



## Bengali Association of South Florida

[sf.bengali@gmail.com](mailto:sf.bengali@gmail.com)

[www.BASFL.org](http://www.BASFL.org)

### Advertisement Package

#### Bengali Association of South Florida (BASFL)

Bengali Association of South Florida (BASFL) is a non profit Socio Cultural organization for the Indians who are born and brought up in the Bengali Culture.

BASFL members are

- In Powerful Positions in Corporate and Government
- One of the most highly educated communities in South Florida, boasting of Ph.D's, top University scholars, Post Graduates in Business, Medicine, Management, Engineering, Accounting, Law, Sciences, and Liberal Arts.

#### A Rich, Vibrant Community

The Bengali community has long roots in south Florida dating back to 1968 when immigrants came to South Florida from India as a student for their higher studies in local Universities. In 1990, people from the Bengali community formed an association to promote Bengali Culture in South Florida for younger generation and got really big in 2007 when it became The Bengali Association of South Florida (BASFL). BASFL is one of the young and energetic organizations in South Florida showcasing the rich and diversified culture of India, especially of Bengal. People, who formed BASFL, are actively involved in and dedicated to nurturing Asian Indian culture in South Florida for over a decade. BASFL, a nonprofit organization is actively participating in blending Asian Indian culture with the culture of North America and synthesizing the best. Over the years, BASFL has been extremely active culturally, religiously, philanthropically, socially, contributing to various institutions of society.

BASFL organizes Picnic, Saraswati Puja, Holi, Durga Puja, and Diwali Celebration successfully over the years in South Florida. This year BASFL organized events like "Celebrate India" along with the Broward County Libraries.

The Bengali community in South Florida is thriving. We have 350 families who regularly participates in year round BASFL events.

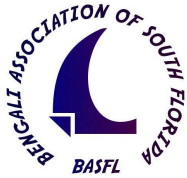
#### High Purchasing Power, Strong Interests

BASFL is an extremely affluent community, with yearly incomes ranging from \$50,000 to \$500,000. Its highly placed members possess high purchasing power and have strong interests in investments, real estates, cultural shows, traveling, touring, consumer durables, electronics, cars etc. Almost 50% of the community travel to India (mostly Kolkata) every year, and almost every family spends in vacations to resorts each year, share markets, and entertainment. Here is a potential market that sellers of these goods and services would profit well by tapping into.

#### Why Sponsor BASFL?

- Reach 5,000+ people of Indian Sub-continent in South Florida
- BASFL publishes Year Book Saikatey that publishes information and articles of interest to the Indian Sub-continent community
- Get immediate and high ROI on your marketing dollars
- Reach out to your target market in 'captive' settings
- Beat your competition by getting exclusive access to your market
- Avail repeat hit opportunities
- Increase Brand Loyalty
- Generate awareness and high visibility in South Florida
- Support art and culture of a rich and energetic community
- Be supported by a highly regarded and prestigious community
- Our members are families from Indian Subcontinent and Caribbean Islands
- BASFL has secured sponsorships from business houses, like, Florida Atlantic University, Shoney's Restaurant, Databazaar Group of Companies, and Dish Network.





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## **Advertisement Package**

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### **BASFL Year Book Advertising**

#### **Color**

- Back Cover (Color Only): \$1000
- Inner Front Cover (Color Only): \$800
- Inner Back Cover (Color Only): \$800
- Full Page Ad (Color): \$750
- Half Page Ad (Color): \$450
- Quarter Page Ad (Color): \$300

#### **Black and White**

- Full Page Ad (B/W): \$600
- Half Page Ad (B/W): \$350
- Quarter Page Ad (B/W): \$200
- Business Card (B/W): \$100

#### **BASFL Website**

- BASFL Webpresence\* \$200

**\*Buy BASFL Webpresence and you will enjoy a 2" X 2" clickable link in the BASFL front page till 12/31/2011.**

We look forward to hearing from you.

#### **Contact Information**

**BENGALI ASSOCIATION OF SOUTH FLORIDA**

[sf.bengali@gmail.com](mailto:sf.bengali@gmail.com)

PO BOX 550076, DAVIE, FL 33355



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#### BASFL YEAR BOOK ADVERTISEMENT CONTRACT FORM

Thank you for deciding to support Bengali Association of South Florida! Please take a moment to read and fill out this form and send it back to us as soon as possible. The information will be used to promote your business and allow us to remain in contact with you.

BUSINESS NAME: \_\_\_\_\_

PHONE NO: \_\_\_\_\_

CONTACT PERSON'S NAME: \_\_\_\_\_

PHONE NO: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

BUSINESS TAX I.D. NO: \_\_\_\_\_

EMAIL ID: \_\_\_\_\_

#### **BASFL Year Book Advertising**

- |  |   |
|--|---|
| <input type="checkbox"/> Back Cover (Color Only): \$1000       | <input type="checkbox"/> Full Page Ad (B/W): \$600    |
| <input type="checkbox"/> Inner Front Cover (Color Only): \$800 | <input type="checkbox"/> Half Page Ad (B/W): \$350    |
| <input type="checkbox"/> Inner Back Cover (Color Only): \$800  | <input type="checkbox"/> Quarter Page Ad (B/W): \$200 |
| <input type="checkbox"/> Full Page Ad (Color): \$750           | <input type="checkbox"/> Business Card (B/W): \$100   |
| <input type="checkbox"/> Half Page Ad (Color): \$ 450          | <input type="checkbox"/> BASFL Webpresence: \$200     |
| <input type="checkbox"/> Quarter Page Ad (Color) \$300         |   |

\* **This offer comes with any Year Book Advertisement choice**

**Total Amount:** \_\_\_\_\_ **In Words:** \_\_\_\_\_

#### **PAYMENT INSTRUCTIONS**

Checks payable to: **Bengali Association of South Florida** Drawn On \_\_\_\_\_,

Dated \_\_\_\_\_

Mail to:

**BENGALI ASSOCIATION OF SOUTH FLORIDA**

PO BOX 550076, DAVIE, FL 33355

Please submit all graphics as image (.jpg, .bmp, .pdf, etc) no later than September 1st, 2011,

#### **Acceptance:**

Advertiser's Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_

Approved by BASFL \_\_\_\_\_ Date \_\_\_\_\_

For office use only: \_\_\_\_\_

**Thank You for your Support**

**BASFL is a Non Profit Organization and is exempt from Federal Income Tax under section 501(c)(3) of the Internal Revenue Code. Contributions to BASFL are deductible under section 170 of the code.**

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