

52nd Year
Sri Jagannath Shree Shree Durgotsav - 2014



BANGIYA PARISHAD, THANE
Corporate Sponsorship Durga Puja (Dassera) - 2014



BANGIYA PARISHAD, THANE
www.bangiya.org

52nd Year



Mayur Building, Ground Floor, Ram Maruti Road, Thane (W)-400 602 • Mob.: 99870 87148



BANGIYA PARISHAD, THANE 52nd Year

Appeal for an advertisement & Corporate Sponsorship in Durga Puja (Dassera) - 2014

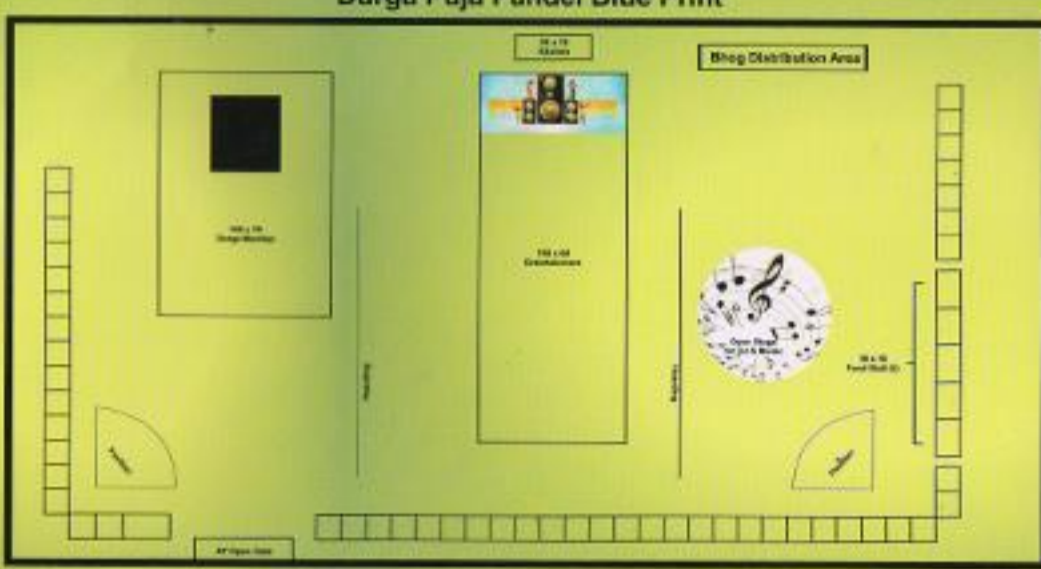
Bangiya Parishad is the oldest Durga Puja observed at Thane, the Epicenter of Enlarged Mumbai. Thane is considered as the Ethnic Capital of Mumbai suburbs. Thane has its unique history and Identity of social harmony and trans-community participation.

• **Bangiya Parishad Durga Puja is synonymous to this cultural Heritage & social harmony**

- Socio Cultural event with support to Social causes and Values.
- The most popular and truly multi community Durga-puja
- Themes that is relevant, realistic and millions of people associates themselves with.
- People stand in queue throughout day & night for Darshan and explore the experience.
- It is a time of festival when people are happy, share this happiness with there family & friends & celebrate this together at the puja location.
- In central suburb of Mumbai, Thane is the place to be & "Bangiya Parishad Durgapuja EXPERIENCE is an experience to be remembered."

Sukumar Ghosh Chairman **P.K.Guha** President **Kanai Bandyopadhyay** Secretary **A.P.Lala** Vice - President **Alok Bandyopadhyay** Vice - President **P.K.Mishra** Treasurer

Durga Puja Pandel Blue Print



52nd Year

52nd Annual Celebration of Shree Shree Durga Puja (Dassera) festival to be celebrated from Sunday 28th Sept. to Friday 3rd Oct. 2014 at Highland Garden (Crest) Ground, Balkum - Dhokali Link Road, Thane (W) - 400 608.

Commercials

Type	Size	Number	Price Per property (in Rs.)
Gate	4' x 4' x 16' (Pillar) 4' x 4' x 20' (Overhead Beam)	12	1,50,000/-
Food Court	20' x 10'	6	40,000/-
Stall Small	6' x 10'	40	10,000/-
Stall Big	12' x 10'	10	20,000/-
Hoarding on location	10' x 10' or 20' x 10'	4	20,000/- or 40,000/-
Banner	6' x 4'	100	10,000/-
Pillar	4' x 4' x 12'	8	50,000/-
Theme / Display Pavilion	20' x 6', 20' x 8', 10' x 10'	2	3,00,000/-

Pillar 4' x 4' x 16'



**Gate 4' x 4' x 16' (Pillar)
4' x 4' x 20' (Overhead Beam)**



**Stall Small
6' x 10'**



**Stall Big
12' x 10'**



Hoarding

Theme Pavilion



FACT SHEET

- This is the most popular Durga Puja of the district township of the largest district of the country.
- This Puja is the oldest Puja in Thane and is among the oldest Pujas in Mumbai and its Suburbs.
- Thane has a multi-lingual, multi-cultural and multi-religious community. This Puja has huge following cutting across different communities beyond even religious preferences.
- Thane is now a mature township having a huge population mix of youth and middle age. It has a huge population of Generation next Executives from both the sexes with opulence and buying power. Thus is a paradise for the marketer. As a result Thane today boasts of largest number of malls in such close vicinity.
- In-respective of the professional responsibilities of the executive/Businessmen they converge along with all the family members at the venue for Darshan of Durga Mata, meet old friends have adda (gossip) and have delicacies on the offer.
- Those who are staying even abroad make it a point to come down to Thane for these days to be with family and friends at the venue.
- The itinerary of the Puja with so many additional attraction spread throughout the day. Thus for these five days this venue becomes the home for most of the devotees.
- It is generally considered that purchases made on these days and on Dassera to Diwali is considered as auspicious.
- This Puja's popularity has grown over the years thus outgrowing from one venue to larger venues. This year also this puja has been sanctioned a very huge venue at an exceptional location on the eastern express highway with Extraordinary visibility and having easy access.
- Average footfalls per day is 10,000.
- Floating population would be 1,15,200 which is in excess of the 15000 visitors of the venue per day.
- This is the only venue where the entire area is concreted with Parking arrangements.
- To make things interesting there would be lucky draws everyday and there would be ten lucky winner everyday.
- There would be media tie ups and huge Pre-Puja promotions through leading English News Papers, Outdoor, FM, Local news channel, Newspaper inserts, PR, SMS blast, e-mailers across Thane etc.

The Secretary,
Bangiya Parishad,
Thane



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Corporate Sponsorship Durga Puja (Dassera) - 2014

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CONSENT FORM

Dear Sir,

Kindly reserve a space for Stall / Gate / Hoarding / Pillar / Banner / Pavilion in your Durga Pooja Venuu for which we agree to pay the sum of Rs. (Rupees), only. We enclose a cheque No. dated drawn on

Thanking you,

Your's faithfully,

Date :

(Signature with official stamp)

LOCATION OF DURGA PUJA

52nd Year

Address :
Highland Garden (Crest) Ground,
Balkum - Dhokali Link Road,
Thane (W)-400 608.

Office Address :
Bangiya Parishad,
Mayur Building, Ground Floor,
Ram Maruti Road, Thane (W) - 400602
Mob.: 99870 87148

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- Sumeet Basu : +91 7208072200
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