



DURGA PUJA'22 SPONSORSHIP PROPOSAL

Gujarat's Biggest Durga Puja



surgemonks

Organized by
Bengal Cultural
Association Ahmedabad

Venue:
Ahmedabad Kalibari,
Rajpath-Kalibari Rd, Ambli

Date:
30th Sep'22 - 5th Oct'22



ABOUT BCA & DURGA PUJA



Bengal Cultural Association

BCA is a non-profit, socio-cultural organization dedicated to celebrating and preserving Bengali culture in Ahmedabad. Founded 85 years ago in Ahmedabad,

BCA has grown in strength through the decades, earning a pre-eminent position in Ahmedabad and amongst the entire Gujarati diaspora. Today, we have more than 1000 member families from all walks of life, living, studying, working and contributing to nation-building in and across Gujarat - Ahmedabad. BCA every year organizes the festival of Durga Puja with huge celebrations and grandeur.

Why is Durga Puja so important?

- 8,000 AVG DAILY FOOTFALL
- 85% NON-GUJARATI CROWD
- 38 FOOD COURTS ON DISPLAY
- TOTAL FOOTFALL(2019) 70,000+
- 3000+ HNI'S VISIT THE EVENT
- VISITOR AGE GROUP 22-50 YRS

What happens at Durga Puja?



Durga Puja



Drama



Brand showcases



Dhunuchi Dance



Largest Community Gathering for Bhog Prasad



Live Performances by famous Kolkata artists



Celebrity Performances



Food & Drinks



Folk Shows





Why shouldn't you miss out on Durga Puja this year!

- Estimated 1.5 Lakh visitors this year
- Authentic Bengali Cuisines
- 250+ Brands to be visiting
- Never seen before performances
- After a gap of 2 years, Durga Puja is back
- Gujarat's Biggest Durga Puja till date

Audience Reach

250+
Brands

5000+
Families

8,000+
Visitors
Daily

5M+
Impressions

10M+
Reach

Press & Media Coverage





PROMO PLAN



BTL Promotions

Pre-Event Community Promotion



Influencer Marketing



Social Media Campaigns



ATL Promotions

Social Media Ads



Pre-event PR



Newspaper Articles





Influencer Shoutouts



Digital Coverage



Trends on social media



Big Media Houses Feature us



Brands associated in past



& 250+ More





Brand Industry Integrations

- Banking
- Lifestyle
- Education
- Automobiles
- Media
- Real Estate
- Hospitality
- Food & Beverages

Branding done in the past



Entry Gate



Side Posts



Exit Gate



Food Counter



Boundary Wall

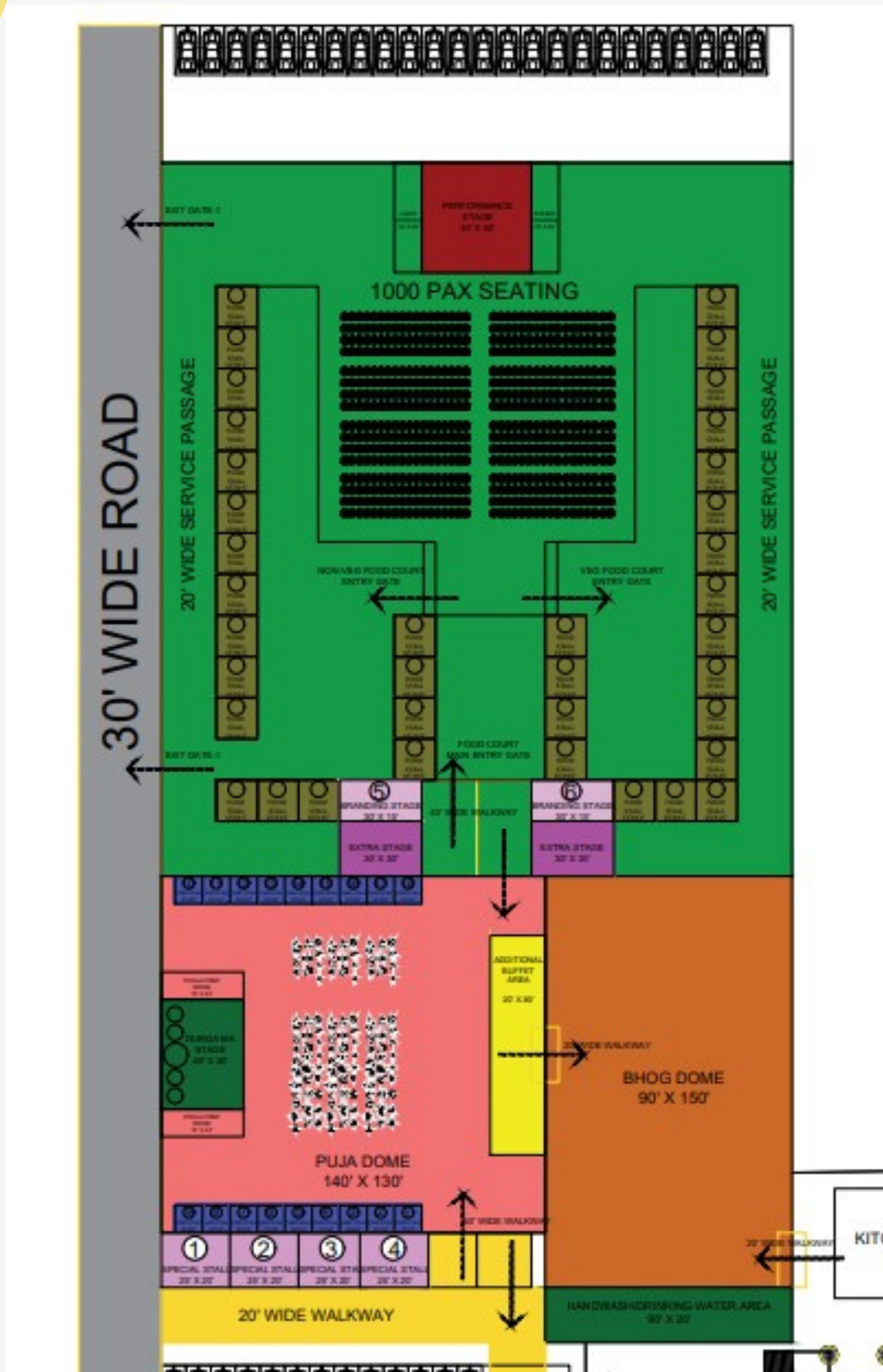


Beverage Counter





Event Layout





Contact Details

Please connect with us if you have any sponsorship queries or want to connect regarding customized packages

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