

Durgotsav 2011



Vashi Cultural Association



Prologue



Vashi Sarbojonin Durgotsav Committee would be celebrating **DURGOTSAV – 2011** under the auspices of **Vashi Cultural Association** from 2nd October 2011 to 6th October 2011 at **ICL School Ground in Sector 15, Vashi, Navi Mumbai**. This is the **7th consecutive year** of our **DURGA PUJA** celebration in Vashi.



The accolade of being one of the **top three** most discussed and popular Puja in **Mumbai & Navi Mumbai** has been earned with a lot of dedication of our members and our patrons who have reposed enormous faith in our abilities. In **Durgotsav** celebration every year we have provided the **citizens of Navi Mumbai** an **occasion to enjoy, celebrate and participate**. Such participative, all-inclusive celebration is the **hallmark of this Puja**, thus standing out among all others.



The Bandwagon



VCA Durgotsav has drawn attention of all Bengalis across the entire mega polis of Mumbai and Navi Mumbai and is perceived as the only new age Puja, which commits to offer the traditional nostalgic homely feel of celebrating the occasion.

Located conveniently at ICL School ground at Sector 15 in a sprawling campus of more than **80000 sq ft with adjoining another 50,000 sq ft of parking area** provides a safe, clean, well-laid-out and comforting ambiance to the devotees, participants & visitors.



The popularity of **VCA Durgotsav** generated over the past, attracts thousands of devotees/ visitors/ audiences from far off areas of Mumbai, Pune, Raigad, Thane, Kalyan, Ulhasnagar etc. It is estimated that the celebration attracts in excess of 25,000 to 30,000 visitors on each day of 5 day of the festival.



Durgotsav – 2011 Venue

ICL School

Sector 16, Vashi, Navi Mumbai,
Maharashtra

Like earlier years, **DURGOTSAV – 2011** would continue to propagate the basic Bengali ethnicity – outside of Bengal – whereby, devotees from all communities, especially the younger generations, are introduced to the rich culture and heritage of Bengal. To achieve this, we plan to host events that include entertainment programs by renowned contemporary artists from Bengal. Together with this, our environment at the Puja venue will make all those who miss their home celebrations feel like they are at home.

The Reach

Several tens of thousands of devotees and culture loving populace of different communities from **Navi Mumbai and Mumbai** will be visiting the **DURGOTSAV – 2011** venue everyday of the five day event from early morning till late night providing you a unique opportunity for business organizations to promote and showcase its products /services & brands. Such sustained exposure for five days, creates a lasting impression



mileage for its patronage of the products / brands in the mind of the visitors which prolongs even after the event. It will be our endeavor as organizers to make sure that the sponsors derive maximum

Social Responsibility

In 2010 a feather was added to VCA's cap when it launched its **SRG initiative** to carry out the **social responsibility to our Community** as well as others by involving the organization in **charitable noble tasks** vide aiding cancer affected, educated but financially deprived individuals and giving scholarship grant to a financially needy brilliant engineering girl student. Furthermore VCA has provided three more **scholarship aids to needy students between Class IV and IX.**

This is a humble beginning, and there is a long way to go.



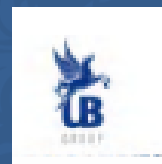
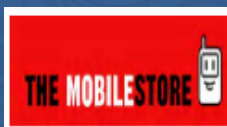
Corporate Support



We plead to generous people and sponsors to join with us in this noble venture and help VCA in aiding the needy and hapless people so that they can look for a bright future. We would like to request you and your organization to support this wonderful effort – through various forms of publicity – tailor made to your needs and requirement. We would like to visit you and explain / present our plans. We assure you that you will realize the value of your sponsorships in full measure and beyond – apart from endearing your company and brand to a whole set of loyal and captive audience – who would not only be grateful that you have sponsored but also that you have contributed to make their dreams real.



Our corporate partners



Advantage - VCA

- The biggest and most cherished Durga Puja Celebration in the entire Navi Mumbai
- Sprawling vista, easy access, abundant parking
- Soothing ambience, beating drums, festive mood.
- The rustic simplicity... yet so charming...yet so beautiful. The fervor of celebrations in the true cosmopolitan culture.
- Traditional Puja rituals, performed with religious fervor. Dhaak, Adda, Dhunuchi Naach. The shlokas and mantras.
- Prasad & Bhog distribution to thousands of people irrespective of sect, caste, race and economic status. Senior citizens get served on a priority basis.
- Food and exhibition stalls all around, homemakers get a break. A home away from home.
- For our sponsors, an avenue of great publicity - banners, hoardings, gates – with a large captive audience.
- Attractive cultural and entertainment programmes, performed by artists from the heart of Bengal
- Social gathering and interaction, continue till late in the night
- Network with the who's who from a plethora of industries and corporate background. Get noticed, bask in the limelight.
- Above all, a feeling of being wanted in a homely atmosphere, a Puja of us, you and everyone. An opportunity for tomorrow's managers to be a part of a colossal event

Sponsorship Details

To,
Convener, Finance Committee
Vashi Sarbojanin Durga Puja Committee
Vashi, Navi Mumbai – 400703

Dear Sir,

In response to your appeal vide our brochure – we would request you to reserve a Gate / Banner / Stall Space as per details given below

Sponsors of Events

- Title sponsorship **Rs 20,00,000**
- Associate Sponsorship **Rs 10,00,000**
- Shasti Evening Entertainment **Rs 500000**
- Saptami Evening Entertainment **Rs 500000**
- Asthami Evening Entertainment **Rs 500000**
- Navami Evening Entertainment **Rs 500000**

Banners & Gates

- Branded Gates – **Rs 200,000**
- Branded Road Gates – **Rs. 50,000**
- Main Entertainment Arena Branded Gate **Rs. 75,000**
- Entertainment Arena Branded Side Gate **Rs. 50,000**
- Hoardings / Banners - 3ft x 2 ft **Rs. 3000**
- Hoardings / Banners – 3 ft x 3 ft **Rs 4,000**
- Hoardings / Banners – 4 ft x 3 ft **Rs 5,000**
- Hoardings / Banners – 6 ft x 3 ft **Rs 6,000**
- Hoardings / Banners – 10 ft x 3 ft **Rs 10,000**
- Hoardings / Banners – 25 ft x 10 ft **Rs 50,000**
- Stage Hoardings - Back – 20 ft x 20 ft – Per day **Rs 50,000**
- Stage Hoardings - Side panels - Nos. 2 – Per day **Rs 20,000**
- Stage Hoardings – On two Sides – Nos. 2 – Per day **Rs 20,000**
- Stall Top Hoardings 10 ft x 2 ft **Rs 15,000**

Corporate Stalls & Exhibition Area

- Branded Corporate Stalls – 10' x 12' **Rs 20,000**
- Automobiles Display Kiosk **On Request**
- Special Exhibition Space for Corporates - **On Request**
- Stage standees/ ground standees **On Request**
- Glow Sign on Pillars in Auditorium **On Request**

On the _____ day of _____ 2011, I / We have donated to Vashi Cultural Association the sum of Rs. _____ (Rupees _____ only).

By Cash / Cheque / Draft No. _____ dated _____ Drawn on _____ Bank Name _____

Date _____ Place _____

Signature / Seal of Advertiser _____ Signature of the Collector _____

Please Note – All Cheques / Drafts should be drawn in favour of Vashi Cultural Association



MAHALAYA MANTRA

Ya Devi Sarva Bhutesu vishnu rupena samsthita I

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