



BAY AREA PRABASI

DURGOTSAV



OCT 16th , 17th , 18th , 2026, Santa Clara Fairgrounds





BE A SPONSOR

Support the Community

The Bay Area Prabasi Durgotsav Committee cordially invites you to become a partner in celebrating the 53rd Annual Prabasi Durga Puja Festival. Join us from Oct 16th – 18th at the Santa Clara Fairgrounds as we bring this vibrant cultural landmark to life.

The Essence of the Festival

Prabasi Durgotsav is an annual celebration (MELA) rooted in centuries of Indian tradition, highlighting profound cultural and historic significance. In the San Francisco Bay Area, this event has evolved into a premier "Fun & Cultural" festival. The spirit of Durgotsav transcends the Indian community, welcoming residents of all backgrounds to experience the unity and joy of the season.

Our Audience

This festival attracts a diverse and multigenerational demographic, including:

- Footfall: 30,000 + people attend this event, ranging from ages 5 to 95.
- Demographics: Men, women, and children; singles, couples, and families.
- Reach: A wide spectrum of Bay Area residents and visitors.

The Fairgrounds Experience

The grand indoor/outdoor event featuring:

- Celebrity Entertainment: Live performances from renowned Kolkata and Bollywood artists.
- Global Flavors: A wide array of food and merchandise vendors.
- Culture & Arts: Cultural showcases, interactive activities for all ages.
- Community Impact: Participation from numerous community members.

Media Outreach

Our multi-channel marketing campaign will begin soon with a strong social media and radio presence. Our comprehensive outreach strategy includes high-visibility banners, community billboards, and a targeted 50,000-piece flyer distribution. Furthermore, we are actively collaborating with local and national media outlets alongside community-conscious organizations like yours to maximize our collective impact.

PROMOTE YOUR BUSINESS

The Prabasi Durgotsav celebration offers an unparalleled platform to reinforce your brand within the rapidly expanding South Asian community of the San Francisco Bay Area. Aligning your business with this cultural landmark provides a unique trifecta of value:

- Brand Awareness: Establish high-profile visibility among a loyal and diverse demographic.
- Civic Allegiance: Build meaningful engagement that fosters long-term customer loyalty.
- Community Leadership: Demonstrate your commitment to supporting the local cultural fabric.

Integrated Partnership Benefits

Become a sponsor today and leverage our fully integrated marketing packages. Our partners receive guaranteed visibility through comprehensive print advertising and a high-impact physical presence at the festival site. We have designed our sponsorship tiers to be inclusive, ensuring that businesses of all sizes can participate and thrive.

Join Us

The Bay Area Prabasi Durgotsav Committee is eager to collaborate with you to make the 2026 Durgotsav Celebration a landmark success. We are available to discuss our various sponsorship levels and tailor an opportunity that perfectly fits your business objectives.

Let's celebrate culture and community together.



EVENT DETAILS & PROGRAM GUIDE

Event:

BAY AREA PRABASI DURGA PUJA

Location:

SANTA CLARA FAIRGROUNDS

Dates:

16th, 17th and 18th October 2026

Timings:

10am to 11pm

Expected Attendees/Devotees:

30,000

More about the event:

Durga Puja is a vibrant festival celebrating the victory of Goddess Durga over the demon Mahishasura, symbolizing the triumph of good over evil. In Bengal it transforms cities into open-air art galleries with magnificent pandals, rhythmic drumbeats, and soulful rituals that unite communities in a grand cultural celebration. Prabasi has been celebrating this Hallmark event in Bay area for 50+ years now.

- SOUTH BAY PRIME LOCATON, EXPECTED FOOTFALL OF 30,000 OVER 3 DAYS
- LARGE SCALE EVENT WITH BOLLYWOOD SINGERS , SALIM SULAIMAN
- KOLKATA CONCERT WITH ANJAN DUTT
- BOLLYWOOD DANCE SHOW
- VENDOR BOOTH, 350+ LOCAL PERFORMERS, CONTEST, ENTERTAINMENT
- SANDHI PUJA & KUMARI PUJA
- MAHA ARTI , DAILY DARSHAN & PRASAD
- DEVI BARAN AND SINDOOR KHELA





SPONSORSHIP HIGHLIGHTS

Don't just witness history—shape it. Join us as a lead sponsor for the Bay Area's largest Durga Puja celebration.

- Unrivaled Brand Authority: Gain instant recognition through premium booth placement, high-visibility banners, and live stage acknowledgments.
- Massive Reach: Put your brand in front of an estimated 30,000 attendees.
- Multichannel Exposure: Benefit from sustained marketing via radio spots, digital posters, and physical signage.
- Be a title sponsor for sold out Bollywood concert for maximum visibility
- Community Leadership: Step into the spotlight as an official Brand Ambassador and lead the ceremonial Puja.

GROUND MARKETING

- Posters/Flyers/Banners
- Client Logos on all publicity material
- Media coverage
- Print Media - ads/articles/press releases
- Invitations to Media interviews
- Community magazines Ads

SOCIAL MEDIA AND EMAIL BLAST

- Facebook and Instagram Posts
- Email blasts

EVENT FOOTPRINT

- Visibility in front of 30,000 people
- Large stage with LED
- Live Reads, Mentions





PROGRAM HIGHLIGHTS 2026

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- Be a title sponsor for sold out Bollywood concert for maximum visibility
- Community Leadership: Step into the spotlight as an official Brand Ambassador and lead the ceremonial Puja.
- Immerse yourself in a spectacular weekend of music and movement: kick off with an intimate, soulful evening featuring Anjan Dutt, Neel Dutt and Amyt Dutt on Friday, followed by the legendary Bollywood duo Salim–Sulaiman in a hallmark concert on Saturday, and closing with a dazzling Bollywood Dance show on Sunday.





HIGHLIGHTS FOR 2025

In a spectacular display of devotion and community spirit, Bay Area Prabasi brought the soul of Bengal to Northern California. This 2025 highlight marked the grandest three-day Durgotsav, transforming the local landscape into a vibrant hub of Bengali culture.

By the Numbers: Impact & Scale

- 30,000+ Attendees: A massive turnout of devotees and Bay Area residents.
- 3 Days of Celebration: A completely free community event featuring daily Maha-aartis, Kumari Puja and Prasad for all.
- Celebrity game show featuring Rachna Banerjee
- Sold out Bollywood concert with Abhijit
- Kolkata concert featuring Rupankar

A True "Kolkata-Maddox Square" Experience

Santa Clara Fairgrounds in San Jose was reimagined as a sprawling festival ground. For many Prabasi members and the wider Indian diaspora, the event was a nostalgic journey back to the streets of Kolkata, featuring:

- 14 ft Durga Ma idol with Grand decor
- Cultural Immersion: Traditional performances, Dhunuchi Naach, Kumari Puja, Sindoor khela and live concerts on a grand stage.
- Community Spirit: Thousands gathered for the Durga Puja and the emotional Visarjan on the third day.
- Vibrant Marketplace: A bustling layout of vendor stalls and sponsor booths that supported local businesses and community engagement.





2025 EVENT HIGHLIGHTS





EVENT TITLE SPONSORSHIP- \$25,000

PACKAGE:

- Sponsor recognized as Partner in event along with Bay Area Prabasi
- Acknowledgment in all advertising associated with the event (Social media ads & live radio)
- Business name and logo on print Ads
- Business name and logo on all online banners/flyers etc.
- Sponsor logo on LED Panel
- Two live interviews (5 minutes each) with media
- Sponsor to lead ONE Puja Arti and ONE main Puja
- Daily stage announcement 5 minutes of stage time DAILY on both stages – to promote Sponsor business
- 2 Booths with PREMIUM LOCATION will be provided at the event
- 1 Sponsor banner on the main entrance
- Sponsor can put up to 5 banners at the event ground (Including two in Bollywood concert arena)
- Sponsor to receive Certificate of Acknowledgement as partner and onstage recognition
- Sponsor appreciation dinner
- 12 VVIP Concert Tickets
- 2 Full Page Advertisements in Event Magazine





DIAMOND SPONSORSHIP- \$10,000

Package:

- Sponsor recognized as Diamond Sponsor in event

- Acknowledgment in all advertising associated with the event (Social media ads & live radio)

- Business name and logo on print Ads

- Business name and logo on all online banners/flyers etc.

- Sponsor to lead ONE Puja Arti

- Daily stage announcement to promote Sponsor business

- 1 Booths with PREMIUM LOCATION will be provided at the event

- 1 Sponsor banner in the concert entrance

- Sponsor can put up to 3 banners at the event ground

- Sponsor will receive on stage recognition

- Special appreciation dinner on Friday, October 16th

- 8 VVIP Bollywood Concert Tickets

- 1 Full Back Cover Advertisement in Event Magazine





GOLD SPONSORSHIP - \$5000

PACKAGE

- Sponsor recognized as Gold Sponsor in event
 - Acknowledgment in all advertising associated with the event (Social media ads & live radio)
 - Business name and logo on print Ads
 - Business name and logo on all online banners/flyers etc.
 - Sponsor to lead ONE Puja Arti
 - Daily stage announcement to promote Sponsor business
 - 1 Sponsor banner in prominent area
 - Special appreciation dinner on Friday, October 16th
 - 6 VVIP Bollywood concert Tickets
 - 1 inside (front page) Magazine Ad
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SILVER SPONSORSHIP- \$3000

PACKAGE

- Sponsor recognized as Silver Sponsor in event
 - Acknowledgment in advertising associated with the event (Social media ads & live radio)
 - Business name and logo on print Ads
 - Business name and logo on all online banners/flyers etc.
 - Daily stage announcement to promote Sponsor business
 - 1 Sponsor banner in the concert entrance
 - Sponsor can put up to 2 banners at the event ground
 - Special appreciation dinner on Friday, October 16th
 - 4 VVIP Bollywood concert Tickets
 - 1 Full Page Magazine Ad
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BRONZE SPONSORSHIP- \$2000

PACKAGE

- Sponsor recognized as Bronze Sponsor in event
 - Acknowledgment in advertising associated with the event (Social media ads & live radio)
 - Business name and logo on print Ads
 - Business name and logo on all online banners/flyers etc.
 - Daily stage announcement to promote Sponsor business
 - Sponsor can put up to 1 banner at the event ground
 - Special appreciation dinner on Friday, October 16th
 - 2 VVIP Bollywood concert Tickets
 - 1 Full Page Magazine Ad
-



OTHER SPONSORSHIP

- REGULAR BOOTH : \$800/900
 - PREMIUM BOOTH : \$1100
 - CORPORATE BOOTH : \$3000
 - SPONSOR WATER BOTTLES :\$1000
 - SPONSOR ARTIST LOUNGE : \$3500
 - SPONSOR MEMBERS LOUNGE : \$3500
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PUJA AND ARATI DONATIONS

(All Donations are 100% tax deductible)

- GARLAND FOR DURGA MA : \$1000
 - FLOWERS FOR DURGA MA 3 days: \$1500
 - FRUITS FOR DURGA MA: \$1200
 - SWEETS FOR PRASAD: \$1000
 - ASTAMI PUJA: \$5000
 - KUMARI PUJA: \$5000
 - SANDHI PUJA: \$5000
 - BIJOYA DASHAMI SWEETS: \$800
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Online: QR Code

Zelle: info@prabasi.org

Check Payable to: Bay Area Prabasi



		TITLE	DIAMOND	GOLD	SILVER	BRONZE
		\$25,000	\$10,000	\$5,000	\$3,000	\$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	✓	✓	✓	✓	✓



CONTACT

Become a Sponsor Call :

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Vidya Sethuraman: (669) 321-9337

Ambar: (510) 936-4346

For Booth opportunities Call :

Sraboni: (510) 304-9479

Repul : (309) 430-3934

Rohit: (919) 675-9274

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