



# Bay Area Prabasi Durga Puja, Dussehra & Annual Autumn Festival 2022

SEPT 30-OCT 2  
2022

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CALIFORNIA

SPONSORSHIP  
BROCHURE



Since 1974







Bay Area Prabasi is the pre-eminent non-profit socio-cultural organization for the vibrant ethnic community of San Francisco Bay Area and surrounding, serving the whole community for more than 49 years (founded in 1974). It has served as the deep substratum of various arts, cultural and literary activities for Indians in this area. Our mission is to promote and contribute to charitable, religious, literary, and educational activities with particular emphasis on the heritage of India. Many outstanding individuals and leaders in the community have been associated with this prestigious association in various roles and capacities.



Bay Area Prabasi Durga Puja, Dussehra, and Annual Autumn Festival is a confluence of tradition and modernity, which attracts thousands of people from the Bay Area and various parts of the globe. Each year Bay Area Prabasi receives extensive media coverage from USA and Kolkata, advertisements, social media, and podcasts to reach out to thousands more worldwide. The sponsorship provides an excellent opportunity to get recognized during the three-day festival, which attracts thousands of people from the Bay Area; around 5000 visitors attend every day.



This year, we will be hosting the very prominent Bollywood singer Benny Dayal with a team of 10 talented musicians, and the Indian Pianist-Vocalist duo Sourendro-Soumyojit for two separate musical concerts on Oct 1st and Oct 2nd, along with various local cultural extravaganzas with 100+ participants.

### As a sponsor, you benefit from :

- ▶ The market endorsement under Bay Area Prabasi will increase the visibility of a particular business name.
- ▶ 5000+ footfall every day.
- ▶ Large scale display to promote the brands.
- ▶ Brand recognition before, during, and after the actual events - during Bollywood concerts.
- Meet and greet, premium sitting, lunch, and dinner for multiple days/events.
- ▶ Build the business relationship. Professional networking opportunities.
- ▶ Temperature-controlled premium locations for all the events - food area, designated kids area, banner and exhibition booth areas, etc.
- ▶ Multiple high-tech stages for 100+ local cultural participants.
- ▶ You can position your brand as a credible authority in its niche industry as a sponsor.





		DIAMOND	GOLD	SILVER	BRONZE
		\$10,000	\$5,000	\$3,000	\$2,000
DIGITAL					
Website	Logo/Redirect	✓	✓	✓	✓
	Banner	✓			
	Landing Page	✓	✓	✓	✓
	Event Page	✓	✓		
E-Magazine		✓	✓	✓	✓
Social Media	Mentions (times/FY)	4	2	2	1
	Promotions (times/FY)	2	2		
E-Mails	Logo	✓	✓	✓	✓
	Inserts (times/yr)	4	2		
MAGAZINE					
Pages	Special (FI, IB, BC, C **)	✓	✓		
	Full Page			✓	
	Half Page				✓
EVENTS					
Durga Puja/ Annual Fall Festival	Poster	✓			
	Booth (10X10)	✓			
	Banner	✓	✓		
	Standee	✓	✓	✓	✓
	LED/ Display	✓	✓	✓	✓
	Emcee ***	✓			
	VVIP	8	4	2	1
	Preferred				
Kali Puja	LED	✓	✓	✓	✓
	Emcee	✓			
	VVIP	8	4	2	1
Saraswati Puja	Booth (10X10)	✓			
	VVIP	8	4	2	1





**	FI	Front Inside
	IB	Inside Back
	CL	Center Left
	CR	Center Right
***	Emcee mentions before or, during major cultural events or, on the puja stage.	

LED display will be set according to the sponsorship level (**A/V content needs to be provided by the sponsor**) - during Bollywood - 2 minutes for Diamond, 1 minute for Gold, 30 seconds for Silver.

VVIP access includes front row seating, food, meet and greet with the artists. Additional VVIP passes can be purchased based on the table below.

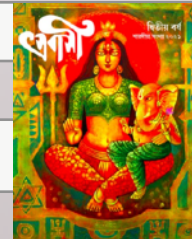
### Sponsors can bring additional guests to the event by paying the following fees :

	Durga Puja/ Annual Fall Festival	Kali Puja	Saraswati Puja
VVIP	\$500	\$200	\$100
VIP	\$250	\$100	\$50



### Magazine Ads

Type of Page	Price	Content Type	
		Static (physical)	Dynamic (Web)
Back Cover	\$2.5K	✓	✓ (3 times)
Front Inside	\$2K	✓	✓ (3 times)
Back Inside	\$2K	✓	✓ (3 times)
Center Left/Right	\$1.5K	✓	✓ (2 times)
Full Page	\$1K	✓	Static
Half Page	\$700	✓	Static



\*\* Magazine special pages are sold as part of the sponsorship. Hence, subject to the availability based on the sponsorship.

The content MUST be provided by the sponsors, Bay Area Prabasi is not responsible for any content modification or formatting.







## Digital Ads/Display (DP)

Type	Price	Details
Premium	\$1000	A/V upto 1 minute. Two times during main events on the back LED panel with the audience. Ten times rotation during local cultural and other stage performances.
Standard	\$500	A/V upto 30 secs. One time during one of the main events in front of the audience. Five times during local cultural performances on stage.
Basic	\$250	Static Visual (no audio). 10 secs of max display during main events and five times during local cultural.

\*\* Content MUST be provided by the vendor. Bay Area Prabasi is not responsible for modifying the content .



### Digital media team:



Our digital marketing team is responsible for planning, creating, and implementing digital marketing strategies that support our sponsors' engagement and retention efforts.

- ▶ Plan, manage and implement the digital marketing content through our website.
- ▶ Generate, publish, and share engaging content through social media platforms such as Facebook, LinkedIn, Twitter, YouTube, and Instagram. **Our daily posts usually reach a 7k+ audience.**
- ▶ Email and text marketing can be targeted to prospect over 3000+ Indians in the USA effectively.
- ▶ Brainstorm new and creative growth strategies, and identify trends to optimize spend and performance.
- ▶ Will offer to establish a date, time, and hashtag for your post to have maximum impact.



## Contact Us for more information:

**Sponsorship:** Mr. Sudipto Mukhopadhyay (650) 533-7068  
**Booth:** Mr. Saikat Paul (510) 862-9410  
**Volunteering:** Mr. Anjan Das (510) 376-7879

[www.prabasi.org](http://www.prabasi.org)  
[info@prabasi.org](mailto:info@prabasi.org)

Become a Sponsor : <https://prabasi.org/become-a-sponsor/>

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