



BAY AREA PRABASI

DURGA PUJA 2024

BAY AREA'S BIGGEST DURGA PUJA



OCTOBER 11, 12 & 13th, 2024

Santa Clara Fairgrounds





BAY AREA PRABASI

DURGA PUJA 2024

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 50 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, philanthropic, literary, and educational activities with particular emphasis on the heritage of India. Many outstanding individuals, leaders and philanthropist in the community have been associated with this prestigious association in various roles and capacities.



Sponsorship Contacts
Sreyashi : (650) 557-6866
Sudipto : (650) 533-7068

Booth
Ambar: (510) 936-4346

Sponsorship Benefits

MEDIA OUTREACH

We have launched our marketing campaign starting with social media and Radio presence. Our advertising plans (to name a few) include banners, posters, community billboards/calendars, email blasts, distribution of flyers (30,000 pieces) and partnering with local and national media (TV and radio stations) & community conscious organizations, such as yours. Our media marketing partners are Radio Zindagi, Yo India TV and Instant Karma.

PROMOTE YOUR BUSINESS

- The festival celebration provides an opportunity for you to reinforce your brand in the fast growing South Asian community in San Francisco (Bay Area) over 8K+ footfall
- Your participation builds brand awareness; your engagement builds civil allegiance to your business; and your support proves that your business cares about its community. •
- Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages.
- Receive guaranteed visibility in print advertising as well as a presence at the Festival site.
- Sponsorships are priced to encourage participations of business of all sizes.
- We look forward to answering any questions that you may have regarding potential sponsorship opportunities.
- Digital team will plan, manage and implement the digital marketing content through our website. Publish, and share engaging content through social media platforms such as Facebook, LinkedIn, Twitter, YouTube, and Instagram. Our daily posts usually reach a 18k+ audience. Email and text marketing can be targeted to prospect over 8000+ Indians in the USA effectively. Brainstorm new and creative growth strategies, and identify trends to optimize expenditure and performance. Will offer to establish a date, time, and hashtag for your post to have maximum impact.



		TITLE \$15,000	DIAMOND \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000
DIGITAL						
Website	Logo/Redirect	✓	✓	✓	✓	✓
	Banner	✓	✓	✓		
	Landing Page	✓	✓	✓	✓	✓
	Event Page	✓	✓	✓		
E-Magazine		✓	✓	✓	✓	✓
Social Media	Mentions (times/FY)	6	4	2	2	1
	Promotions (times/FY)	4	2	2		
E-Mails	Logo	✓	✓	✓	✓	✓
	Inserts (times/yr)	8	4	2	2	1
MAGAZINE						
Pages	Special	✓	✓	✓		
	Full Page				✓	
	Half Page					✓
EVENT						
Durga Puja/ Annual Fall Festival/	Poster	✓	✓	✓	✓	✓
	Booth (10X10)	✓	✓			
	Banner	✓	✓	✓	✓	
	Standee	✓	✓	✓	✓	✓
	LED/ Display	✓	✓	✓	✓	✓
	Emcee announcement	5x/day	3x/day	2x/day	1x/day	1x/day
	VVIP tickets(Front rows)	12	8	6	4	2
	Stage presence	✓	✓			
Kali Puja	Booth (10X10)	✓	✓			
	LED/ Display	✓	✓	✓	✓	✓
	Emcee announcement	✓	✓	✓		
	Front row seating	✓	✓	✓	✓	✓
Saraswati Puja	Booth (10X10)	✓	✓	✓		
	Front row seating	✓	✓	✓	✓	✓

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Contact Us: info@prabasi.org



PAST DURGA PUJA GLIMPSES



www.prabasi.org



1-833-BENGALI



info@prabasi.org



2023 SHAAN CONCERT





AWARD-WINNING EVENTS!





**SEE YOU ALL
IN OCTOBER!**

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