



Pashmina Waterfront Bengali Association

5TH

YEAR OF
CELEBRATION



DURGA PUJA 2026

◆ PARTNER WITH PWFBA ◆

Celebrate Tradition. Connect with the Community.

Join us in creating one of Bengaluru's most vibrant Durga Puja celebrations. Your sponsorship helps preserve culture, strengthen our community and provides an excellent opportunity to showcase your brand to thousands of families.



**COMMUNITY
DRIVEN**

Bringing families
together since 2022



**CELEBRATING
OUR HERITAGE**

Preserving traditions.
Embracing future.



**CULTURE.
COMMUNITY.
CONNECTION.**
That's PWFBA.



**PARTNER
WITH PURPOSE**

Your support creates
a lasting impact.



www.pwfba.in



marketing@pwfba.in



MORE THAN A FESTIVAL. A COMMUNITY CELEBRATION.

Pashmina Waterfront Bengali Association (PWFBA) in Bangalore is a community-driven organization dedicated to preserving our rich Bengali heritage and culture while fostering connections and harmony across all communities.

For the past **4 years**, with passion, dedication and community spirit, we have celebrated Durga Puja as a grand festival that brings thousands of families together in devotion, joy and unity.

5TH
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CELEBRATION



◆ WHAT MAKES OUR CELEBRATION SPECIAL ◆



FIVE-DAY DURGA PUJA

Traditional rituals with devotion and grand celebrations



TWO DAYS OF CULTURAL PROGRAMMES

Music, dance and drama by talented artists



COMPLIMENTARY BHOG

Delicious prasad served every afternoon



BOUTIQUE & MARKETPLACE

A vibrant space for shopping and local businesses



FOOD COURT

Relish authentic delicacies



DJ NIGHT

High energy evening that brings everyone together



BOMMAI GOLU DISPLAY

Beautiful dolls arrangement and tradition



DUSSEHRA CELEBRATION

Vijaya Dashami with immersion and blessings



FAMILY-FRIENDLY ATMOSPHERE

Safe, inclusive and welcoming for all age groups

WHY SPONSOR PWFBA?



HIGH VISIBILITY

Reach a large and diverse audience across 5 days of celebrations.



FAMILY AUDIENCE

Connect with thousands of families from across Bengaluru.



LOCAL COMMUNITY TRUST

Align your brand with a respected and loved community organisation.



BRAND GOODWILL

Enhance your brand image by supporting culture and tradition.



DIRECT ENGAGEMENT

Multiple opportunities for on-ground interaction and brand activation.



REPEAT VISITORS

Thousands of visitors return every year to be part of our celebrations.



“
Together, let's celebrate
our heritage, strengthen
our community and
create memories that
last a lifetime.



PWFBA

SPONSORSHIP OPPORTUNITIES

5TH
YEAR OF
CELEBRATION

MAXIMUM VISIBILITY. LASTING IMPACT.

Partner with PWFBA and showcase your brand to thousands of families through multiple touchpoints across 5 days of celebration.



BRAND VISIBILITY



ENTRANCE BRANDING

Branding at both the main entrance gates



10' x 9' LED WALL

Prominent display on LED screens throughout the venue



LARGE EVENT BANNERS

High visibility on large banners across the venue



POSTERS & PRINT MEDIA

Your logo on posters, flyers and hoardings



DIGITAL COMMUNICATIONS

Logo in all email campaigns and digital invites



WEBSITE RECOGNITION

Logo and link on PWFBA website with partner listing



SOCIAL MEDIA PROMOTION

Recognition across our Facebook, Instagram and WhatsApp communities



WHATSAPP CAMPAIGNS

Brand visibility in targeted WhatsApp broadcasts to thousands

ON-GROUND PRESENCE



PREMIUM MARKET STALL

Exclusive space to interact and engage with visitors



STANDEE DISPLAY

Strategic placement of brand standees at high-footfall areas



FLYER DISTRIBUTION

Opportunity to distribute your promotional materials



STAGE ANNOUNCEMENTS

Mentions during key stage announcements



CULTURAL PROGRAMME MENTIONS

Recognition during cultural programmes and events



SPECIAL RECOGNITION

Acknowledgement as a valued community partner

EXCLUSIVE SPONSORSHIPS



LUNCH SPONSOR

Branding during daily complimentary lunch (Bhog)



NAVARATRI GOLU SPONSOR

Association with traditional Bommai Golu display



MATA KI CHOWKI SPONSOR

Branding during devotional evening celebrations



DJ NIGHT SPONSOR

Exclusive association with high-energy DJ Night



CULTURAL EVENING SPONSOR

Support the talent, celebrate culture, gain visibility



BHOG SPONSOR

Sponsor daily Bhog offered to thousands of devotees



PARTNER WITH US.
CELEBRATE TOGETHER.

Your partnership not only enhances your brand presence but also helps us create a memorable, meaningful and impactful celebration for our community.



5TH
YEAR OF
CELEBRATION



where your sponsorship
makes a

Difference

Your support helps us create a celebration
that uplifts lives, preserves culture
and brings our community together.



FREE BHOG FOR THOUSANDS

Enable us to serve free, nutritious
bhog to thousands of devotees
every day, with love and dignity.



CULTURAL PERFORMANCES BY LOCAL ARTISTS

Support talented local artists and
troupes who keep our rich traditions
alive on stage.



CHILDREN'S PROGRAMMES

Create joyful and engaging activities
that inspire, educate and entertain
our young minds.



COMMUNITY CELEBRATIONS

Bring people together through shared
traditions, prayers, music and moments
of happiness.



BEAUTIFUL DECORATIONS AND LIGHTING

Transform the pandal into a divine and
welcoming space with stunning décor
and vibrant lighting.



INCLUSIVE CELEBRATIONS FOR ALL

Ensure everyone feels welcome.
Our celebrations embrace families from
all communities and backgrounds.



TOGETHER, WE CELEBRATE.
TOGETHER, WE MAKE AN IMPACT.



www.pwfbfa.in



marketing@pwfbfa.in

*Your support today
creates memories for a lifetime.*



SPONSOR PACKAGES

Partner with PWFBFA and showcase your brand to thousands of families across 5 days of Durga Puja celebrations.

TITLE SPONSOR

- Title sponsor across all promotions
- Logo on website with partner listing
- Sponsor's/Product Video on LED wall at least 5 times in an hour
- Premium branding at both the entrances
- Maximum logo visibility in all media
- Featured in Press and Media coverage
- Dedicated social media spotlight

★
MAXIMUM
VISIBILITY.
LASTING
IMPACT.

and
many more...

GOLD SPONSOR

- Sponsor's/Product Video on LED wall at least 5 times in an hour
- Logo on website with partner listing
- Logo visibility in all media
- Featured in Press and Media coverage
- Social media mentions

★
STRONG
PRESENCE.
WIDE REACH.

and
many more...

SILVER SPONSOR

- Sponsor's/Product Video on LED wall at least 5 times in an hour
- Logo on website with partner listing
- Logo visibility in all digital media
- Featured in Media coverage
- Social media mentions

★
EXCELLENT
VALUE.
GREAT
EXPOSURE.

and
many more...

CUSTOM SPONSORSHIPS

Don't see a package that fits?
Let's create one together.



PRODUCT LAUNCHES

Launch your product to a large, engaged and relevant audience.



SAMPLING

Showcase and sample your products directly to thousands of visitors.



ACTIVITY SPONSORSHIP

Sponsor engaging activities and experiences that connect your brand with our community.



IN-KIND SPONSORSHIP

Contribute products or services and get excellent visibility in return.



COMMUNITY PARTNERSHIPS

Partner with us to create meaningful impact while enhancing your brand presence.

LET'S PARTNER TOGETHER

For partnership opportunities and custom packages, contact us:

- marketing@pwfba.in
- www.pwfba.in
- +91 75695 64361

ADDRESS:

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TOGETHER, WE CELEBRATE. TOGETHER, WE CREATE MEMORIES THAT LAST A LIFETIME.