- Logo Prominently displayed Sponsor Wall
- Exposure in all event publicity communications
- 6 Free Conference admission
- Stage recognition.



Bronze Sponsor: \$5,000

- Half Page color ad in the Program Event Book or Souvenir
- Free advertisement on the AKKA website for 3 months
- Free 10 x 10 Booth
- Table for 4 for the Business Forum on Friday, September 3rd, 2010
- Exposure in all event publicity communications
- 4 Free Conference admission
- Stage recognition.

AKKA WKC Meal Sponsorship Packages:

Breakfast Sponsor: \$5,000

Lunch Sponsor: \$10,000

Dinner Sponsor: \$15,000





The benefits of being a AKKA WKC 2010 sponsor:

- Opportunity to reach out to an affluent group of 8,000 People Under one roof.
- Network with key Indian diplomats from the Government of Karnataka.
- Know more about Bangalore (Silicon valley of India) and capital of Karnataka.
- Meet executives and entrepreneurs at the event to further develop business interests in India. Attendees will include affluent CEOs and professionals like doctors, engineers, IT professional, academicians and business people.
- Gain exposure to the affluent North American Kannada households through the AKKA website.



AKKA World Kannada Conference 2010

Ultimate Media

Mamta Narula – 732-371 9625

mamtanarula@hotmail.com

Call for Sponsors

Akka invites corporate and individual members to be a part of the 6th AKKA World Kannada Conference, 2010.

For more information, contact

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Shankar Setty 609-577-7596

Madhu Rangaiah 201-281-1799

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