



Dakshini Bengali Association | 2025 Sponsorship & Partnership Brochure



WHO ARE WE?

Dakshini Bengali Association of California is the leading Bengali organization serving the Indian American community across Greater Los Angeles. In 2025, Dakshini proudly celebrates a significant milestone—40 years of dedicated service to the local community.

Founded in 1985, Dakshini is a registered non-profit 501(c)(3) organization focused on literary, social, cultural, educational, and charitable initiatives. Our vibrant community spans across Los Angeles County, the San Fernando Valley, Orange County, and surrounding areas.

WHAT DO WE DO?

Dakshini actively promotes and coordinates cultural and social events that celebrate Indian heritage, while also encouraging intercultural dialogue and friendship between Indian Americans and the broader American community. Through year-round programming and inclusive events, Dakshini serves as a bridge between cultures and generations.

DAKSHINI FOUNDATION (Philanthropy) Dakshini is committed to **serving the underserved—both in India and within our local U.S. communities**. In India, we have traditionally supported **non-governmental organizations (NGOs), hospitals, and grassroots charitable initiatives**, focusing on healthcare, education, and humanitarian relief. Here in the U.S., our community regularly organizes **home-less feeding, beach cleaning, running small marathons to collect donations for foster kids etc.**, reflecting our deep-rooted values of compassion, service, and social responsibility.

DAKSHINI SCHOLARSHIP FOUNDATION Supporting High School Graduates. Inspiring Lifelong Success.

MILESTONE Our **Youth Leadership Program** is designed to provide **transformative experiences** that empower young individuals with the **confidence, leadership skills, and global perspective** needed to become agents of change—both within themselves and their communities.

The program encourages today's youth to **step beyond the classroom** and engage in meaningful, real-world experiences through **hands-on learning, community service, and civic engagement**. By connecting with causes greater than themselves, participants develop a deeper understanding of leadership, empathy, and social responsibility.

AACE (Academy of Arts & Cultural Exchange) It provides a **vibrant platform for young creative minds** to showcase their talents in **theater, singing, dancing, music, and other performing arts**.

JOY Our **Senior Engagement Program** empowers older adults to share their **insights, life experiences, and wisdom**, fostering meaningful social participation and building stronger connections within the community and across generations.



LETTER TO SPONSORS & PARTNERS

Dear Prospective Sponsor & Partner,

We are excited to share that **2025 marks the 40th anniversary** of the Dakshini Bengali Association of California. Since our founding in 1985, Dakshini has been a vibrant cultural organization, bringing together members of the Indian and South Asian diaspora in Southern California and beyond.

Our biggest annual celebration, **Dakshini Durgotsav 2025**, will be held on **October 10–12, 2025** at the **Redondo Beach Performing Arts Center**. This grand three-day event attracts over **4,500 attendees** and highlights our rich heritage through music, dance, food, and community engagement.

This year, we are thrilled to present **live concerts by legendary Indian artists Anupam Roy and Abhijeet Bhattacharya**, making this milestone event even more unforgettable.

We warmly invite you to support this celebration by becoming a **sponsor or partner**. Your sponsorship not only offers wide-reaching brand visibility—via brochures, social media, our website, banners, booths, and more—but also contributes directly to Dakshini’s **philanthropic and cultural programming**. Your support helps us expand initiatives like **JOY (Just Older Youth)** and **MILESTONE (Youth Leadership & Development)**—empowering both our seniors and our youth through year-round enrichment.

Our audience includes not just locals from Southern California, but also families traveling from Arizona, Nevada, Washington, Oregon, and neighboring regions. Partnering with us is a unique opportunity to reach a diverse and engaged community.

Please consider supporting us by **September 15, 2025**. Donations are **fully tax-deductible** under us. **Tax ID #33-0313523**, and we will provide a tax receipt within 30 days upon request.

You may contribute by:

- **Zelle:** pay@dakshini.org or **Check** (Payable to *Dakshini Bengali Association of California*)

For questions, feel free to text or WhatsApp:

- **Swapna Ray:** (858) 869-3118 **Dipankar Biswas:** (310) 344-1804
Or email: communications@dakshini.org

We look forward to partnering with you to make Dakshini Durgotsav 2025 a grand success. Thank you in advance for your support!

Warm regards,

Dipankar Biswas

President, Dakshini Bengali Association of California

Executive Committee 2024–2026

(310) 344-1804

www.dakshini.org

Dakshini Bengali Association is a registered 501(c)(3) organization.



Sponsorship Category & Advertisement Rates:

Category	Normal Event	Durgotsav 2025 (2 Full Day)
Booth (See details below)	Full Day - \$200	Oct 11th and Oct 12th - \$400 Oct 11 th only - \$250 Oct 12 th Only - \$200
Standing Banner	\$100.00	\$300.00
Business exposure from Event stage (Around 2 mins)	\$400.00	Grand Sponsor & Above – Please see benefits and pricing below
Magazine (Exposure to 4500 + SouthAsian SoCal residents) (Published in both Physical & Digital version) Digital platform: Facebook, Website, Mobile App and Email Magazine 2024 (Digital Version). https://bunny-wp-pullzone-0issybhn2x.b-cdn.net/wp-content/uploads/2024/10/DurgaPuja_brochure_2024_Digital-Final.pdf Print version is distributed on Durga puja Days:		Half Page - \$500 Full Page - \$950 Small Box - \$250 Full Back Cover - \$2,500 Front or Back Inside cover - \$1,800 Platinum Member & Above - Full Page complimentary Gold Member - 1/4th Page Complimentary
Digital Advertisement (Yearly)		
Email (Outreach to 4500 + South Asian SoCal residents)	\$ 500.00	
Website (No Limit) – Impression of visit 15,000/ Year	\$ 300.00	
Sponsorship and Benefits		
Super Grand Plus - \$7500 and Grand Sponsorship - \$5000		
<ul style="list-style-type: none"> • Access to All Dakshini Annual Events (As listed on the Dakshini website) • Six (6) Front Row Premium Seats for the Dakshini Durgotsav Concert • Reserved Premium Parking Conveniently located near the Pujo and Concert venues during Dakshini Durgotsav • Recognition at All Major Dakshini Events Acknowledged as a premier sponsor throughout the year • Meet & Greet with Artists/Celebrities Exclusive opportunity to meet featured guests and performers** • Sponsor Video Presentation Highlight your support with a 2-minute video played before the Durgotsav Concert • Online Business Promotion (if applicable) • Full-Page Premier Advertisement in the Dakshini Yearly Magazine • Standing Banner Display Prominent placement at Dakshini events • Six (6) Complimentary Raffle Tickets (4 in case of Grand) Entered into the Mega Raffle Draw with exciting, sponsored prizes • Premium Handcrafted Gift Presentation Receive a unique Dhokra metal artwork of "Sri Krishna," exquisitely handcrafted by Bengal artisans and personally presented on stage before the concert—custom-made for Dakshini Sponsors. *Events as listed on the Dakshini Website **Subject to artist/celebrity availability 		



List of a few big corporations partnering with us:

- SBI, ICICI, Marriott Hotels, Sony Pictures & Entertainment

Along with this a total of forty-eight sponsors (Small, Medium, and Large) businesses/Entrepreneurs are partnering with Dakshini.

DAKSHINI ADVERTISEMENT PLATFORMS

YEARLY MAGAZINE & QUATERLY NEWS-LETTER:

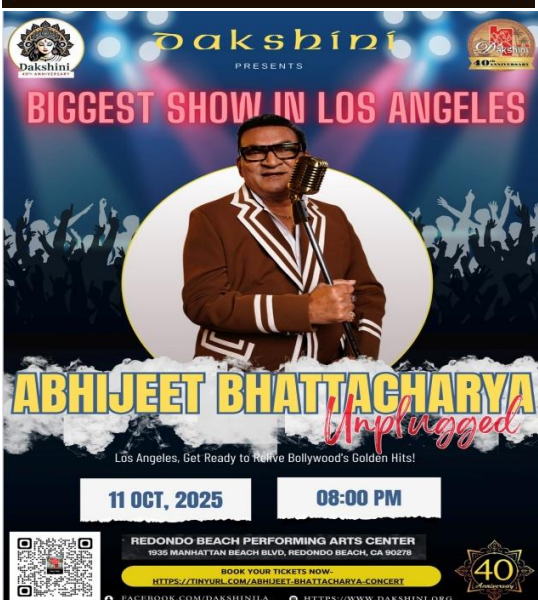
<https://www.dakshini.org/about-us/pujo-sankhya/>

DAKSHINI WEBSITE: & Mobile App.

www.dakshini.org

EMAIL ADVERTISEMENT: Listed Business ads with linked URL to direct business webpage of FB page.

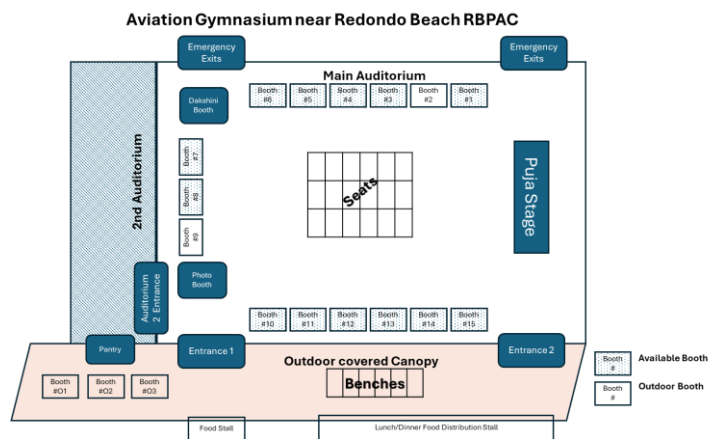
EVENT BOOTHS, BANNERS AND 2 MIN VIDEO at CONCERT STAGE exposing our partner's brand to 4500 + people.



Booth Guidelines

Booth reservations and queries - **Contact Pradipta Ray (+1 323 637 1975)**

- **Booth Setup:** L-shaped booths with two standard folding tables (6' L x 2.5' W x 2.25' H) and two chairs per partner.
- **Table Coverings:** Partners provide their own tablecloths and skirts.
- **Banners:** Standard banners may be placed on table skirts or on the wall behind the booth.
- **Space Usage:** All items must remain within or behind the assigned booth area. No additional space is permitted.
- **Lighting & Power:** Adequate venue lighting; no electrical outlets at booths. Partners must arrange their own battery power for visual aids.
- **Booth Assignments:** Preferences will be considered, but Dakshini reserves final assignment rights.
- **Food Vendors:** Food product partners are advised to set up booths outside, under the covered canopy.
- **Identification:** Booths will be marked with the partner's name as confirmed in advance.
- **Participation:** No changes to booth dates or additions beyond the initial contract.
- **Conduct:** Partners must maintain professionalism with co-vendors and attendees.
- **Compliance:** Adherence to all guidelines is mandatory; violations may result in removal from the event.
- **Meals:** One complimentary lunch coupon per partner per day. Additional coupons are available for purchase at the Dakshini registration booth.
- **Artist events:** Partners need to purchase their own artist event tickets. No artist event tickets are included in booth reservations.



Timings :

Saturday Oct 11th - 10 AM to 8 PM

Sunday Oct 12th - 10 AM to 5 PM

Location address : Aviation Gymnasium. 1935
Manhattan Beach Blvd, Redondo Beach, CA 90278

Parking Lot of Redondo Beach Performing arts center. 1
min walking from Gym.

