

Call for Support



3iii Talent Foundation

A USA based 501(c)(3) Tax Exempt Non-profit Organization

www.3iiiTF.org

presents

INTERNATIONAL INDIAN ICON

(3iii – Three Eye)

A Platform for Indian Talent Across the globe!



(3iii 2025 Season 9)

A Global Stage for Indian Talent!

www.INTERNATIONALindianICON.com

www.3iii.us

Support and Empower Global Indian Artists

Contribute Generously to Unite Talent on One Platform 3iii

(3iii Sponsorship Opportunities)

Link to Donate/Sponsor using CC/DC

https://www.internationalindianicon.com/payment_link.php

Check/Draft/Vouchers/Gifts/endorsements in favor of 3iii Talent Foundation, 2708 Forest Creek Ln., Naperville IL 60565 USA

1. What is 3iii Talent Foundation?

The 3iii Talent Foundation is a pioneering 501(c)(3) non-profit organization based in Illinois, USA, dedicated to promoting Indian talent worldwide. With an IRS Tax Exemption Certificate, the foundation provides tax benefits to donors and sponsors who support its mission. At its core, 3iii Talent Foundation is the driving force behind the International Indian Icon (3iii) competition, a one-of-a-kind platform that showcases the extraordinary talents of individuals of Indian origin across the globe.

Our Mission

Our mission is to elevate talent across the globe by providing opportunities for artists of all ages and categories—such as singing, dance, and more—to gain international recognition and success. We achieve this by conducting both online and onsite talent competitions, inviting qualified participants to the USA for episode production (semifinals, finale, and grand finale) and an awards ceremony.

2. About 3iii

International Indian Icon (3iii) is the world's first global non-profit talent competition, launched in 2017 to discover, nurture, and promote Indian talent across singing, dance, fashion, and performing arts. With participants from 70+ countries across all 7 continents, 3iii has become a worldwide platform that breaks barriers and connects artists from diverse backgrounds.

More than just a competition, 3iii is a movement to transform how Indian talent is recognized and celebrated globally. Through structured contests, prestigious awards, and extensive promotion, it creates opportunities for deserving artists to achieve their dreams while preserving Indian performing arts on an international stage. With its long-term vision, 3iii is building a global legacy that ensures every talent receives the recognition and success they deserve.

3. Support 3iii Talent Foundation through Sponsorship & Donations

We invite you to partner with us by **sponsoring *INTERNATIONAL INDIAN ICON (3iii) 2025 Season 9*** - a premier platform uniting Indian talent worldwide. Organized by 3iii Talent Foundation, a **USA-based 501(c)(3) IRS tax-exempt non-profit**, this global movement empowers emerging performers in Singing, Dance, Fashion, and Performing Arts to showcase their talent on an international stage. With participants from 70+ countries, your sponsorship not only promotes culture and diversity but also builds brand visibility and goodwill within one of the world's fastest-growing communities.

Your **generous donation** of any amount will directly support deserving talent across the globe—helping them pursue their dreams without barriers of finance, color, region, religion, or boundaries—while giving them opportunities to shine at the international level.

4. WHY PARTNER WITH 3iii?

1. **Global Visibility** – Gain international exposure through online streaming, live events, print, and digital media coverage.
2. **Targeted Brand Engagement** – Connect directly with diverse, multicultural, and South Asian audiences across global markets.
3. **Diversity & CSR Alignment** – Enhance your brand’s commitment to diversity and social impact by supporting a platform that uplifts underrepresented talent.
4. **Tax-Deductible Support** – Enjoy IRS-recognized tax benefits through donations to a 501(c)(3) non-profit organization.
5. **Omni-Channel Presence** – Maximize brand reach via on-site booths, merchandise branding, sponsor shoutouts, and digital advertising.

5. 3iii 2025 SEASON-9 HIGHLIGHTS

- **Free Global Online Auditions:** April to September 2025
- **Semi-Finals Schedule:**
 - *Chicago, IL USA:* November 28th, 2025
 - *Global Online:* November 8–9, 2025
- **Finale:**
 - USA: Chicago / The Matrix Club, Naperville IL): Nov. 29th, 2025
- **Grand Finale:**
 - USA: Chicago / The Matric Club, Naperville IL): Nov. 30th, 2025
- **Winner Reward:** Featured appearance in sequel of international movie “*Planchette*”, already streaming on Amazon Prime Video, Roku and other OTT platforms, *Music Video, Cash Prizes, Trophies, Medals, Certificates, Endorsed Gifts and Vouchers.*
- **Global Broadcast:** YouTube, Lykstage, and regional/national/local TV & OTT platforms
- **Celebrity Judges:** Jatin Pandit, Simran Ahuja, Bobby Leigh, Haley
- **3iii International Jury:** Dr. Roshan Bharti, Dhananjay Bhatt, Yogesh Bahadur, Abbas Ali Mirza, Subhashish Kanjilal, Anupama Srivastava, Raahul Jatin

6. GLOBAL IMPACT

Platform	Total Reach (Approx.)
Website Visitors	6385775+
Social Media Fans	160,000+
Email Subscribers	75,000+
YouTube Subscribers	23,000+
Annual Online Eyeballs	3.1 million+
Annual Onsite Footfall	26,000+

Global Participation:

USA, Canada, Caribbean, UK, Europe (Germany, France, Italy, Spain, Greece, Belgium, Switzerland, Poland, Sweden etc.), Russia, Middle East (Dubai, Qatar, Saudi Arabia, Kuwait etc.), Africa (South Africa, Mauritius, Kenya, Tanzania, Uganda, Nigeria, Zambia etc.) Australia, Fiji, New Zealand, Asia (India, China, Japan, Singapore, Hong Kong, Malaysia, Pakistan etc.)

7. WHY SPONSOR?

1. Global Exposure via online streaming, onsite events, print, and media.
2. Direct Brand Engagement with multicultural audiences and Indian communities.
3. CSR & Diversity Branding – Supporting a global platform empowering underrepresented talent.
4. Tax Benefits (USA) – IRS tax-exempt donations under 501(c)(3).
5. In-Person + Digital Presence – Booths, merchandise, brand mentions, ads.

5.1 SPONSORSHIP TIERS & BENEFITS

Feature/Visibility Area	Grand (\$100k)	Elite (\$75k)	Platinum (\$50k)	Ruby (\$25k)	Sapphire (\$15k)	Gold (\$10k)	Silver (\$5k)	Bronze (\$2.5k)
Naming Rights (Event Title Branding)	✓							
Presenting Partner Mention	✓	✓						
Logo on Participant/Judges Stage	✓	✓	✓					
Logo on Ads (social media, Print, Email, Website, Brochure)	✓	✓	✓	✓	✓	✓	✓	✓
30-sec Ad in All Episodes	✓	✓	✓	✓				
LED Ads During Live Events	✓	✓	✓	✓	✓			
Trophy, Certificates, Merchandise Branding	✓	✓	✓					
Booth at Global Events	✓	✓	✓	✓	✓	✓		
VIP Tickets & Award Presentation	✓	✓	✓	✓	✓	✓	✓	
Custom Song	✓	✓	✓	✓	✓	✓	✓	✓

Sponsor a Original Song Empower Talent, Elevate Your Brand

An Exclusive Opportunity to Support Global Indian Talent & Promote Your Brand Internationally

Why Sponsor a Custom Song?

By sponsoring a custom song for a qualified semifinalist of the INTERNATIONAL INDIAN ICON (3iii)—a global, U.S.-based 501(c)(3) tax-exempt talent platform—you directly uplift extraordinary Indian performers from across the world, many of whom are financially constrained despite holding immense artistic potential.

Your sponsorship will:

- Support talented individuals who cannot afford to compete internationally despite having visas and qualifications.
- Promote Indian art, culture, and talent on a global scale.
- Fund the creation of original, high-quality custom songs that reflect each artist's voice, age, and style.
- Enable global performances, music video productions, and streaming promotions—making 3iii the first-ever talent competition offering personalized original songs to its participants.

What Does Custom Song Sponsorship Cover? – \$2,500

Your sponsorship of \$2,500 per song supports:

- Complete Song Production: Lyricist, composer, arranger, instrumentalist, vocal coach, sound engineer, mixing, and mastering.
- Video Production: Director, camera crew, editor, costumes, choreography, and post-production.
- Artist Participation: Fees and training
- Marketing & Distribution: Promotion across social media, YouTube, OTT platforms, and TV networks.
- Global Episode Production: Pre- and post-production costs and airing of the performance.
- Global Reach: Airing on international TV, social media, and streaming platforms.

What's in it for You? – Sponsor Benefits & ROI

1. Global Brand Visibility
 - Your name, logo, and brand will be embedded in every custom song, video, episode, and album you sponsor.
 - Custom-branded costumes and performances featured in international shows.
2. Multimedia Exposure
 - Your brand will appear in episodes broadcasted globally across TV, YouTube, Facebook, LykStage, OTT platforms, and 3iii's own media stream.
3. Top 10 Custom Songs Promotion
 - If your sponsored song is among the Top 10, it will feature in:
 - A special 3iii Album,
 - Annual 3iii Global Movie,
 - 3iii Global Talent Shows,
 - With your branding permanently associated.
4. Lifelong Brand Affiliation
 - The participant will always carry your brand's story as the one that helped launch their journey.
 - One-time sponsorship = long-term brand loyalty and recognition.
5. Cultural & CSR Alignment
 - Showcase your commitment to diversity, education, talent empowerment, and cultural promotion.
 - Strengthen your Corporate Social Responsibility (CSR) portfolio with verifiable social impact.
6. IRS Tax Benefits
 - Donations are fully tax-exempt under U.S. 501(c)(3) provisions.

Impact Beyond the Song

By sponsoring a custom song, you are not only investing in one participant but in an ecosystem that includes:

- 3iii's Annual International Movie (featuring custom songs and your brand)
- 3iii Talent Shows hosted worldwide
- 3iii Global Album Releases
- Scholarships for Underprivileged Talent
- 3iii Global Music Academy offering free training with world-class mentors
- 3iii AI Talent Platform to ensure no talent is left behind

Your ROI is Measurable and Long-Lasting

A modest investment of \$2,500 per song provides:

- Long-term global brand exposure
- Social impact and CSR alignment
- Loyal association with emerging talent
- Multimedia presence in custom songs, episodes, and albums
- Visibility in an annual global movie streamed worldwide

MEDIA PARTNERSHIPS & CHANNELS

- TV: Regional, International, National, Local Indian channels in multiple countries
- Streaming: YouTube, Lykstage, Facebook and OTT
- Social: Facebook, Instagram, YouTube Ads, Google Ads
- Print: Newspapers, Flyers, Banners in multiple geographies

BRAND PLACEMENT OPPORTUNITIES

- 3iii Trophy, T-Shirts, Caps, Mugs, Certificates etc.
- Backdrops, LED Screens, Event Tickets
- Judge Stage Props, Onscreen Mentions
- Anchors' brand callouts & shoutouts

HOW TO SPONSOR

To support this international celebration of Indian culture and talent, become a 3iii sponsor or donor today:

Link to SPONSOR / DONATE

https://www.internationalindianicon.com/payment_link.php

(Pay using CC/DC from any part of the World or send Check in favor of
3iii Talent Foundation at address: 2708 Forest Creek Ln., Naperville IL 60565 USA)

Sharan Walia

Founder and CEO

INTERNATIONAL INDIAN ICON (3iii)

3iii Talent Foundation

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YOUR SUPPORT = THEIR FUTURE

Join us in supporting the dreams of thousands of Indian performers globally. Your sponsorship can be the spark that launches the next superstar, filmmaker, or cultural icon.

Together, let's give global Indian talent the platform they deserve.

DONATE OR SPONSOR TO SUPPORT 3iii TALENT FOUNDATION & Participants of your choice of talent

Link to SPONSOR / DONATE any Amount

https://www.internationalindianicon.com/payment_link.php

Pay using CC/DC from any part of the World

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Sponsorship Categories & Benefits

Sr. #	Promotion Area	\$100k	\$75k	\$50k	\$25k	\$15k	\$10k	\$5k	\$2.5k
		Grand	Elite	Platinum	Ruby	Sapphire	Gold	Silver	Bronze
1	Name with Title: Grand Sponsor INTERNATIONAL INDIAN ICON	✓							
2	Presenting Partner e.g., Gee Vision Inc. in Association with Elite Sponsor		✓						
3	Supported by e.g., INTERNATIONAL INDIAN ICON supported by Platinum Sponsor			✓					
4	Logo on Main Participant Stage	✓	✓	✓	✓				
5	Logo on Social Media Ad & Creatives (Facebook, Instagram)	✓	✓	✓	✓	✓	✓	✓	
6	Logo on Email Campaign	✓	✓	✓	✓	✓	✓	✓	
7	Logo on Print Media (News Paper, Flyer, Poster, Cards, Banners)	✓	✓	✓	✓	✓	✓	✓	✓
8	Ad on Brochure	✓	✓	✓	✓	✓	✓	✓	✓
9	30 Seconds Ad embeded in each Episode on TV/OTT/YouTube/Website	✓	✓	✓					
10	Logo embeded on props and behind scene during Production	✓	✓	✓	✓	✓			
11	Logo on Judges' stage	✓	✓	✓	✓				
12	Ad/Logo on Stage LED during Global Events	✓	✓	✓	✓	✓	✓	✓	
13	Brand Call out by Anchors during events	✓	✓	✓	✓	✓	✓	✓	✓
14	Logo on TV Ad	✓	✓	✓					
15	Logo on 3iii Trophy & Certificates	✓	✓	✓	✓	✓			
16	Logo on Tickets for Global Events	✓	✓	✓	✓	✓			
17	Logo on 3iii Merchandise e.g., T-shirts, Caps, Mugs etc.	✓	✓	✓	✓	✓	✓	✓	
18	Personalized digital message on LED/Social Media	✓	✓	✓	✓	✓	✓	✓	
19	Logo on 3iii website	✓	✓	✓	✓	✓	✓	✓	✓
20	Booth during all Global on-site events	✓	✓	✓	✓	✓	✓		
21	VIP Tickets for all Global Events	✓	✓	✓	✓	✓	✓	✓	✓
22	Stage Presence: Handout awards to winners	✓	✓	✓	✓	✓	✓	✓	✓
23	Custom Song for a Semifinalist / Finalist	✓	✓	✓	✓	✓	✓	✓	✓



3iii TALENT FOUNDATION All USA sponsorships and Donation get IRS Tax Exemption Certificate from 3iii Talent Foundation Non-profit 501 (3) (c) with IRS Tax Exemption

3iii 2025 Season 9 Documents and Links to explore:

Sponsorship Kit:

<https://www.internationalindianicon.com/bank/1756517116> 3iii 2025 S-9 Sponosrship Kit v1.7.pdf

3iii S9 Brochure:

<https://www.internationalindianicon.com/bank/1756517215> 3iii 2025 S9 Brochure White v1.7 - 8.5x11.pdf

3iii YouTube:

3iii Theme Song: <https://youtu.be/QEk8JbcSVs8>

3iii Journey: https://youtu.be/YplGDzH_BJU?si=0A5eO5a6pIMiV8ul

3iii Sample Episode: <https://youtu.be/RK3Zj3LWs9k>

3iii YouTube: <https://www.youtube.com/@InternationalIndianIcon>

3iii social media:

3iii Facebook Page: <https://www.facebook.com/share/1DrXVH84Vs/?mibextid=wwXlfr>

3iii Instagram: https://instagram.com/3iii.official?igshid=OGQ5ZDc2ODk2ZA%3D%3D&utm_source=qr

3iii Documents

3iii Sponsorship Opportunities:

<https://www.internationalindianicon.com/bank/1748006656> 3iii Sponsorship Opportunity v1.

3iii Brochure:

<https://www.internationalindianicon.com/bank/1748006400> 3iii 2025 S9 Brochure Black v1.