



CENTRAL
ASIA
INSTITUTE



Thank you for allowing Central Asia Institute (CAI) to present your organization with an opportunity to change the world.

CAI is an organization dedicated to promoting peace and empowering communities of Afghanistan, Pakistan, and Tajikistan through literacy and education, especially girls.

Over the past 20 years we have built 189 schools in many remote, isolated regions, supported or initiated over 450 projects, and enroll approximately 100,000 participants in our schools and programs each year. At present we are in the early stages of promoting our newest program called HER: Hope. Educate. Rise.

HER is a peer-to-peer social fundraising program that outlines six categories of fundraisers, each with their own toolkit and resources to help fundraisers succeed. When someone fundraises for **HER**, 100 percent of the donations that are raised support CAI's education programs overseas.

With over 569 million illiterate girls worldwide, we know that by educating a girl she has a 10 to 20 percent higher earning potential for every year she stays in school. We also know that a child of a literate mother has a 50 percent greater chance of surviving past the age of 5.

CAI would like to ask that you become a 2016 Corporate Sponsor. Together with our dedicated staff and your desire for social responsibility, your brand and customer awareness will only enhance. We would relish the opportunity to work with your business to reach CAI's growing audience of 494,300 individuals, prominently placing your name on CAI marketing, advertising, and publications. Help us introduce **HER** to a new generation of peer-to-peer fundraisers across the world!

We have included a sponsorship fact sheet for your review. If you are interested in becoming a sponsor, please don't hesitate to contact us. I will follow up via phone within a week or two to see if you have any questions about CAI's corporate sponsorship plan or our organization. Thank you in advance for helping us promote peace through education, one child at a time.

Warm Regards,

Christel Chvilicek, grant and sponsorship manager

PEACE *through education.*

One child at a time.....



ENCOURAGEMENT AND SUPPORT MAKE EDUCATION POSSIBLE

BY NAZIRA BEGUM



I am from Shamsabad, Ishkomen and am 20 years old. My initial schooling was from my own village in Shamsabad. In 2010, I joined grade nine in the CAI higher secondary school in Immit. I stayed with my grandmother's cousin in Immit, only a 20-minute walk to school.

It was hard being away from home and living with relatives, but somehow I managed it for four years. It is better to be in school than home. The environment was great and I really liked Teacher Zahid who taught English in such an interesting way.

I became engaged in 2012, when I was 18, and I was married when I was 20. Out of 13 girls in my cohort, five were married like myself. They also are still studying like me in Gahkoch and Chator Kand. I am in the bachelor's degree program in education in Gilgit and CAI is funding the cost of my tuition, stay, meals, and transportation.

My sister-in-law takes care of household chores so I can have time for homework. Marriage should not deter girls from going to college. My husband is a teacher himself and encourages me to get an education. I wouldn't be here talking to you otherwise. I am lucky to have his and CAI's support.





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Sponsorship Fact Sheet

Sponsorship Packages

Central Asia Institute has designed the following tiered packages which will give businesses the opportunity to support CAI at different levels. An overview of our packages and their benefits are listed below.

Change the World – Level 4 Acknowledgement Benefits

- You will receive ongoing acknowledgment on CAI's three websites for one year. Total, the websites have an average of over 350,000+ people browsing each year, which will gain maximum exposure for your business.
- Your name/logo will be acknowledged through CAI's social media audience of 55,000+.
- Your name/logo will be placed on the sponsor page on CAI's website. This page is dedicated to all sponsors of CAI.
- Your logo will appear in our fall publication *Journey of Hope* that has a readership of 110,000+.
- Your logo will appear in our spring edition *Footsteps* that has a readership of 80,000+.
- Your logo will appear in our summer edition *Footsteps* that has a readership of 96,000+.
- Your logo will appear in our annual report, with a targeted audience of 2,500+.
- Your logo will appear in our annual calendar, sales totaling 800+.

Sponsorship Payment: \$20,000
Audience: 494,300+

Educate a Nation – Level 3 Acknowledgement Benefits

- Your name/logo will be placed on the sponsor page on CAI's website. This page is dedicated to all sponsors of CAI.
- Your logo will appear in our fall publication *Journey of Hope* that has a readership of 110,000+.
- Your logo will appear in our spring edition *Footsteps* that has a readership of 80,000+.
- Your logo will appear in our summer edition *Footsteps* that has a readership of 96,000+.
- Your logo will appear in our annual report, with a targeted audience of 2,500+.
- Your logo will appear in our annual calendar, sales totaling 800+.

Sponsorship Payment: \$10,000
Audience: 286,000+

Educate a Community – Level 2 Acknowledgement Benefits

- Your name/logo will be placed on the sponsor page on CAI's website. This page is dedicated to all sponsors of CAI.
- Your logo will appear in our spring edition *Footsteps* that has a readership of 80,000+.
- Your logo will appear in our summer edition *Footsteps* that has a readership of 96,000+.
- Your logo will appear in our annual report, with a targeted audience of 2,500+.
- Your logo will appear in our annual calendar, sales totaling 800+.

Sponsorship Payment: \$5,000
Audience: 179,300+

Educate a Girl Level 1 Acknowledgement Benefits

- Your name/logo will be placed on the sponsor page on CAI's website. This page is dedicated to all sponsors of CAI.
- Your logo will appear in our spring edition *Footsteps* that has a readership of 80,000+.
- Your logo will appear in our annual report, with a targeted audience of 2,500+.
- Your logo will appear in our annual calendar, sales totaling 800+.

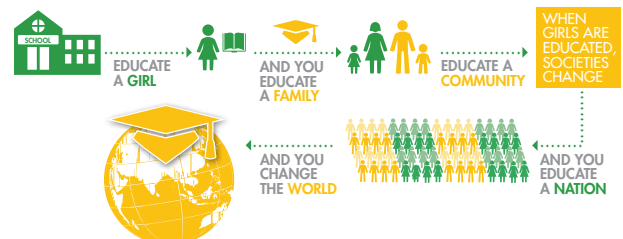
Sponsorship Payment: \$2,500
Audience: 83,300

Build Your Own Sponsorship Package

Don't see something you like? Let us know and we can build the perfect opportunity for your social responsible organization!

Contact us at grants@centralasiainstitute.org with any questions.

WHY IT MATTERS Educate a girl, change the world



When girls are educated, societies change.

centralasiainstitute.org | forHER.org | penniesforpeace.org



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2016 Sponsorship Pledge Form



Yes! We would like to support Central Asia Institute at the following level (please see the previous page for more information on each sponsorship level):

- Change the World - \$25,000
- Educate a Nation - \$15,000
- Educate a Community - \$10,000
- Educate a Girl - \$5,000

Company name: _____ Contact name: _____

Phone: _____ Fax: _____ Email: _____

Address: _____ City: _____ State: _____

- I have enclosed a check made payable to Central Asia Institute.
- I authorize Central Asia Institute to charge our credit card.

MasterCard/VISA/Amex/Discover #: _____

Exp. date: _____ Cv. code: _____

Signature: _____ Date: _____

- We are unable to sponsor, but please accept a tax-deductible contribution of \$ _____

Please return this form to: Christel Chvilicek, grants and sponsorship manager
Mailing Address: PO Box 7209 Bozeman, MT 59771
Email: cchvilicek@centralasiainstitute.org / Fax: (406) 585-5302

For More Information, please call (877) 585-7841

**Corporations will be required to sign a sponsorship agreement after pledge forms are received by CAI.*

Central Asia Institute is a registered 501 (c)(3) non-profit organization
Our Federal Identification Number is 51-0376237
centralasiainstitute.org | forHER.org | penniesforpeace.org