



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, serving the whole community for more than 50 years (founded in 1973). It has served as a promoter of various artistic, cultural, and literary activities for Indians in this area. Our mission is to promote and contribute to charitable, philanthropic, literary, and educational activities with particular emphasis on the heritage of India. Many outstanding individuals, leaders, and philanthropists in the community have been associated with this prestigious association in various roles and capacities.

Digital Sponsorship Benefits:

- ▶ The market endorsement under Bay Area Prabasi will increase maximum visibility in digital marketplace.
- ▶ Large-scale display to promote your brand.
- ▶ **Brand recognition** before, during, and after the actual events.
- ▶ **Digital contests** can be used for a number of purposes including raising brand awareness, getting people to try products, email address collection and jump-starting social media engagement.
- ▶ Digital team will 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.
- ▶ Will offer to establish a date, time, and hashtag for your post to have maximum impact.

		SILVER	BRONZE
		\$1,000	\$500
DIGITAL			
Website	Logo/Redirect	✓	✓
	Banner	✓	✓
	Landing Page	✓	
	Event Page	✓	
E-Magazine		✓	✓
Social Media	Mentions (times/FY)	2	1
	Promotions (times/FY)	1	
E-Mails	Logo	✓	
	Inserts (times/yr)	1	
EVENTS			
Durga Puja/ Annual Fall Festival	Poster	✓	✓
	LED/ Display	✓	✓
	Emcee***	✓	✓
Kali Puja/ Saraswati Puja	LED	✓	✓
	Emcee	✓	✓

- LED display will be set according to the sponsorship level (A/V content needs to be provided by the sponsor).

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

Contact Us for more information: info@prabasi.org

Sponsorship: Mr. Sudipto Mukhopadhyay (650) 533-7068
Mr. Ambar Das (510) 936-4346
Booth: Mr. Saikat Paul (510) 862-9410

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