



Bengali Association of South Florida

sf.bengali@gmail.com

www.BASFL.org

Sponsorship 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

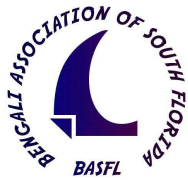
BASFL is an extremely affluent community, with yearly incomes ranging from \$50,000 to \$500,000. Its highly placed members possess high purchasing power and have strong interests in investments, real estates, cultural shows, traveling, touring, consumer durables, electronics, cars etc. Almost 50% of 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.



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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Sponsorship Options

<p>Platinum Sponsor: \$5000</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Named as Platinum Sponsor • Complimentary Eight (8) Registrations in ALL BASFL Events • Ten (10) minutes of Stage Time for Publicity and Promotion at our prime events • Recognition in the BASFL Website (www.BASFL.org) • Kiosk Stall in ALL BASFL Events • Display of 2 Banners in ALL BASFL Events • Full Page COLOR Advertisement in Program Souvenir • Full Page B/W Advertisement in ALL Newsletters • Logo and Name in ALL Electronic and Printed Program Flyers 	<p>Gold Sponsor: \$3500</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Named as Gold Sponsor • Complimentary Six (6) Registrations in ALL BASFL Events • Five (5) minutes of Stage Time for Publicity and Promotion at our prime events • Recognition in the BASFL Website (www.BASFL.org) • Stall in ALL BASFL Events • Display of 1 Banner in ALL BASFL Events • Half Page COLOR Advertisement in Program Souvenir
<p>Silver Sponsor: \$2000</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Named as Silver Sponsor • Complimentary Four (4) Registrations in ALL BASFL Events • Recognition in the BASFL Website (www.BASFL.org) • Display of 1 Banner in ALL BASFL Events • Stall in ONE BASFL Event • Full Page B/W Advertisement in BASFL Year Book 	<p>Star Sponsor: \$1500</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Named as Star Sponsor • Complimentary Two (2) Registrations in ALL BASFL Events • Stall in ONE BASFL Event • Recognition in the BASFL Website (www.BASFL.org) • Full Page B/W Advertisement in BASFL Year Book

Free Upgrade to the BASFL Webpresence: will enjoy a 2" X 2" clickable link in the BASFL front page till 12/31/2011. This offer comes with any level of BASFL sponsorship.

We look forward to hearing from you.

Contact Information

BENGALI ASSOCIATION OF SOUTH FLORIDA, PO BOX 550076, DAVIE, FL 33355

sf.bengali@gmail.com



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BASFL 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.

BUSINESS NAME: _____

PHONE NO: _____

CONTACT PERSON'S NAME: _____

PHONE NO: _____

BUSINESS ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

BUSINESS TAX I.D. NO: _____

EMAIL ID: _____

SPONSORSHIP OPTIONS (Check the appropriate Box)

Platinum Sponsor: \$5000 Gold Sponsor: \$3500

Silver Sponsor: \$2000 Star Sponsor: \$1500

Free upgrade to BASFL Webpresence till 12/31/2011

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 submit all graphics electronically as a high resolution image (.jpg, .bmp, .pdf, etc) 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

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