



Sponsorship Proposal

Divya Bharat Association
GRAND LOHRI CELEBRATION

Saturday 11 Jan 2025
17:00 TO 21:00
VHS PAHO Ada-Christen-Gasse 2 B, 1100 Wien

COMING UP

FIRST TIME IN VIENNA'S HISTORY

www.divyabharat.at Info@divya-bharat.at

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WHAT IS LOHRI CELEBRATION?

Lohri Celebration is a grand celebration of cultural diversity, hosted by Divya Bharat Association in Vienna. This multicultural extravaganza, scheduled for January 11, 2025, at VHS PHO Festsaal, promises an enriching experience featuring captivating art performances, traditional dances, soulful music, and a delightful Punjabi Bhangra etc.

This event anticipates a gathering of over 400 attendees, with a reach extended through digital platforms. The audience primarily comprises affluent individuals residing in Vienna, creating a unique opportunity for sponsors to connect with a diverse and engaged community.

Lohri Celebration is not just an event; it is a platform to showcase the rich tapestry of Indian and Austrian cultures, fostering understanding and appreciation.



ABOUT DIVYA BHARAT ASSOCIATION

Divya Bharat Association DBA, established in 2018 in Vienna, is a non-profit organization dedicated to fostering the integration and well-being of individuals from the Indian subcontinent into European society. Through a variety of cultural, social, and educational initiatives, the association creates a vibrant community space, celebrating diversity and promoting cross-cultural understanding. Additionally, Divya Bharat Association actively contributes to charitable causes in developing countries, focusing on education and addressing food insecurity.

Meet our team



BHASKAR DOBHAL
FOUNDER & PRESIDENT



CHARNJIT KAUR
VICE - PRESIDENT



ANUPRIYA AGRAWAL
GENERAL SECRETARY

MISSION



Empowered by an unwavering commitment to our rich history and enduring values, the Divya Bharat Association is dedicated to shaping a future where resilient connections, embracing diversity, and shared prosperity redefine the global landscape

VISION



Looking ahead, we aspire to cultivate a worldwide footprint, renowned for seamlessly intertwining diverse cultures and nurturing cultural alliances. Rooted in our rich history, Divya Bharat endeavors to be a trailblazer for positive transformation, leaving an enduring imprint on the communities we are privileged to serve.

WHY SPONSOR LOHRI CELEBRATION?

01.

400+ attendees at the venue, reaching even more globally through digital channels.



02.

Sponsorship boosts brand visibility, connects with diverse audiences, and positively impacts communities.

03.

Sponsorship links to a vibrant community, offering networking, collaboration, business opportunity and lasting impact.

04.

Sponsorship fosters events, education, culture, and charity, showcasing your social responsibility commitment.

SPONSORSHIP CATEGORIES



Title Sponsorship

Cost: 3.100 Euro

Benefits:

- Exclusive Title Name Incorporation: Your brand name prominently featured in the event title.
- 4 minutes of on-stage time during the event to present your brand and products.
- 1 dedicated stall for brand promotion.
- Posters displayed prominently at the event venue.
- Opportunity to distribute brochures and pamphlets.
- Social media promotions highlighting your brand.
- Projection of brand materials during breaks.



Premiere Sponsors

Cost: 2.100 Euro

Benefits:

- 2.5 minutes of on-stage time during the event for brand presentation.
- 1 booth for brand promotion.
- Posters displayed at the event venue.
- Opportunity to distribute brochures and pamphlets.
- Social media promotions featuring your brand.
- Projection of brand materials during breaks.



Gold Sponsors

Cost: 1.100 Euro

Benefits:

- 1 small booth for brand promotion.
- Posters displayed at the event venue.
- Opportunity to distribute brochures and pamphlets.
- Social media promotions highlighting your brand.
- Projection of brand materials during breaks.



Silver Sponsors

Cost: 500 Euro

Benefits:

- 1 Posters displayed at the event venue.
- Opportunity to distribute brochures and pamphlets.
- Social media promotions featuring your brand.
- Projection of brand materials during breaks.



Bronze Sponsors

Cost: 300 Euro

Benefits:

- small posters displayed at the event venue.
- Opportunity to distribute brochures and pamphlets.



Other Possibilities

Logo on main banner 200 Euro

Small Logo on main banner 200 Euro

BUDGET PROPOSAL



Expense Category	Amount (€)
Venue Rental (With sound system and cameraman)	€ 3.000
Artist Fees	€ 2.500
Marketing and Promotion	€ 3.000
Logistics and Production & Wages	€ 2.000
Catering Charges	€ 5.000
Miscellaneous Expenses	€ 1,500
Total Budget	€ 17,000

Note:

Total Budget: The overall estimated budget for the Lohri Celebration encompassing all the expense categories mentioned above. This figure represents the total funding required to organize and execute a successful and impactful event.

FINANCIAL PROJECTION

Based on our analysis and past experience, we project the following financials for the Lohri Celebration.

Project Revenue	Amount (€)
Ticket Sales (10*350)	€ 3.500
Other revenue	€ 5.000
Sponsorship Contributions	€ 9.000
Total Revenue	€ 17.500

Revenue:	Expenses:	Balance: <i>(will be used for Charity and other expenses of Org.)</i>
€17.500	€17.000	€ 500

Balance

The remaining balance will be allocated to charitable organizations in developing countries, supporting underprivileged individuals through provisions such as food and education. Additionally, a portion of the balance will be utilized for the day-to-day operational expenses of the organization throughout the year.



CONTACT
US FOR
INQUIRIES

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