



SHARODOTSAV 2023

20th October to 24th October 2023

NAVI MUMBAI BENGALI ASSOCIATION

VASHI



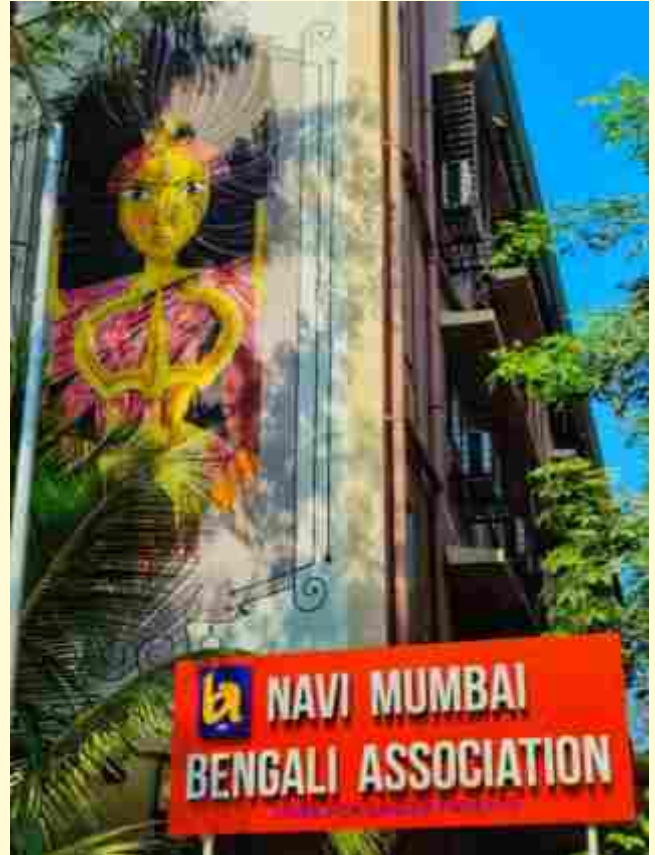
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ASSOCIATION

Bhalobasa - The New Dawn of Life

SHARODOTSAV 2023

NMBA Sharodotsav 2023, a five-day social and cultural extravaganza promises to enthrall all, with its myriad offerings. **It is one of the largest Indoor Sharodotsav event in India at the fully airconditioned CIDCO Exhibition Centre (acecec.com), Sector 30, Vashi, Navi Mumbai.** The venue is strategically located and adjacent to Vashi Railway station. Artisans and craftsmen from all across our country display and sell their merchandise. Celebrity artists from Kolkata and Bollywood create an electrifying environment. A three-day free distribution of bhog for all visitors draws special attraction. This year we expect a footfall of around 3,00,000 - 5,00,000 devotees per day.

For the benefit of our partners and sponsors, we have secured around 150,000 square feet of advertising space at the venue with Innovative Branding Options, Video walls, stalls etc. Participation of Corporate houses will go a long way in achieving the association's multiple objectives like extending helping hand to cancer affected individuals, providing free medical aids to the needy, initiating earning opportunities for economically challenged individuals, in fulfilling our dreams for ASSISTED LIVING project and many more such social initiatives undertaken by the organization



ABOUT US

Navi Mumbai Bengali Association (NMBA) is one of the largest, leading Socio-Cultural organization of Bengalis in the state of Maharashtra. This institution has successfully spread its web of acclaim all across INDIA.

The organization consists of members from all corners of Navi Mumbai, Mumbai, Pune, other parts of India and abroad. Since inception in 1981, NMBA has actively contributed to the various facets of Indian ethnicity by organizing and participating in multiple social, cultural and public welfare activities. Today, Navi Mumbai Bengali Association is a familiar name, to all the Bengali and Non - Bengali communities in Mumbai. It's engagement in various philanthropic as well as cultural activities to nurture Bengali traditional values have been hugely appreciated. The Premises is located at PLOT NO:- 25A, SEC - 6, VASHI, NAVI MUMBAI, MAHARASHTRA, PIN - 400703

NMBA runs a major social project – **"The Home for Cancer Patients"** (HFCP) -a charitable home for cancer patients- which aims at providing subsidized boarding and lodging facilities to patients coming from different parts of INDIA, for their treatment in Mumbai. The Canteen facility within the premises provide free and nutritious food for the patients and their family members. Free medical aids and ambulance facility are also provided for their benefit. Over the years NMBA have been exploring options for enhancing the facilities as well bringing cost effective treatment in Navi Mumbai through hospital tie-ups.

The commitment and dedication of its members is to take the organisation progressively ahead continually through conceiving new dreams. NMBA pledges efficient delegation of its social responsibilities. NMBA is elated, to embark on its new journey - the much - coveted project-

'ASSISTED LIVING FOR SENIOR CITIZENS-OLD AGE HOME.'

With all support from its members, the organisation has succeeded in acquiring land from CIDCO around 12,000 Sq/ft at KHARGHAR, Navi Mumbai. The organisation could successfully initiate the much-required project with its existing Corpus financial resources. The fencing of the allotted land has been completed and building plan approval process is in progress. The timeline to finish the project is four years.

Hoping to give shape to the dream and making it a reality soon. We earnestly desire co-operation from corporate houses with their fundings through CSR Projects. We seek support to create a better future for senior members across our society. It's a huge challenge for a Public Trust of our size, but this noble initiative of NMBA will definitely set an example and give courage for others to follow. It shall be one of our biggest social contribution, with you as our partner.

We desire your earnest support and look forward to your valuable sponsorship towards our Sharodotsav 2023 event.

Home for Cancer Patients - A Social Initiative of NMBA



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Navi Mumbai Bengali Association, has crossed a momentous milestone of 42 years and has successfully spread its web of acclaim all across India. Today the organisation at Vashi, is a familiar name to all the Bengali and Non-Bengali community of Mumbai and also one of the largest, leading socio-cultural organisation of Bengalis in the state of Maharashtra. The commitment and dedication of its members to take the organisation progressively ahead continues through conceiving new dreams.

We are delighted to inform that our much anticipated, coveted dream project "ASSISTED LIVING FOR SENIOR CITIZENS-AN OLD AGE HOME" has been initiated.

Today Assisted Living for the senior citizens is THE NEED OF THE HOUR. Today's generation wants an institution where their parents can be safe, comfortable, share their thoughts with their peer group and lead a happy and contented life with dignity and confidence.

What was once a dream has finally started transforming into reality.

THE JOURNEY

In the year 2022, CIDCO had floated a tender for lands to be utilised for social welfare. NMBA submitted their tender on 9th August 2022 and with the grace of almighty, our association succeeded in acquiring 12,000 sq ft of land in sector 11, Plot 72 G at Kharghar. Thank you for all your magnanimous contributions, which aided us to buy the land.

28th November, 2022 will always remain marked as a historic moment for NMBA, as on that day, CIDCO rendered the plot allotment letter to the Organisation. It takes immense pleasure to share that the Registration formalities were completed on 31st March 2023.

APPEAL

Such a massive project is definitely not possible without all your love and support. We aim at Professionalism, empathy and transparency in our approach to the mass for this noble cause.

Participation of Corporate houses will go a long way in achieving our objective. Corporate Social Responsibility (CSR) plays a positive role impacting local communities and the environment. We earnestly desire cooperation from corporate houses with their funding through CSR projects. We seek support to create a better future for our senior members. We would be grateful for your contribution towards this cause and believe that your support can make a significant difference.

We appeal for benevolent donations from the masses for this dream project of NMBA which will be for the society at large.

We strongly believe that this noble initiative of NMBA will definitely be an immense social contribution & will leave its mark in the days to come...

"Bhalobasa"

Assisted Living For Senior Citizens Old Age Home



**To Join us in this noble initiative.
Please contact...**

Sharmila Sarkar
9820824474

Sukanta Nag
9322290758

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Branding Collaterals					
Sr.	ITEM	SIZE (in ft)	LOCATION	QTY	RATE
1	Main Venue Entry - Road Gate - Box Type	(28Wx2.5)(10Hx2.5)	MAIN GATE VENUE ENTRY	1	600,000
2	Main AC Exhibition Arena Entry Gate	(40Wx2 / 9.5Hx2)	MAIN GATE HALL ENTRY	1	600,000
3	Road Gate in front of the Exhibition Hall - Box	(28Wx2.5)(10Hx2.5)	PATHWAY BOX GATE NO 1	1	300,000
4	Road Gate in front of the Exhibition Hall - Box	(20Wx2.5)(10Hx2.5)	PATHWAY BOX GATE NO 2	1	300,000
5	Big Gate - Pathway Entry towards AC Hall	(40Wx2 / 10Hx2)	PATHWAY BOX GATE NO 3	1	600,000
6	Gate front of Main Gate on Car Lobby	(20Wx2.5)(10Hx2.5)	PATHWAY BOX GATE NO 4	1	500,000
7	Hall Entry - Front Gate	(18Wx2)(12Hx2)	VIP GATE	1	300,000
8	Food Plaza Branding	10W X 5H	ABOVE FOOD STALLS	30	40,000
9	Dropdown Branding	6W X 18H	ACROSS HALL	30	40,000
10	Banners - Indoor	10W X 5H	INSIDE HALL	20	40,000
11	Hoarding Indoor	10W X 8W	MAIN EXIT INSIDE	6	100,000
12	Hoarding Indoor	10W X 8H	ABOVE WASHROOM	6	100,000
13	Hoarding Near Cultural Stage	20W X 10H	EITHER SIDE STAGE	4	300,000
14	Stage Wings 1st (rate per day)	3W X 10H	CULTURAL STAGE	4	100,000
15	Stage Wings 2nd (rate per day)	3W X 10H	CULTURAL STAGE	4	100,000
16	Stage Wings Led (rate per day) - DYNAMIC	4W X 10H	CULTURAL STAGE	2	125,000
17	Dynamic Backstage Branding on LED Screen (per day)	20W x 10H	CULTURAL STAGE	SPOT	200,000
18	Video Wall Near IDOL (200 spots/ per day / for 3 days)	12Wx10H	NEAR IDOL STAGE	SPOT	100,000
19	Branding - IDOL STAGE	40W X 4H / 20W X 4H	STAGE FRONT	1	400,000
20	Branding - CULTURAL STAGE	15W X 5H	STAGE FRONT	2	300,000
21	Vehicle Display	600 SQ FT	HALL ENTRY - OUTDOOR	2	300,000
22	Outdoor Covered Area - near Main Venue Entry / Along pathway	1600 SQ FT	VENUE ENTRY - OUTDOOR	2	500,000
23	Pillar Branding	3W X 8H	PATHWAY / NEAR STAGE	10	30,000
24	Hoarding	16W X 8H	VIP PATHWAY	2	200,000
25	Selfie Point Branding	9W X 9H	FOOD COURT / PATHWAY	4	100,000
26	Corporate Kiosk / Stall	6W X 9H	INSIDE HALL	14	40,000
	Total Amount				

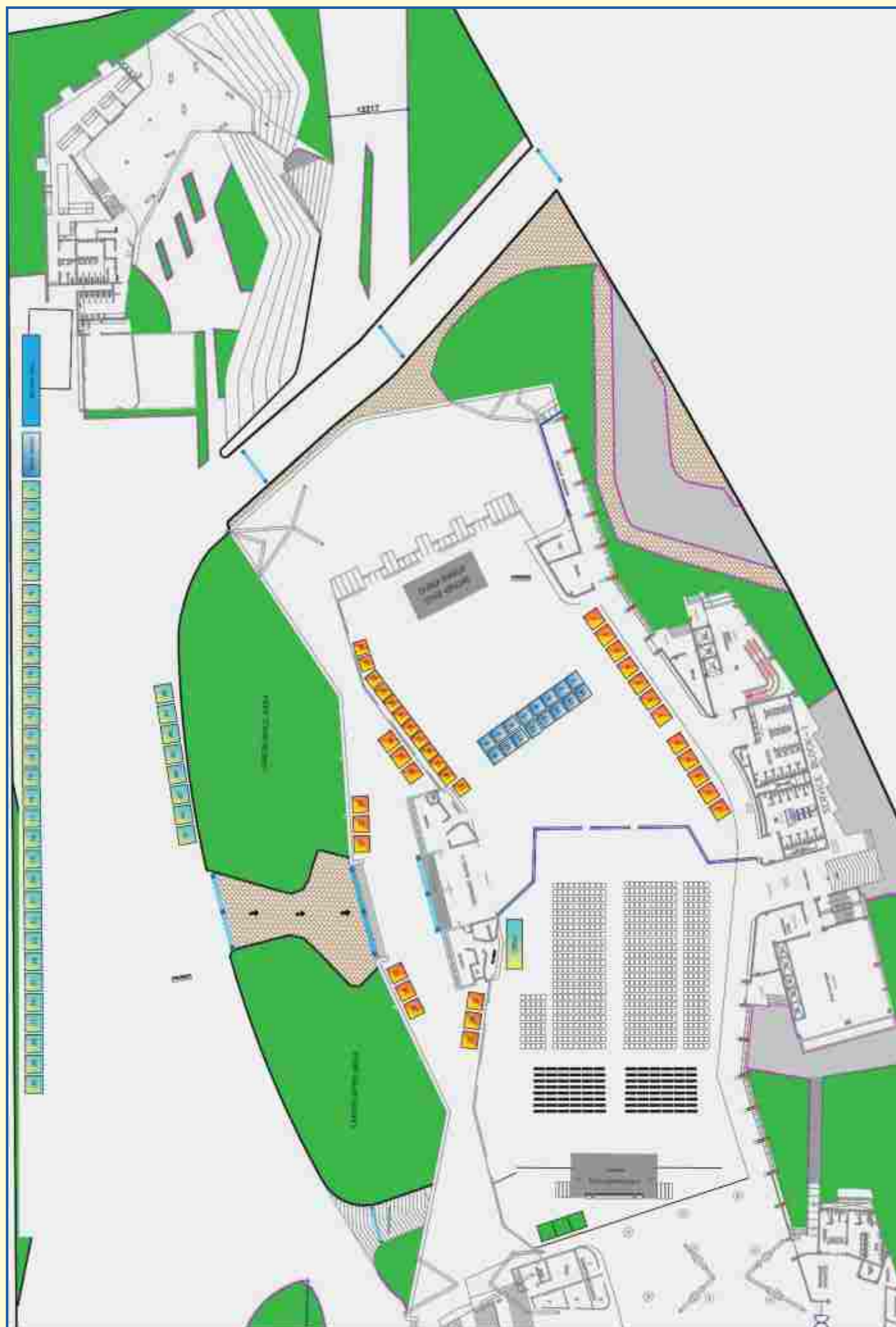
Special Packages for full event - Corporate Sponsorship are now available on special rates.		
Platinum Title Sponsorship for the event	30 lacs	Package includes discounted inventories of
Gold Title Sponsorship for the event	20 lacs	advertisement media to showcase your products.
Silver Title Sponsorship for the event	10 lacs	These inventories include all kinds of Outdoor & Indoor media

Note:	
a) GST as per applicable rates	
b) NMBA will have exclusive rights of execution of installation of Branding Material at an extra charge of Rs 35 Per sqft.	GSTIN: 27AAATN2141HIZU
c) LED Screen - JPEG (resolution minimum 256x192 mp) / GIF & VIDEO FILES	CSR Registration No.: CSR00001996
d) Drop-Down Production & Installation cost Rs 3,000 per Drop down	PAN No.: AAATN2141H
e) All collaterals will be on display from 20/10/2023 to 23/10/2023	Trust Regn No. F/709/Thane

Home for Cancer Patients - A Social Initiative of NMBA

Office : NMBA, Plot No. 25A, Sector 6, Vashi, Navi Mumbai - 400703. Tel : (022) 2782 3089

www.nmba.in





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Sharodotsav 2023 to Witness A Plethora of Artistic Luminaries....



Surojit O Bondhura



Monali Thakur



Gandharva Dance Academy



Kunal Ganjawala



**Kalamoksha Academy of
Performing Arts**



OUR PARTNERS

Venue : CIDCO State of Art Convention & Exhibition Center, Hall No. 1, Sector 30, Vashi, Navi Mumbai - 400703

Office : NMBA, Plot No. 25A, Sector 6, Vashi, Navi Mumbai - 400703. Tel : (022) 2782 3089

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