

Bay Area Prabasi

50TH ANNIVERSARY



APR 29-APR 30 2023

ICC MILPITAS




Bay Area Prabasi is the pre-eminent non-profit socio-cultural organization for the vibrant ethnic Indian community of the greater 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 artistic, 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.



CELEBRATING 50th ANNIVERSARY

Bay Area Prabasi is celebrating its 50th year in 2023 with several cultural, philanthropic, and educational programs to celebrate Bengali history, culture, literature, and arts. 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 grand kickoff will be a two-day event to be held on April 29th and 30th at ICC Milpitas. The sponsorship provides an excellent opportunity to get recognized during the two-day festival, which attracts hundreds of people from the Bay Area.

Day 1 will honor and remember one of the world's finest directors, Satyajit Ray, who remains the only Indian filmmaker to have received the renowned Academy Award. The event will start with the opening ceremony, an extraordinary choreographed extravaganza featuring a fantastic explosion of dance and music. We will felicitate the founders and key contributors whose vision led to the creation of this cultural and philanthropic diaspora organization. During the evening of Day 1, after a musical performance, director Suman Ghosh will lead us on a journey of exploration into the creative genius of Satyajit Ray with interviews of his two leading ladies, Ms. Sharmila Tagore and Ms. Mamata Shankar. Will conclude the day with a fundraising banquet dinner.



On Day 2, the festival is dedicated to Rabindranath Tagore, with Rabindra sangeet by Sreya Guhathakurta, a dance performance choreographed by none other than Mamata Shankar with her talented workshop team. Anindya Chatterjee will be performing a concert along with the 50 years theme song with local musicians. The culturally stimulated two days event will be ended with a Tagore theme-based closing ceremony followed by a dinner.



We would like to invite you to this grand event and the fundraising banquet dinner for our philanthropic projects (e.g. Project WASH). This year's guests include local dignitaries, senators, and celebrities from India. Our grand marshal will be legendary Bollywood actress Sharmila Tagore who will join us to share her fond memories of Oscar-winning director Satyajit Ray.



Sponsorship Benefits:

- ▶ The market endorsement under Bay Area Prabasi will increase the visibility of a particular business name.
- ▶ 5000+ footfall every day during major events (e.g. Dussehra/Durga Puja)
- ▶ Large-scale display to promote the brands.
- ▶ Brand recognition before, during, and after the actual events.
- ▶ Meet and Greet, premium seating, lunch, and dinner on multiple days/events.
- ▶ Build a business relationship. Professional networking opportunities.
- ▶ Temperature-controlled premium locations for the event - 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.



		GOLD	SILVER
		\$3,000	\$1,500
DIGITAL			
Website	Logo/Redirect	✓	✓
	Banner	✓	
	Event Page	✓	
Social Media	Mentions (times)	2	1
	Promotions (times)	2	
E-Mails	Logo	✓	✓
EVENT			
50th kick-off celebration	Poster	✓	
	Banner	✓	
	Standee	✓	✓
	LED/ Display	✓ (2 times per day)	✓ (1 time per day)
	Emcee***	✓ (2 times per day)	✓ (1 time per day)
	VVIP passes	8	4

- LED display will be set according to the sponsorship level (A/V content needs to be provided by the sponsor)
- VVIP access includes front-row seating, food, meet and greet with the artists. Additional VVIP passes can be purchased based on the table above.

***Emcee mentions before or, during major cultural events.



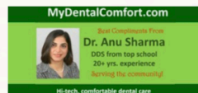
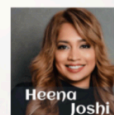


Digital media team:

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 10k+ audience.**
- ▶ Email and text marketing can be targeted to prospect over 5000+ 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.
- ▶ Monitoring and evaluating online media campaigns to keep them fresh and effective.

Bay Area Prabasi would like to thank our major sponsors from previous year for their sponsorship and contributions. Your support is greatly appreciated, and we look forward to collaborating with you again.



Contact Us : info@prabasi.org

Mr. Sudipto Mukhopadhyay (650) 533-7068

Mr. Saikat Paul (510) 862-9410

www.prabasi.org

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

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