



**Bombay  
Durgabari  
Samiti**

Dear Patrons,

Emotions, Togetherness and Homecoming – Sharodotsav is synonymous with all these and much more. It is the most awaited festival of the year that goes far beyond being just a cultural carnival. It brings together people from all castes, creeds, religions, and walks of life in a collective celebration of togetherness, making it India's grandest festival, rejoicing in the triumph of good over evil.

Bombay Durga Bari Samiti (BDBS), with its glorious 95 years of history of serving the broader society in Mumbai and promoting social harmony and diversity, is gearing up to celebrate various festivals, beginning with Sharodotsav from 9<sup>th</sup> to 12<sup>th</sup> October, 2024 at Mathuradas Vissanji / Tejpal Hall. The celebrations will take place in tandem with our philanthropic work, wherein we have substantially exceeded our earlier efforts this year and intend to do the same in the ensuing year.

While social events help us to eloquently showcase our rich artistic and cultural heritage to the new generations, they also provide an accessible platform for many upcoming but less-privileged artisans. Bombay Durga Bari Samiti is proud to have touched the lives of many through various philanthropic activities it undertakes throughout the year, especially in the areas of education, health, and welfare for the less-privileged sections of our society. You are our close partner in this journey, which will remain incomplete without participation and support from our esteemed members and patrons.

To keep our traditions alive, along with serving society, we seek your whole-hearted support and generosity. We appeal for your patronage as a sponsor and donor for our philanthropic work and the upcoming festivities by choosing from the enclosed sponsorship/ advertisement categories.

We look forward to your active participation, generous support, and good wishes to help us in our endeavour.

Yours sincerely,

**Subir Ray**

Chairman, Social & Cultural Committee  
Bombay Durga Bari Samiti



# Sponsorship Opportunities

## Platinum Sponsorship

---

Cost - ₹15,00,000/-  
(Rupees Fifteen Lakhs only)

- The Main Gate of the event branded with your creative and logo
- Regular announcements at the event through 4 days
- Branding inside the venue with 6 banners - in the Puja hall and/or Bhog Prasad Hall
- Visibility on Digital screen at Puja Hall - audio visual advertisement possibility
- Visibility on Digital standee at Bhog distribution waiting area for devotees
- Sponsorship of evening Entertainment Programmes at Tejpal Auditorium
- Collab post on Social Media platform - 2
- Advertisement in Magazine with prominent placement
- Digital Ad placements during Live Webcast - 15
- Logo placement on Website

## Gold Sponsorship

---

Cost - ₹12,50,000/-  
(Rupees Twelve Lakhs Fifty Thousand only)

- Lakshmi Narayan Temple View Gate (Hall of Bhog Prasad distribution) branded with your creative and logo
- Regular announcements at the event through 4 days
- Sponsorship of evening Entertainment Programmes at Tejpal Auditorium
- Branding inside the venue with 4 banners - in the Puja hall and/or Bhog Prasad Hall
- Visibility on Digital screen at Puja Hall - audio visual advertisement possibility
- Visibility on Digital standee at Bhog distribution waiting area for devotees
- Collab post on Social Media platform - 1
- Full Page Advertisement in Magazine
- Digital Ad placements during Live Webcast - 8
- Logo placement on Website

## Silver Sponsorship

---

Cost - ₹10,00,000/-  
(Rupees Ten Lakhs only)

- Stalls Entry Gate branded with your creative and logo
- Regular announcements at the event through 4 days
- Sponsorship of evening Entertainment Programmes at Tejpal Auditorium
- Branding inside the venue with 2 banners - in the Puja hall and/or Bhog Prasad Hall
- Visibility on Digital screen at Puja Hall - audio visual advertisement possibility
- Visibility on Digital standee at Bhog distribution waiting area for devotees
- Collab post on Social Media platform - 1
- Full Page Advertisement in Magazine
- Digital Webcast Ad placements during Live Webcast - 6
- Logo placement on Website

## Evening Programme Sponsorships

---

Cost - ₹5,00,000/-  
(Rupees Five Lakhs only)

- Announcements at the event during the evening
- Visibility outside the auditorium (event venue)
- Social Media post
- Digital Webcast Ad placement - 4



# Advertising Opportunities



**Bombay  
Durgabari  
Samiti**

## Sponsorship for Gates

- Main Gate - (Part of Platinum Package)**  
Located at the entrance of the main Puja Hall, namely the Mathurdas Vissanji Memorial Hall and is the largest gate.
- Lakshmi Narayan Temple View Gate (Part of Gold Package)**  
Located in the LNT complex with clear view of the Temple, it is at an elevation with good visibility.
- Stalls Entry Gate (Part of Silver Package)**  
Located in the wide area opening housing stalls and activity centre, this gate offers view from all sides.
- Main Estate Entry Gate ₹ 7,00,000.**  
Located at the entrance of Tejpal Complex, it has visibility from both the sides.
- Lakshmi Narayan Temple Complex Gate ₹ 2,50,000.**  
Located at the entrance of LNT complex, has optimal visibility.
- Tejpal Gate ₹ 7,50,000.**  
Located at the entrance of the Tejpal Hall & Auditorium, it is a landmark location for social & cultural events.
- Stairways Gates (Two Gates) ₹ 5,00,000 per Gate.**  
Located at the top, at the end of the main Hall stairways, it offers visibility from both sides.
- Shoe Rack Gate ₹ 3,50,000.**  
Located near the Shoe Rack stall, it faces the Main Gate and offers full view to devotees, who enter the Main Hall.
- Auditorium Gate ₹ 7,50,000.**  
Located strategically, it offers good exposure to devotees as they come out of the Main Hall.
- MVM Hall facing Gate/ Road Gate ₹ 5,00,000.**  
Located opposite the Main Gate, it offers exposure to all devotees who will come up the walkway.
- Pandal View Gate (North) ₹ 3,50,000.**  
Located at the north side of the Main Hall, it is the exit gate from MVM Hall and it has good visibility.
- Pandal View Gate ₹ 2,50,000.**  
Located in the Main Hall opposite the main entrance and facing the Pandal, it ensures direct viewing by all.
- Volunteers Gate ₹ 3,00,000.**  
Located on the LNT complex, it is a separate gateway for sponsors and volunteers to the Bhog Hall.
- Bhog Gate ₹ 2,50,000.**  
Located in the LNT complex, it is at the entry point of the Bhog Hall through which devotees pass in single file for main Prasad Distribution.
- Main Hall Entrance Gate (West will carry the BDBS logo) ₹ 2,00,000.**
- Main Hall Entrance Gate (East) ₹ 2,00,000.**  
Located on the inside face of the Main Hall, generally used by BDBS members.
- Placement of Banners at the event venue: ₹ 75,000 with excellent visibility for all who come to the Sharodotsav.**



## Magazine / e-magazine:

<input type="checkbox"/>	Inside Front Cover	₹ 1,50,000/-
<input type="checkbox"/>	Full Page	₹ 70,000/-
<input type="checkbox"/>	Half Page	₹ 40,000/-
<input type="checkbox"/>	Inside Back Cover	₹ 1,00,000/-
<input type="checkbox"/>	Back Cover	₹ 1,25,000/-

### **Magazine Advertisement Sizes:**

For Full Page – Page area: 7 inch width x 9.5 inch height and Matter area: 5.85 inch width x 8.5 inch height.

For Half Page – 7 inch width x 4.75 inch height and Matter area: 5.85 inch width x 4.25 inch height.

Advertisements can have QR codes. Any other multimedia requirements for e-magazine are to be evaluated.

## Digital Coverage:

- |                          |   |   |
|--------------------------|---|---|
| <input type="checkbox"/> | During Morning Puja @ ₹35,000/- up to 20 seconds    | } The same Ads shall be replicated on large screen at the venue, where live telecast is displayed |
| <input type="checkbox"/> | During Evening Aarti @ ₹30,000/- up to 20 seconds   |   |
| <input type="checkbox"/> | Social Media Collab Post / Reel / Story @ ₹10,000/- |   |
- \*No content creation

## Puja Offerings:

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | Daridra Narayan Seva, offering food during three festive days – ₹8,00,000/- |
| <input type="checkbox"/> | Daridra Narayan Seva, offering food every day – ₹3,00,000/-                 |

Kindly send us all advertisement matters in jpeg/ pdf/ mp4/ mov formats in specific sizes latest by **20<sup>th</sup> September, 2024 to samitibombaydurgabari@gmail.com**

Name of Account : **Bombay Durga Bari Samiti**  
Bank Name : **HDFC Bank Ltd.**  
A/C No : **00601000015332**  
Type of Account : **Savings**  
IFSC : **HDFC0000060**  
MICR Code : **400240015**  
Branch : **Fort, Mumbai**

Connect with BDBS:  
**Subhojit Roy:** +91 98205 40365  
**Partha Sen:** +91 99670 22221  
**Rajib De:** +91 98203 18704

Registered Office:  
202, "VIKAS", 11, BANK STREET, MUMBAI-400 001  
TEL No.: 2266 1593 / 2261 0047  
Email: samitibombaydurgabari@gmail.com  
Website : www.bombaydurgabari.org

