

# ಮಹಾ ದುರ್ಗೋತ್ಸವ್ MAHA DURGOTSAV

Tomar, Amar Pujo



UTTARAHALLI RESIDENTS' CULTURAL ASSOCIATION





# Agenda

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# About Us

- In 2023, the Uttarahalli Residents' Cultural Association (URCA) was established by a group of enthusiastic residents with the goal of promoting unity, celebration, and prosperity. URCA comprises professionals from diverse industries such as Media & Entertainment, IT & ITES, Engineering, Banking & Finance, and other core sectors. Throughout the year, URCA organizes cultural events in the group as a cultural club, emphasizing growth and inclusivity to foster a vibrant community. Notably, URCA hosts one of south Bengaluru's largest Durga Puja events, serving a dynamic community spanning from Kanakapura to Kengeri. Last year's celebration, held in a spacious, air-conditioned convention center, attracted a substantial crowd, including High Net Worth Individuals (HNIs), with a daily footfall of 4,000 to 5,000 attendees.



# Demographics of Key Locations

## Kanakapura to Kengeri

37k

Mix of luxury and affordable apartments



Flea market, Association with Rotary and NGOs, Community Bhog/Prasadam, etc.

143k

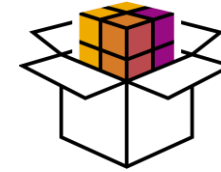
Strong Cosmopolitan Households



Ticketed live concerts by local and Mumbai artists, Dandiya / Garba and DJ Night, cultural performances

569k

Total Population



Automobile showrooms, Consumer electronic stores, Branded Apparel stores, Jewellery stores, various Banks, etc.

35+

Renowned schools and colleges



Over 10 Multispecialty Hospitals, BGS Hospital, Sparsh Hospital, Iskon Temple, Shiva Temple, etc.





# Durga Puja 2024 Dates

## Shashthi

Wednesday, October 9th, 2024

## Saptami

Thursday, October 10th, 2024

## Ashtami

Friday, October 11th, 2024

## Nabami

Saturday, October 12th,  
2024

## Dashami

Sunday, October 13th, 2024



# Durga Puja 2024 Venue



## Sri Convention Center

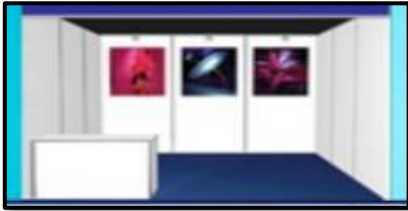
80 Feet Rd, Banashankari 6th Stage 1st Block,  
Bharath Housing Society Layout, Subramanyapura,  
Bengaluru, Karnataka 560062

A/C Hall | Ample Parking | Multiple Stalls  
2,500+ Footfalls\*





# Exhibition Opportunities



**Exhibition Stall – Rs. 30,000/-**  
**6 SQM, Main Hall (Non-A/c)**



**Car Display @ Main Entrance**  
**1 Car Rs. 100,000/-, 2 Cars Rs. 175,000/-**



**Food Stall @ Rs. 25,000/-**  
**per stall**



**2 Wheeler – Rs 75000/-**



**Flea Market Stall**  
**Group – Rs. 500,000/-**





# Title Sponsorship - Mileages

- Company name listed with event title in all URCA promotional material, including press releases
- Premier logo placement on all URCA email invites, promotions, event signage, and urcabangalore.com website, with hyperlink to your company site
- Logo mention on all **URCA Merchandise & Collaterals**
- Preferential Seating & Entry to Cultural Events along with **8 VIP passes** for **ticketed Dandiya & Garba Night**
- Preferential seating for non ticketed events on October 9<sup>th</sup> & 11<sup>th</sup>
- Stand-alone pre-event acknowledgment on URCA social media (Facebook, Twitter and Instagram)
- A designated space or table for on-site promotion or activation
- Advertisement @ URCA Souvenir – Front and Back pages
- Emcee mentions before and after every program on Main Stage
- Title Branding during Kali Puja (Deepawali)
- Corporate video to be played on the main screen 4 times a day

**Investment : Rs. 12,00,000/-**







# Platinum Sponsorship - Mileages

- B2B Stall inside Main Hall - 45 SQM
- Logo on Print Media - Large Logo
- Logo on Digital Media - Large Logo
- Announcement by Anchor on Main Stage
- Standee Display @ Event Arena - 6 Nos
- Mass Mailer to URCA Members
- Advertisement @ URCA Souvenir – Front and Back pages
- Pamphlets / Brochure Distribution
- Dandiya / Garba VIP Pass - 8 Couple
- Preferential Seating & Entry to Cultural Events
- Stage Appearance by Sr. Executive - 4 Slot
- Cultural Competition Sponsorship - Day Event
- Cultural Event Sponsorship - Evening Event
- Main Gate Pillar Branding
- Branding Standee / Banner during Kali Puja (Deepawali)\*

*\*Location may differ for different pujas*

**Investment : Rs. 6,00,000/-**





# Diamond Sponsorship - Mileages

- B2B Stall inside Main Hall - 36 SQM
- Logo on Print Media - Large Logo
- Logo on Digital Media - Large Logo
- Announcement by Anchor on Main Stage
- Standee Display @ Event Arena - 4 Nos
- Mass Mailer to URCA Members
- Advertisement @ URCA Souvenir - 2 Pages
- Pamphlets / Brochure Distribution
- Dandiya / Garba VIP Pass - 4 Couple
- Preferential Seating & Entry to Cultural Events
- Stage Appearance by Sr. Executive - 2 Slot
- Cultural Competition Sponsorship - Day Event
- Main Gate Pillar Branding
- Branding Standee / Banner during Kali Puja (Deepawali)\*

*\*Location may differ for different pujas*

**Investment : Rs. 3,00,000/-**







# Gold Sponsorship - Mileages

- B2B Stall inside Main Hall - 18 SQM
- Logo on Print Media - Medium Logo
- Logo on Digital Media - Medium Logo
- Announcement by Anchor on Main Stage
- Standee Display @ Event Arena - 2 Nos
- Mass Mailer to URCA Members
- Advertisement @ URCA Souvenir - Full Page
- Pamphlets / Brochure Distribution
- Dandiya / Garba VIP Pass - 2 Couple
- Preferential Seating & Entry to Cultural Events
- Stage Appearance by Sr. Executive - 1 Slot
- Branding Standee / Banner during Kali Puja (Deepawali)\*

*\*Location may differ for different pujas*

**Investment : Rs. 1,50,000/-**





# Silver Sponsorship - Mileages

- B2B Stall inside Main Hall - 9 SQM
- Logo on Print Media - Small Logo
- Logo on Digital Media - Small Logo
- Announcement by Anchor on Main Stage
- Standee Display @ Event Arena - 1 No
- Mass Mailer to URCA Members
- Advertisement @ URCA Souvenir - Half Page
- Pamphlets / Brochure Distribution
- Dandiya / Garba VIP Pass - 1 Couple
- Preferential Seating & Entry to Cultural Events
- Branding Standee / Banner during Kali Puja (Deepawali)\*

*\*Location may differ for different pujas*

**Investment : Rs.50,000/-**





# Durga Pujo 2023 Participated Partners.....

## CO-SPONSOR



# Durga Pujo 2023 Few Moments .....







# Thank You

For enquiries on Partnership/ Exhibition Stall/  
Sponsorship:

+91-9916140007, +91-9880205292

+91-9880086185, +91- 7003643273

