

What is Durga Puja?

Durga Puja is one of the major festivals originating from the Indian sub-continent. It is celebrated majorly across India, Bangladesh and Nepal.

In 2021, Durga Puja in Kolkata was included within the Intangible Cultural Heritage List by UNESCO.

Goddess Durga is worshipped as the embodiment of Shakti (feminine power) and the festival celebrates the triumph of good over evil. Although the festival is observed in some shape or form over a period of 10 days, it is the last 4 days that assumes the most significance. These 4 days are an occasion to not only engage in prayer and worship, but more significantly, an opportunity for the entire community to come together in the true spirit of love and friendship, irrespective of religion, race, colour or creed.

Presently, Durga Puja is celebrated across the globe, with the Bengali diaspora originating from India and Bangladesh taking the lead.

Durga Puja in Aylesbury

Closer to home, there are at least 60 Durga Puja celebrations held in UK, with a significant number being concentrated in and around London.

Although Aylesbury is located within the hinterland of London, its residents have so far been deprived of the opportunity to celebrate this grand annual event. That is about to change, thanks primarily to the initiative taken by 3 friends, who have succeeded in quickly capturing the interest of an eager community and gaining significant momentum aimed at organising a successful event in its maiden year.

All the organisers of the core committee formed to steer this event come with prior experience of organising these celebrations, either as part of communities elsewhere in UK or in India or in Bangladesh. This provides us with the confidence that the initiative is in safe hands.

Although this is the inaugural instance, as far as Aylesbury is concerned, it has generated a lot of interest within the Asian diaspora across Aylesbury Vale – c. 15,000 as per last Census (2021).

How do You benefit?

- Only event of its kind within the geographical boundaries of Buckinghamshire & Oxfordshire combined (except Milton Keynes).
- Captive audience of at least 1,500 per day over both event days.
- Contribution towards your CSR objectives.

Our Appeal

We request your kind patronage by way of sponsorship over both days of the event. The following is the proposed tariff:

Tier (& Max No.)	What is Included?	Sponsorship Amount
Titanium (1)	<ul style="list-style-type: none"> Acknowledgement of the sponsor's contribution multiple times throughout the event (more than other sponsors) Inclusion of logo/name on digital channels and non-digital publicity material Signage at the event – 3 x A0 size vertical banners An information/sales kiosk at the event Full page glossy branded space in event publication 	£5,000
Platinum (2)	<ul style="list-style-type: none"> Acknowledgement of the sponsor's contribution multiple times throughout the event (more than Diamond, Gold, Silver & Bronze tiers). Inclusion of logo/name on digital channels and non-digital publicity material Signage at the event – 2 x A0 size vertical banners An information/sales kiosk at the event Full page branded space in event publication 	£1,500
Diamond (4)	<ul style="list-style-type: none"> Acknowledgement of the sponsor's contribution multiple times throughout the event (more than Gold, Silver & Bronze tiers). Inclusion of logo/name on digital channels and non-digital publicity material Signage at the event – 1 x A0 size vertical banner An information/sales kiosk at the event Half page branded space in event publication 	£750
Gold (8)	<ul style="list-style-type: none"> Acknowledgement of the sponsor's contribution multiple times throughout the event (more than Silver & Bronze tiers). Inclusion of logo/name on digital channels and non-digital publicity material Signage at the event – 2 x A1 size posters/banners An information/sales kiosk at the event Half page branded space in event publication 	£500
Silver (16)	<ul style="list-style-type: none"> Acknowledgement of the sponsor's contribution multiple times throughout the event (more than Bronze tier). Inclusion of logo/name on digital channels and non-digital publicity material 	£250

Tier (& Max No.)	What is Included?	Sponsorship Amount
	<ul style="list-style-type: none"> An information/sales kiosk at the event Half page space in event publication 	
Bronze (32)	<ul style="list-style-type: none"> Acknowledgement of the sponsor's contribution during the event (at least twice per day. A kiosk at the event for interaction A mention in the event publication 	£125
Event Publication	<ul style="list-style-type: none"> Inside Front Cover – Full Page 	£600
Event Publication	<ul style="list-style-type: none"> Inside Back Cover – Full Page 	£600
Event Publication	<ul style="list-style-type: none"> Back Cover – Full Page 	£750
Event Publication	<ul style="list-style-type: none"> Regular Full Page 	£500
Event Publication	<ul style="list-style-type: none"> Regular Half Page 	£250
Event Publication	<ul style="list-style-type: none"> Regular Quarter Page 	£150

Note:

1. Digital channels refer to website and any social media platforms where the organisation maintains a presence through an official account.
2. Non-digital publicity materials include even banners, event flyers, etc.
3. All content for publicity including images, copywriting, etc. is to be provided by sponsor.
4. Size and dimension references are as follows:

