

VICE CITY SHOWDOWN

Sponsorship Package

Saturday, February 27, 2027 • Manuel Arttime Theater • Miami, FL

Miami's premier collegiate Bhangra competition • Registered 501(c)(3) nonprofit

vicecityshowdown@gmail.com | www.vicecityshowdown.com



Our Mission



To promote and celebrate Punjabi culture through showcasing some of the nation's top collegiate Bhangra talent. Through our competition, we strive to create a memorable experience for participants and audiences alike. We hope to foster a deep appreciation for Bhangra, encourage cultural exchange, and support artistic excellence in the vibrant city of Miami.

A registered 501(c)(3) nonprofit. Every dollar goes back into the show.

Who Are We?

What is Bhangra?

Bhangra is a vibrant, high-energy folk dance from the Punjab region of India and Pakistan, known for its driving beats, explosive movement, and brilliantly colored attire. Universities across the United States field competitive Bhangra teams that travel nationally to compete and celebrate their culture.



What is Vice City Showdown?

Vice City Showdown is Miami's premier collegiate Bhangra competition and a registered 501(c)(3) nonprofit. We bring collegiate teams from across the nation to Miami for a weekend built around a shared passion, giving dancers a stage and audiences a night they remember.



The 2027 Showdown

WHEN

**Saturday
February 27, 2027**

WHERE

**Manuel Artime
Theater
Miami, FL**

WHO

**8 collegiate teams
8 universities**

REACH

**5+ states
National audience**

The only national collegiate Bhangra competition in Florida, drawing Bhangra enthusiasts from across the country to a single night in Miami.

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By the Numbers

Reach from our most recent competition

500+

in-person attendees

Manuel Artime Theater

7,300+

livestream viewers

watching nationwide

16,000+

Instagram accounts

reached per cycle

1,700

average TikTok views

per video posted

Your brand reaches a live Miami audience and a national collegiate audience at the same time, through the show, our social channels, and the livestream.

Why Sponsor?

Vice City Showdown gives college students and dedicated Bhangra dancers a stage worthy of the work they put in. Partnering with us puts your brand in front of that audience.

1

Exclusive market position

The only national collegiate Bhangra competition in Florida.

3

Real digital reach

16,000+ Instagram accounts reached and 7,300+ livestream viewers.

5

Tax deductible

Contributions to Vice City Showdown, a registered 501(c)(3), are deductible.

2

Two audiences at once

A live South Florida crowd and a national collegiate following.

4

Cultural investment

Amplifying the diverse culture already at the heart of Miami.

6

A partnership, not a line item

We shape each package around what the sponsor actually wants.

Partnership Packages

The packages below reflect what past partnerships have looked like. We build every partnership around what matters most to the sponsor, so treat these as a starting point rather than a menu.

Package Benefits	SILVER \$250	GOLD \$750	DIAMOND \$2,000
Logo printed on program pamphlet	✓	✓	✓
Highlighted on Instagram story (24 hours)	✓	✓	✓
Mentioned on stage by the hosts during the show	✓	✓	✓
Highlighted on social media post		✓	✓
Logo on screen before and during the show		✓	✓
30-second advertisement played during the show		✓	✓
Banner at the entrance of the venue			✓
Hand out a trophy to a winner of the competition			✓
Presenting sponsor billing (exclusive, one available)			✓
VIP tickets to the show	2	6	10

Standard packages run \$250, \$750, and \$2,000. We're happy to mix and match across tiers to fit your budget and what you're hoping to get out of it.

Let's Build Yours



Presenting sponsor billing

Places your name alongside ours in the event title, on all promotional material, and in the printed program. Exclusive, one available at the Diamond level.



In-kind contributions

Goods and services are genuinely welcome. We match in-kind gifts to the tier equal to their retail value, so food, printing, gift cards, and product all count.



Mix and match

If there is one specific piece you want, whether that's the banner, the on-screen ad, or the stage mention, tell us and we'll build the package around it.

Interested in contributing, or have questions? Reach out.

Dhruv Kantamsetty

Director · (972) 977-9020
vicecityshowdown@gmail.com

Jay Datla

Director · (469) 818-5189
vicecityshowdown@gmail.com



Thank You

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