

# Sharadotsav 2024



NAVI  
MUMBAI  
BENGALI  
ASSOCIATION

**DATE : 8<sup>TH</sup> OCT TO 12<sup>TH</sup> OCT 2024**

**Venue :**  
**CIDCO Exhibition Center**  
Hall No. 1, Sector 30, Vashi,  
Navi Mumbai 400703  
**Hall Specifications :**  
**Hall Area : 48384 Sqft**  
**Ceiling Height : 66 Sqft**  
Centrally Air Conditioned  
Foot fall per day 2-3 lacs

# NMBA SHARODOTSAV 2024

## A PREMIER CULTURAL EXTRAVAGANZA

### EVENT OVERVIEW:

NMBA Sharodotsav 2024, A Five-day Social and Cultural fiesta, promises to captivate audiences with its diverse and vibrant offerings. As the grandest celebration among our socio-cultural initiatives, this year's celebration will take place from October 8th to 12th at the fully air-conditioned CIDCO Exhibition Centre, Hall No. 1. The venue, spanning 150,000 square feet, is ideally located in Sector 30, Vashi, Navi Mumbai, near the Sion-Panvel Highway and Vashi Railway Station. As one of the largest indoor Durgotsav events in India, we are excited to mark 45 years of this magnificent celebration, offering an unforgettable experience for all attendees.

### EVENT HIGHLIGHTS:

- Cultural Showcase: A rich display of Bengal's cultural heritage.
- Massive Footfall: Anticipated attendance of 800,000 to 1,000,000 visitors over a period of four days
- Celebrity Shows: Featuring renowned artists from Bollywood and Tollywood.
- Exhibitors: Diverse range of products across India.
- Awards: Recognized as the Best Sharodotsav in Mumbai by the Government of West Bengal.

### VISITOR PROFILE:

Our event typically attracts a daily footfall of 200,000 to 300,000 visitors, making it an unparalleled platform for corporate branding and outreach.

### BRANDING OPPORTUNITIES:

By partnering with NMBA, your brand can leverage the following innovative branding opportunities:

#### OUTDOOR / INDOOR MEDIA:

- o Gate Media/LED Walls
- o Hoardings, Billboards, Pillar Branding
- o Dropdowns, Banners
- o Car Display

#### SOCIAL MEDIA PROMOTION:

- o NMBA.in Live Streaming
- o Facebook, Instagram, YouTube, Linkdin Promotion

#### EVENT CO-BRANDING:

- o Sponsoring cultural events featuring celebrities
- o Branding on decorations, stage setups, and food/water arrangements

### SOUVENIR ADVERTISEMENT

#### Why Partner with Us?

- o Visibility: Reach a broad audience, with millions of viewers through various media channels.
- o Impact: Contribute to meaningful social causes, enhancing your CSR profile.
- o Legacy: Be part of NMBA's 45-year tradition of cultural and social enrichment.

### CSR PROGRAMME INITIATIVES BY NMBA:

#### OUR KEY CSR PROGRAMMES

- o Home for Cancer Patients: Providing subsidized lodging, free nutritious meals and medical aid
- o Old Age Home: Establishing a centre for senior citizens, offering health check-ups, meals, counselling and social activities.
- o Child Education Support: Sponsoring school fees, providing books and consumables
- o Medical Assistance to the Needy: Covering all medical expenses, including consumable medicines and other outpatient department costs.

Corporate participation is vital for the success of Sharodotsav 2024.

Join us in making NMBA Sharodotsav 2024 a monumental success. Your sponsorship and support are crucial in driving our mission of social progress and cultural celebration. Together, we can create a lasting impact and showcase your brand to a diverse and engaged audience.

We eagerly anticipate your valuable sponsorship and partnership for Sharodotsav 2024.

**Home for Cancer Patients – A social Initiative of NMBA, Vashi**



NAVI  
MUMBAI  
BENGALI  
ASSOCIATION

# NMBA Sharodotsav 2024

## to Dazzle with a Stellar Line-up of Artistic Talent

**Anwesshaa**

**Maha Sashthi**

9th Oct (Wednesday)



**Anupam Roy**

**Maha Saptami**

10th Oct (Thursday)



**Akriti Kakar**

**Maha Ashtami**

11th Oct (Friday)



**Abhijit Bhattacharya**

**Maha Navami** | 12th Oct (Saturday)



**Sindur Utsav & Visarjan**

**Maha Bijoya Dashami**

13th Oct (Sunday)

# BRANDING COLLATERALS

SR.	ITEM	SIZE	LOCATION	QTY	RATE
1	Main Road Gate - Box	(Top28Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	MAIN GATE VENUE ENTRY	1	600,000
2	Main Exhibition Arena Entry Gate on Car Lobby Entrance	(Top40Wx2.5H-4 Piece) (leg2.5Wx10H - 12 Piece)	MAIN GATE HALL ENTRY	1	600,000
3	Road Gate in front of the Exhibition Hall - Box	(Top29Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	PATHWAY BOX GATE NO 1	1	300,000
4	Road Gate in front of the Exhibition Hall - Box	(Top29Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	PATHWAY BOX GATE NO 2	1	300,000
5	Big Gate - Pathway entry to hall (Joint gate)	(Top22Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	PATHWAY BOX GATE NO 3	1	300,000
6	Big Gate - Pathway entry to hall (Joint gate)	(Top22Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	PATHWAY BOX GATE NO 4	1	300,000
7	Branding - CULTURAL STAGE	40W x 5H	STAGE FRONT	1	500,000
8	Outdoor Area Behind - IDOL	40W x 40W	VENUE ENTRY - OUTDOOR	2	500,000
9	Branding - IDOL STAGE	40W x 4H	STAGE FRONT	1	400,000
10	Hall Entry - VIP Gate	(Top20Wx2H-4 Piece) (leg2Wx10H - 8 Piece)	VIP GATE	1	300,000
11	Hoarding Near Cultural Stage	20W x 10H	EITHER SIDE STAGE	3	300,000
12	Hoarding at the VIP Pathway	20W x 10H	ON THE SIDEWALL OF VIP GATE	1	300,000
13	Vehicle Display		HALL ENTRY - OUTDOOR	2	300,000
14	Hoarding	16W x 8H	PATHWAY TO VENUE (RIGHT HAND SIDE)	10	300,000
15	Dynamic Backstage Branding on LED Screen for Four days during Cultural Function (per day)	20W x 10H	CULTURAL STAGE	1	200,000
16	Hoarding	16W x 8H	PATHWAY TO VENUE (RIGHT HAND SIDE)	10	300,000
17	Hoarding Near Cultural Stage	10W x 10H	LEFT SIDE STAGE	1	150,000
18	Hoarding Indoor	10W x 8H	MAIN EXIT INSIDE	6	100,000
19	Hoarding Indoor - DROP DOWN TYPE	10W x 8H	ABOVE WASHROOM	6	100,000
20	Stage Wings 1st ( rate per day )	3W x 10H	CULTURAL STAGE	4	100,000
21	Stage Wings 2nd ( rate per day )	3W x 10H	CULTURAL STAGE	4	100,000
22	Stage Wings Led ( rate per day ) - DYNAMIC	4W x 10H	CULTURAL STAGE	2	100,000
23	Video Wall Near IDOL	12W x 10H	NEAR IDOL STAGE		100,000
24	Banners - Indoor	10W x 4H	INSIDE HALL	20	50,000
25	Food Plaza Branding	10W x 5H	ABOVE FOOD STALLS	25	50,000
26	Dropdown Branding	6W x 18H	ACROSS HALL	30	50,000
27	Pillar Branding	3W x 8H	PATHWAY / NEAR STAGE	10	50,000
LED Spot					
1	200 Spots of 10 second each in LED screen every day for three days during the event			1,00,000	
Stalls					
1	Corporate Stall		2 MTR X 2 MTR	5	50,000
	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:**

- GST as per applicable rates
- NMBA will have exclusive rights of execution of the installation of Branding Material at an extra charge of Rs 35 Per sqft.
- LED Screen - JPEG (resolution minimum 256x192 mp) / GIF & VIDEO FILES
- Drop-Down Production & Installation cost Rs 3,000 per Drop down
- All collaterals will be on display from 8/10/2024 to 12/10/2024
- All measurements are in feet.

NMBA Sharodotsav 2024, a five-day social and cultural extravaganza, is set to enthral audiences with its diverse and vibrant programmes. As the premier event among our socio-cultural initiatives, this year's celebration will take place from October 8th to 12th at the fully air-conditioned CIDCO Exhibition Centre, Hall No. 1. The venue, spanning 150,000 square feet, is ideally located in Sector 30, Vashi, Navi Mumbai, near the Sion-Panvel Highway and Vashi Railway Station. As one of the largest indoor Durgotsav events in India, we are excited to mark 45 years of this magnificent celebration, offering an unforgettable experience for all attendees.

NMBA operates a significant social initiative called "The Home for Cancer Patients" (HFCP), dedicated to offering affordable boarding and lodging to cancer patients arriving from various regions of India for treatment in Mumbai. Additionally, the on-site canteen provides nutritious meals for patients and their accompanying family members or attendants at significantly reduced rates.

Another compelling reason to showcase your brand in our Corporate Souvenir is its extensive distribution among our advertisers and well-wishers. The Corporate Souvenir offers new opportunities for your brand and has a long-standing history of success. Its established reputation has consistently attracted numerous advertisements each year.

Like last year, we are pleased to announce our Souvenir Publication during our forthcoming festive season. We invite your advertisement which shall be paid as Donation to Navi Mumbai Bengali Association, Vashi. You are requested to send us art material/ or hi-resolution Images. (Images should have a minimum resolution of 300 dpi & in pdf or jpg file format.)

Your generous support by placing an advertisement in our Corporate Souvenir will significantly aid us in organising this event and raising funds for our Home for Cancer Patients mission. The dimensions of our Corporate Souvenir will be a full page, measuring 28 cm in height and 21.5 cm in width.

Front Cover (Color)	Rs. 50,000
Back Outside Cover (Color)	Rs. 50,000
Front Inside Cover (Color)	Rs. 40,000
Back Inside Cover (Color)	Rs. 40,000
Imported Art Page (Color)	Rs. 15,000
Full Page (B/W)	Rs. 10,000
Half Page (B/W)	Rs. 5,000

I/We have donated, on ...../...../2024, to your organisation, NMBA the sum of Rs. ....  
(Rupees .....only (by  
Cash / Cheque.....Dated .....Drawn on.....bank  
exclusively toward the contribution for advertisement in souvenir pages as per details provided.

(Signature of Authorized Person& Company Seal)

(Address and Telephone No.)

(Please Draw the Cheque in Favour of Navi Mumbai Bengali Association,  
A/c No. 99020100009053, IFSC Code: BARB0DBTHEN (Fifth Character is Zero),  
Bank of Baroda, MICR: 400012283, Branch: Vashi)





# OUR PARTNERS

				
				
				
				
				
				
				

Venue : CIDCO Exhibition Center, Hall No. 1, Sector 30, Vashi, Navi Mumbai 400703  
Office : NMBA, Plot No. 25A, Sector 6, Vashi, Navi Mumbai 400703. Tel.: (022) 27823089

Website: [www.nmba.in](http://www.nmba.in)