

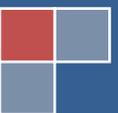
Saturday March 31, 2012

NEW HORIZONS 3

A GUIDE TO SPONSORSHIP AND MARKETING OPTIONS



For More Information on **NEW HORIZONS 3:**
Contact the Muslim Alliance of New York
At info@weareoneofmany.org or 917-214-8588
or visit WEAREONEOFMANY.ORG



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu Alaykum Wa Rahmatullah,

We'd like to welcome you to take a look at the following information and see if your company, organization, business or agency would like to sponsor New Horizons 3 – one of New York's largest annual Conference for Muslim Youth and families. If you or anyone you know may be interested please forward the packet to them.

As a growing annual youth conference, New Horizons seeks to attract the Muslim youth, families, and local communities all around New York City and the tri-state area. Throughout the past two years, we have reached audiences of various demographics, socioeconomic statuses, and ethnicities, with the help of various organizations and sponsors. By promoting the presence different organizations, groups, and individuals prior to our event, we gain a bigger audience. The New Horizons conference was designed to provide low cost tickets for the youth and their families, unlike other conventions, in exchange for an unforgettable experience with quality entertainers and renowned speakers. The Muslim Alliance of New York, the hosting organization of New Horizons, is run by the youth and for the youth, with an organizers committee primarily composed of high school and undergraduate students. The organizers work fi-sabilillah and sacrifice and dedicate months and weeks of their time to market and prepare for the event itself to ensure that we have at least a successful event, insha'Allah.

However, with the fact that tickets are extremely low priced and our expected audience being fairly large, we still do not raise enough money to cover the entire costs of the event. We have taken other measures over the past two years, such as fundraising on the day of via bake-sale, and collecting donations before the event. With the thanks to our previous sponsors and vendors, we had paid off our remaining costs. We hope to receive more support and broaden the size of our bazaar for the sake of our audience as the years progress. This year we have included exceptionally reduced priced sponsorship and vending packages to ensure New Horizons is affordable to everyone, even our supporters! In addition to our conference, we would like to expand our events to include charity concerts, Islamic fairs, knowledge retreats, and other opportunities for the youth and their families.

The money you donate to New Horizons will provide our audience with low-priced tickets, free lunch, free professional babysitting, live broadcasting and a recording of the event, low-cost parking, marketing, and discounted tickets/financial aid for attendees who cannot afford to pay regular fees. We will also be able to pay for other expenses such as the agenda booklet, registration bands, and much more. We hope to work with you and your organization/business to foster the interests of our community and work in the way of Allah.

JazakumAllahu Khair for your consideration. For further information, please do not hesitate to contact us at info@weareoneofmany.org.





Package Options	Vendor/ Booth Level 1	Vendor/ Booth Level 2	Bronze Sponsor	Silver Sponsor	Gold Sponsor
Sponsor's Logo will be printed on website			✓	✓	✓
Number of Tables Sponsor may setup (or take the space of ___ # of tables)	1	2-3	2-3	4	5
Sponsor may distribute flyers in Bazaar		✓	✓	✓	✓
Sponsor may hand out business cards and other promotional material			✓	✓	✓
Sponsor can have booth at main entrance (Only 1 spot open - 2 tables)				✓	✓
All Volunteers and Organizers name tags and badges will have sponsor logo (150 badges)					✓
Sponsor may bring in banner for their booth/table	✓	✓	✓	✓	✓
Sponsor banner less than 40sq. feet near registration tables					✓
Sponsor can make a presentation on stage				5mins	10mins
Sponsor may show video ad on stage					✓
Sponsorship recognition from organizers and hosts				✓	✓
Sponsor's logo will be in promo video			✓	✓	✓
Sponsor logo will be on Main Banner					✓
Sponsor Logo will be on Side Banner				✓	
Sponsor may have own banner to place near main hall and on stage	0	0	1	2	3
Agenda Booklet (8.5inx5.5in booklet)					
Sponsor can promote using centerspread in booklet (8.5inx11in - horizontal)					✓
Sponsor can have full page (5.5inx8.5in - vertical)				✓	
Sponsor can have half page (5.5inx4.25in - horizontal)			✓		
Sponsor can have quarter page (2.75 in by 2in)		✓			
Sponsor Logo printed in front and back pages of the booklet				✓	✓
Sponsor may have exclusive access to sell/distribute/promote in its own category					✓
Prices	\$100	\$250	\$500	\$1000	\$2000+



Individual Options

Options	Price	Options	Price
A. Sponsor may set up a booth in Bazaar. (Can distribute flyers and hang banners, for commercial sales and promotions)	\$100 per table OR 15% of sales (+ \$50 for each additional table)	1. One full page ad in booklet (8.5inx11in - horizontal)	\$500
B. Sponsor can have booth at main entrance (Only 1 spot open - 2 tables)	\$750	2. One full page in booklet (5.5inx8.5in - vertical)	\$300
C. Distribute flyers along with agenda booklet (*must provide flyers)	\$500	3. Half page in agenda booklet (5.5inx4.25in - horizontal)	\$250
D. Banner near registration tables (*must provide banner, less than 40sqft)	\$300	4. Quarter page in booklet (2.75 in by 2 in)	\$100
E. Sponsor can make a 3-5-minute presentation on stage	\$500 (additional \$100 per extra minute)	5. Logo on front and back pages of agenda booklet	\$250
F. Sponsor may show 1-2 minute video ad	\$300	6. Vertical banner on stage (less than 50 sqft.)	\$200 per banner
G. Sponsorship Recognition from organizers and hosts	\$500	7. Logo in the promotion video	\$100
H. Sponsor's Logo on website	\$200	8. Sponsor logo on Main Banner (Contact to view deadline)	\$100
J. Sponsor can fundraise and collect donations in booth	\$200	9. Sponsor Logo on Side Banner (contact to view deadline)	\$100
K. Fundraise on stage (3-5 mins.)	\$1000	10. Banner near Main Hall (less than 40sqft)	\$100 per banner

****Disclaimers and More Information****

--All sponsors and vendors must adhere to the Rules and Regulations by following the correct Sponsorship Packages and confirming order via info@weareoneofmany.org or 917-214-8588.

--Sponsorship deluxe packages and individual packages must be purchased prior to March 30th by email or phone confirmation. We encourage early deposits of at least 50% in order to ensure available space as early as possible.

--Any sponsor or vendor who wishes to fund-raise, collect donations, and/or solicit information, must purchase *Package J* or at least be *Level 2 Vendor*.

Sponsor/Vendor Form

NEW HORIZONS 3

Sponsor Information (please print or type)

Name	
Organization/Company Name	
Billing address	
City	
State	
ZIP Code	
Telephone (home)	
Telephone (business)	
Fax	
E-Mail	

Package and Options Selection

I would like to be a sponsor for New Horizons as (please check one):

GOLD Sponsor(\$2000+) Silver Sponsor(\$1000) Bronze Sponsor(\$500)
 Level 2 Vendor (\$250) Level 1 Vendor(\$100+)

I would like to customize my package (refer to Which letters in the Individual Options:

Letters: _____ totaling \$_____.

I (we) plan to make this contribution in the form of:

cash check credit card other.

Credit card type	
Credit card number	
Credit Card Security Code	
Expiration date	
Authorized signature	

Acknowledgement Information

Please use the following name(s) in all acknowledgements:

Signature(s)
Date

**[Muslim Alliance of New York] Please email this page to info@weareoneofmany.org
Any checks written can be written and mailed to address and name disclosed after inquiries
have been processed, on or before March 31st, 2012. Jazakallah Khair.**

NEW HORIZONS

New Horizons is an annual youth conference that MANY has organized since its debut in 2010 at Stuyvesant High School. For the past two years, our list of world renowned speakers and performers includes: Khalid Latif, Imam Shamsi Ali, Imam Abdul Malik, Sheikh Khalid Yasin, Brother Yushua Evans, Native Deen, Brother Dash and many more. Alhamdulillah, this year we are also joined by: Imam Siraj Wahaj, Imam Abdul Nasir Jangda, Muhammad AlMathil, Sound of Reason, Dawud Wharnsby and many more. New Horizons was originally planned for the youth as there aren't any major conferences for the Muslim community in New York City.

Alhamdulillah, over the years, New Horizons has begun to fill that void. Since our first year, our audience has grown by 30% annually, and this year we expect close to 2000 attendees. Although our event was initially aimed towards the youth, there has been a huge adult population that has attended our event. Because of this variation of the audience, our attendees are a great market for sponsors and vendors. In the past, those who have sponsored us have benefitted greatly from New Horizons by utilizing the event to promote their organization, business, as well as products and services.

Although New Horizons is far behind large conventions such as RIS, ICNA's, MAS's ISNA's, however, our event has a come a long way to help unite Muslim youth. Inshallah, we aim to become the largest event for Muslim families in New York City and in the tri state area and by sponsoring New Horizons III, you can help us achieve that. We envision our event engaging a large variety and quantity of audience to create Muslim unity, identity and leadership and your business or organization can take advantage of this growing Muslim market.

2012 THEME

The consensus reached by Muslim Alliance of New York members was for this year's theme to be titled "The Road to Muslimanity." "Muslimanity" is a term created by a fellow brother, combining the words "Muslim" and "humanity", which denotes the concept of social justice in Islam. This year, we want to focus on social consciousness and the ways in which our communities shape us (whether positively or negatively) and the ways we can change our communities. We are all trying to change our condition, purify our hearts and souls and strive towards the righteous path in order to attain Paradise. We are also trying to break barriers, help others do so and ultimately pave the road towards a more God-conscious society. Our previous themes were "Islam: Our Choice" and "Islam: Our Faith, Our Voice." [muslimanity.org]

ABOUT US

The Muslim Alliance of New York was established in January of 2010 by high school students with an aspiring vision to create a forum to foster the exchange of ideas and dialogue. The goal of Muslim Alliance of New York (MANY) is to unite the leading high school Muslim Students Associations of New York City and to gather with the aim of expanding our knowledge and reaching out to the youth within our community. Led by the youth and dedicated to the youth, MANY recognizes the importance and significance of young leaders in an active community. Initiating a thirst for participation and organization, the Ummah can take great strides and establish an influential position in society. MANY is here to provide assistance to struggling MSAs as well as those looking to establish MSAs within their schools. Through its meetings, programs and events, MANY's main purpose is not only to help educate Islam to the youth but also provide an Islamic environment for the Muslim Youth in New York City to thrive in.

2012 FLYER

FREE LUNCH

MUSLIM ALLIANCE OF NEW YORK & MUNA PRESENTS

NEW HORIZONS

3rd Annual

THE ROAD TO MUSLIMANITY

Speakers & Entertainers

Imam Siraj Wahhaj | Imam Shamsi Ali | Imam Abdul Malik
Sheikh Abdul Nasir Jangda | Mohammed Hanini | Sr. Sanaa Nadim
Mufti Farhan | Hamza Tzortzis | Cyrus McGoldrick
Sound of Reason | Dawud Wharnsby
Brother Dash | Gaith Adhami | Aman Ali

Parking: \$10

\$20

Tickets Are \$25 At Door - Children Under 5 Are Free

Saturday
March 31st, 2012 : 9AM to 8PM
Brooklyn Technical High School
29 Fort Greene Place, Brooklyn, New York 11217

WE ACCEPT CREDIT CARDS

weareoneofmany.org

Br. Aminul (917) 214-8588 | Br. Tasnim (347) 248-1388 | Sr. Nasrin (347) 267-9549 | Sr. Anika (347) 498-5588

info@weareoneofmany.org

Muslim Alliance of New York | MUSLIM UMMAH OF NORTH AMERICA

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Speakers & Entertainers Are Subject To Change