



# BTM CULTURAL ACADEMY®

25 Years in Promotion of Indian Classical Music & Dance  
www.btmculture.org

The BTM Cultural Academy was founded in 1992 with a vision to promote Indian Classical Music and Dance. Located in South Bangalore, the academy is one of the premier organisations in Bangalore's cultural scene.

Starting with one music concert every month, the Academy has now evolved into a hub of cultural activities - 25 programs a year and an annual *Aradhana Saptaha* festival that runs an entire week during the month of January.

The Academy has done yeoman service in promoting music and dance; encouraged upcoming artists as well as featured programs of some of the stalwarts of Music and Dance.

**The Academy crossed the landmark of 500 concerts by January 2017 and celebrated its SILVER JUBILEE in April 2017 on a grand scale.**

The Academy's thematic concerts, Jugalbandhis, Vocal and Instrumental duets, Instrumental ensembles, ragam-thanam-pallavi concerts are well received. The Academy has also co-hosted events along with other leading cultural organisations in the field. Such programmes include music therapy, felicitation to great artists, yuva sangeethotsava, music concerts, etc.

BTM Cultural Academy is supported by Ministry of Culture, Govt of India and Dept of Kannada & Culture of Govt. of Karnataka.

**This is an appeal to esteemed patrons of arts, organisations and individuals to partner with us in our endeavours in the promotion of Indian Classical Music and Dance!**

***Please see overleaf for sponsorship opportunities. We earnestly look forward to your wholehearted support!***

**Office Address:**

BTM Cultural Academy, 538,  
11th Cross, 2nd Main,  
MICO Layout, BTM II Stage,  
Bengaluru - 560076.

**Program Venue:**

Shree Ramana Maharshi Academy for  
the Blind,  
3rd Cross, 3rd Phase, J. P. Nagar,  
Bengaluru - 560078

Phone: (+91) 92424 61492  
(+91 80) 2668 0244

Email: [btmca@rediffmail.com](mailto:btmca@rediffmail.com)  
Website: <http://www.btmculture.org>

## SPONSORSHIP OPPORTUNITIES

<b>Monthly Concert Endowment* - Platinum Sponsor</b> (One-time contribution towards a monthly concert that will be conducted every year. Sponsor will be acknowledged in the concert announcement and will felicitate the artists of the event.)	(for Individuals, Families or Business / Commercial sponsors) <b>Rs 1,00,000</b>
<b>Monthly Concert Endowment* - Gold Sponsor</b> (One-time contribution towards a monthly concert that will be conducted every year. Sponsor will be acknowledged in the concert announcement.)	(for Individuals, Families or Business / Commercial sponsors) <b>Rs 50,000</b>
<b>Aradhana Saptaha - Prime or Joint Sponsor for a Day's Event</b> (Banner placement, announcement during the event and a stall/table for business promotion activities)	(for Business/Commercial Sponsors) <b>Rs 50,000</b> <b>Rs 25,000</b>
<b>Banners</b> (placement during Aradhana Festival - entire week)	(for Business/Commercial Sponsors) <b>Rs 10,000</b>
<b>Co-Sponsorship for a single monthly Concert</b>	<b>Rs 7500</b>
<b>Leaflet distribution during Aradhana Festival, thru our monthly program mailers etc.</b>	<b>Please contact us.</b>
<small>*Endowment can also be in memory of a family member, or to highlight a business house, brand, etc.</small>	

**WE APPEAL TO INDIVIDUALS AND ORGANISATIONS TO DONATE LIBERALLY! WE LOOK FORWARD TO YOUR CONTINUED SUPPORT.**

**DONORS CONTRIBUTING Rs 25,000 AND ABOVE WILL RECEIVE A SPECIALLY DESIGNED "KALA POSHAKA" PLAQUE AND WILL BE DULY ACKNOWLEDGED DURING THE ANNUAL ARADHANA FESTIVAL.**

**Donate Online** - NEFT / IMPS / RTGS fund transfer: State Bank of India, MICO Layout Branch, Bangalore. **SB A/c No:10258122931** Branch Code: 9041; IFSC: SBIN0009041; MICR: 560002066. Please email us the transfer details, we will mail you the receipt.

BTM Cultural Academy is registered with the Registrar of Co-operative Societies, vide Regn No: 802/97-98 dated 18.2.1998. Donations are deductible from income tax under Section 80G, vide Notification: DIT(E)/80G(R)/AABTB2070J/X\_179/2010-11.