



## Durga Pujo Event Sponsorship Package

### Durga Pujo

Bengali Association of South Florida (BASFL) is organizing Durga Pujo 2011 on Saturday, Oct 1st, and Sunday, Oct 2nd, 2011. Durga Pujo / Dusserah is one of the largest and popular festival of India. Durga Puja is widely celebrated in West Bengal, Bihar, Jharkhand, Orissa and Tripura where it is a five-day annual holiday. Not only it is the biggest Hindu festival celebrated throughout the State, but also the most significant socio-cultural event in Bengali society. Apart from Eastern part of India, Durga Puja is also celebrated in Delhi, Maharashtra, Gujarat, Punjab, Kashmir, Karnataka and Kerala. Durga Puja is also celebrated as a major festival in Nepal and Bangladesh. Non-residential Bengali cultural organizations arrange Durga Pujo all over the World. In 2006, a grand Durga Pujo ceremony was held in the Great Court of the British Museum.

### 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.

### Durga Pujo in South Florida

The Bengali community has long roots in south Florida dating back to 1968 when immigrants came to South Florida from India as students for their higher studies in local Universities. In 1990, people from the Bengali community formed an association to promote Bengali Culture in South Florida.

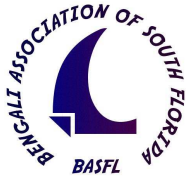
### High Purchasing Power, Strong Interests

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 India, Pakistan, Bangladesh, Sri Lanka, Trinidad, and the nearby islands
- **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.**





## **Durga Pujo Event Sponsorship Package**

---

### **Durga Pujo Event Sponsorship Options**

#### **Puja Sponsor: 4 sponsors of \$250 each**

##### **Benefits:**

- Named as Puja Sponsors
- Complimentary One (1) Registrations in BASFL Durga Pujo 2011
- Recognition throughout the days of the Durga Pujo
- Recognition in the BASFL Website ([www.BASFL.org](http://www.BASFL.org))
- Recognition in ALL Electronic and Printed Program Flyers

#### **Lunch Sponsor: 5 sponsors of \$300 each**

##### **Benefits:**

- Named as Lunch Sponsors
- Complimentary One (1) Registrations in BASFL Durga Pujo 2011
- Recognition throughout the day of the Durga Pujo
- Recognition in the BASFL Website ([www.BASFL.org](http://www.BASFL.org))
- Recognition in ALL Electronic and Printed Program Flyers

#### **Dinner Sponsor:**

##### **2 Dinner Sponsors of \$500 each**

##### **Benefits:**

- Named as Lunch Sponsors
- Complimentary Three (3) Registrations in BASFL Durga Pujo 2011
- Recognition throughout the day of the Durga Pujo
- Recognition in the BASFL Website ([www.BASFL.org](http://www.BASFL.org))
- Recognition in ALL Electronic and Printed Program Flyers

##### **3 Dinner Sponsors of \$350 each**

##### **Benefits:**

- Named as Lunch Sponsors
- Complimentary Two (2) Registrations in BASFL Durga Pujo 2011
- Recognition throughout the day of the Durga Pujo
- Recognition in the BASFL Website ([www.BASFL.org](http://www.BASFL.org))
- Recognition in ALL Electronic and Printed Program Flyers

##### **4 Dinner Sponsors of \$250 each**

##### **Benefits:**

- Named as Lunch Sponsors
- Complimentary One (1) Registrations in BASFL Durga Pujo 2011
- Recognition throughout the day of the Durga Pujo
- Recognition in the BASFL Website ([www.BASFL.org](http://www.BASFL.org))
- Recognition in ALL Electronic and Printed Program Flyers

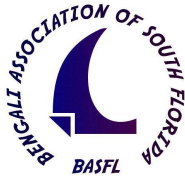
We look forward to hearing from you.

#### **Contact Information**

**BENGALI ASSOCIATION OF SOUTH FLORIDA**

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

PO BOX 550076, DAVIE, FL 33355



**Bengali Association of South Florida**

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

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

## **Durga Pujo Event Sponsorship Package**

---

### **BASFL DURGA PUJO EVENT SPONSORSHIP 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.

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

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

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

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

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

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

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

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

### **SPONSORSHIP OPTIONS (Check the Check Box)**

- |   |  |
|---|--|
| <input type="checkbox"/> Pujo Sponsor: \$250  | <input type="checkbox"/> Dinner Sponsor: \$500 |
| <input type="checkbox"/> Lunch Sponsor: \$300 | <input type="checkbox"/> Sponsor: \$350        |
|   | <input type="checkbox"/> Sponsor: \$250        |

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

### **PAYMENT INSTRUCTIONS**

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

\_\_\_\_\_, Dated \_\_\_\_\_

Mail to:

**BENGALI ASSOCIATION OF SOUTH FLORIDA**

sf.bengali@gmail.com

PO BOX 550076, DAVIE, FL 33355

Please mail your check no later than September 1st, 2011.

Please make all checks out to "**Bengali Association of South Florida**"

### **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.***

---

**PO BOX 550076, DAVIE, FL 33355**