

Sponsorship Proposal for the Documentary Film



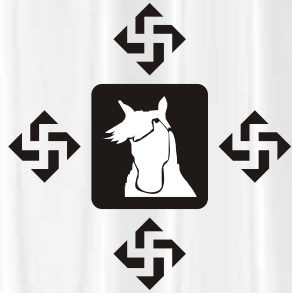
# DHAMMACHHETRA

T H E L O S T L A N D O F B U D D H A

Friday, August 6, 2010

Time : IST 10:00 - 10:30 A.M, 05:30 - 06:00 P.M., 12:30 - 01:00 A.M.

**DD India**



## WHO WE ARE?

Film making is one of the exceptional forms of art which mankind has discovered. It is an rare art in the world which capture the three senses sight, hearing and intuition of human consciousness. WHW believe in the entertainment that initiates peace and cultural affiliation among the nations in the world. Focus on the promotion of Indian culture to the world through films is always our priority. WHW made its debut with documentary film "Ramayan aur Ramsethu" in 2007 which is the only documentary film made in Indian history based on the ancient mystical causeway built by Vanaras of lord Rama army between India and Srilanka. It is the sole organization in India which took initiative to showcase and raised voice for the preservation of the ancient Buddhist monuments like stupas and viharas in Haryana, a state of India to the world .

In brief white horse works is an organization which works with dedication, commitment and innovation to enlighten the world with their art of film making.

## ABOUT THE FILM



Original Title	:	<b>DHAMMACHHETRA:</b> The lost land of Buddha
Country of Origin	:	India
Year of completion	:	2010
Running time	:	24 minutes
Language	:	English
Short film	:	Documentary
Censor Certificate	:	'U' certified by Central Board of Film Certification (CBFC), New Delhi



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## SYNOPSIS

2300 years ago present Haryana (India) was an important place where Buddhism flourished to its maximum limits. Scriptural evidences state that Buddha himself visited Haryana and laid the foundation of Buddhism. It is believed that Buddhism existed in Haryana till 12th century A.D but present findings of mystical Buddhist monuments in Haryana like Stupa's, Vihars (monasteries), Idols, painted grey ware etc gives the proof that people here practiced Buddhism till 14th century A.D. The film explain how these ancient Buddhist sacred Stupas came into existence, their construction in different dynastic rules and their spiritual importance in the lives of Buddhist monks and followers. These ancient monuments of Haryana are similar to monuments found in Sarnath. The film also showcases the world rarest Buddha Idols made in Gandhar (Afganisthan).



## OUR VISION

- 1) To showcase and create awareness about the ancient Buddhist monuments at one of the crucial lost land of Buddha, globally so that in future their existence could also guide humanity towards the path of peace .
- 2) The film dedicates exclusive one minute slot for valuable human lives lost in atomic bombing at Hiroshima and Nagasaki in Japan that we will always remember and pray for them .
- 3) We wish to invite you as a honor sponsor in the documentary film to develop better harmonious relationships in terms of peace and culture with India.
- 4) To open new jobs opportunities in tourism industry through these ancient Buddhist monuments which have potential to revive the rural economic of state Haryana and India.



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## W H E N   A N D   W H E R E

When : Friday, August 6, 2010

Time : IST 10:00 - 10:30 A.M, 05:30 - 06:00 P.M., 12:30 - 01:00 A.M.

Where : DD India

Kindly visit [www.ddindia.gov.in](http://www.ddindia.gov.in) the official website of Prasar Bharati broadcasting corporation of India and know the time of telecast in your Nation with respect to IST(Indian Standard Time) .



DD India Doordarshan opened its windows to the world by launching its international channel on 14th March, 1995. The Channel, earlier known as DD World was renamed DD India in 2002.

The programming offers international viewers an update on the Indian social, cultural, political and economic scene. DD India was launched with a mission "to build bridges of communication with Indians living abroad and to showcase the real India, its culture, its values, its traditions, its modernity, its diversity, its unity, its agony and its ecstasy to the entire world through programmes of high quality, that will inform, educate and entertain people in the highest traditions of public service broadcasting." DD India is up-linked from New Delhi and can be watched in 146 countries across the world through PAS -9 and PAS -10 satellites like

Australia  
Bhutan  
Maldives  
Bangladesh  
Mali  
Brunei  
Libya  
Cambodia  
Morocco  
Bosnia & Herzegovina  
China  
Mauritius  
Hong Kong  
India

Georgia  
Indonesia  
Japan  
Korea (South)  
Korea (North)  
Laos  
Malaysia  
Maldives  
Mongolia  
Myanmar (Burma)  
Sudan  
Czech Republic  
Nepal  
South Africa

Romania  
Russia  
Philippines  
Singapore  
Sri Lanka  
Taiwan  
Ukraine  
Thailand  
Yugoslavia  
Vietnam  
Saudi Arabia  
Austria  
Belgium  
United Arab Emirates

Denmark  
Iran  
Finland  
Iraq  
France  
Israel  
Germany  
Jordan  
Greece  
Kuwait  
Ireland  
Italy  
Egypt  
Qatar

Norway  
Palestine  
Netherlands  
Kuwait  
Poland  
USA  
Sweden  
Canada  
Switzerland  
Mexico  
UK

and many more ...



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## REASONS TO INVITE YOU AS SPONSOR ?

- 1) Be a forward thinking organisation by supporting first ever documentary film to create awareness about the ancient Buddhist monuments and arts of Haryana which is still away from the eyes of the world. Therefore its an unique occasion to be a pioneer in the development of history , art and culture of Haryana and India .
- 2) Be a part of a rare opportunity to position your organisation as a truly global in outlook and patron of peace to stand for this rare film to be showcased on Friday, August 6, 2010 on DD India in which people of India and the world will simultaneously join the people of japan in remembering and praying for the lives lost in Hiroshima and Nagasaki on August 6,1945 and August 9,1945 in atomic bombing .
- 3) Be a leader in advocating this documentary film which highlight the tremendous tourism potential in rural Haryana and in future can help create jobs in rural Haryana where people are still living below the poverty line .
- 4) Represent your organisation in a diverse and innovative way among the citizens of India and the world.



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## HONORING THE SPONSOR

Your generous contribution of Rs 5,00,000 (5 lakhs) will be duly acknowledged in the followings areas .

- 1) Organisation logo with name will remain forever in film in future when ever it will be screened in national and international film festivals , school , colleges and universities of India showcasing the global outlook of your Embassy.
- 2) Organisation logo or name on the DVD cover. A set of three honoree copies will be send to you .
- 3) Organisation logo with name in DVD before the start of the film. The DVDs of the film in Hindi and English version will be distributed among the reputed Museums, Schools, Colleges and Universities of India .
- 4) Organisation logo with name will be highlighted for 5 seconds exclusively and individually during the telecast of the film on DD India.
- 5) Organisation name with logo in the documentary film in Hindi and English versions which will be available online at [www.whitehorseworks.com](http://www.whitehorseworks.com) for its world wide sale from August 6 , 2010 .

## MEDIA COVERAGE



### DAINIK JAGRAN

In this new, dynamic world of Indian media Dainik Jagran is an iconic brand.

More than 55.7 million people reach out for Dainik Jagran making it the largest read daily of India.



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## SPONSORSHIP FORM

Yes! Our organisation would like to be a proud sponsor in the documentary film "Dharmachetra - The lost land of Buddha" on DD India Friday, August 6,2010 .

Mr./Mrs./Ms./Dr. ....

Title .....organisation .....

Address .....

Tel ..... Fax .....

E-mail.....

Bank Draft/Cheque No..... Dated .....

in favour of White Horse Works, Payable at Yamuna Nagar.

Mail this form to:

WHITE HORSE WORKS

D-2, 2356, Raghunathpuri, Near Lal Dawara Mandir , Yamuna Nagar- 135 001(Haryana)

or

Fax at + 91 - 1732 - 232319



\* Sponsorship must be confirmed before Monday, August 2, 2010.

\* Please send your company name and logo in Photoshop (400dpi TIFF, B&W or 4 color), or Illustrator

(B&W or 4 color / all fonts must be outlined).all fonts must be included and mailed at : [info@whitehorseworks.com](mailto:info@whitehorseworks.com)

\* Kindly intimate us through email or fax about the details of postal / courier service through which DD / Cheque is send in case of wrong / delayed delivery.



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## Contact Details

We feel that this film is the perfect blend of culture, global concern and ethics .  
We hope to see your crucial participation. Hence join us, in the film 'Dhammachhetra-The lost land of Buddha ',  
an initiative for cultural awareness about ancient Buddhist monuments of Haryana at global scale.

You may reach me on:

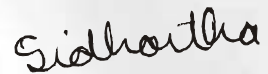
09896510806

or

Email : [sidhartha.gauri@gmail.com](mailto:sidhartha.gauri@gmail.com)

I look forward to hear from you and I hope we can collaborate on this important initiative.

Yours,



Sidhartha

White Horse Works

Contact information

Email: [info@whitehorseworks.com](mailto:info@whitehorseworks.com)

Website: [www.whitehorseworks.com](http://www.whitehorseworks.com)

**WHITE HORSE WORKS**

D-2, 2356, Raghunathpuri, Near Lal Dawara Mandir, Yamuna Nagar- 135 001(Haryana)

Mobile: 09896510806, Fax: + 91-1732-232319