



महाराष्ट्र मंडळ लंडन



**Sponsorship
Proposal**

Maharashtra Mandal London

**UK Registered Charity
No. 243 443**



**02 – 12 Sept 2019
29th Ganesh Festival for 11 days**

MML – Brief Background

- Maharashtra Mandal London (MML) was founded in 1932 and is a UK registered charitable organisation (#243443).
- It is the oldest Maharashtrian organisation established outside India and has over 1000 members and in excess of 3000 Facebook members.
- It has its own premises & conducts 10-12 socio-cultural events annually.
- The new committee/trustees include 2nd and 3rd generation children of previous MML committee/trustees from 1960's onwards, including the President who is the granddaughter of Aajibai Banarse (Londonchya Aajibai Banarse or Puran Pohe Aajibai)

MML – Ganeshotsav

- MML has been celebrating Ganesh Festival since 1991 on our premises and this will be our 29th year of Ganesh celebrations (and other cultural & religious events) along with a grand outdoor procession of the deity & its immersion in the River Thames.
- We have been making our own environment friendly Ganesh Murti's since 1991.
- It is the only socio-cultural organisation in the UK, that has been commemorating Ganeshotsav with more than 4000 devotees visiting over 11 full days of an amazing atmosphere, with specially planned programmes on key dates.
- The festivities includes a grand welcoming reception and Visarjan of Shree Ganesha, with a number of VIP guests and Media coverage, in addition to a multitude of events.
- More than 4000 visitors take darshan of Shree Ganesha during this period.
- It is well supported by Brent Council, MET Police and over 100 volunteers.

What's in it for you?

- Our past beneficiaries were from travel, real estate, financial services, retail (jewellery, sarees etc.), professional services, insurance etc.
- Potential benefits for you:
 - (a) generate new business / leads;
 - (b) increase brand awareness with a growing sector of the population;
 - (c) community support (corporate social responsibility)

Multiple Sponsorship Avenues

Detailed breakdown of various avenues are on the later pages. In summary:

| | Avenues | Details |
|---|--------------------------------|---|
| 1 | Website | 5000+ unique hits before and during Ganeshotsav |
| 2 | Emails | 1900 accounts |
| 3 | Exclusive Ganeshotsav Brochure | 2000+ families |
| 4 | Facebook | 10,000 members across various associated groups |
| 5 | WhatsApp | 5,000+ |
| 6 | Stalls | Pull-up banners, standees and direct interaction with all the devotees during 11 days |

1. MML Website

New revamped website www.mmlondon.co.uk

20% discount has been applied to all pricing for members.

Small advert(900x600)- £80/quarter & large advert (1440x900 or 1920x1080)- £150/quarter

2. Email to MML Database

- We have MML email database of 1900+ accounts.
- Your advertisement will be sent along with the event promotion either in the form of an image (with hyper link to your website) and/or few paragraphs and/or link to videos about your products and services.
- Starting from 1st August different emails will be sent 6 times before and during Ganeshotsav.
- The rate for 6 mailshots is £430.

3. Special Ganeshotsav Brochure

- We plan to print a special dedicated high quality brochure that will contain Ganapati Aartis and other useful information and hence will be cherished for long time.
- 500 brochures will be printed; thus 1000+ families will be accessing the brochure and viewing your advert.
- Advert categories - quarter page, half page and full page

General Inside Page Prices: Exclusive Special Full Page Prices:

| | | | |
|---------------------|------|-------------------------------|-------|
| Quarter Page - | £170 | Front page - | £1200 |
| Half Page - | £300 | Back page - | £1000 |
| Full Inside Pages - | £500 | Front and back inside pages - | £700 |

*Artwork should be made available no later than 15th July

4. Facebook & 5. WhatsApp

- MML's Facebook group has 3000+ followers. We publish our event promotions across various associated FB groups whose followers total to more than 10,000 users.
- WhatsApp contacts of various committee members total to 2000+ personal contacts.
- The rates for Facebook & WhatsApp adverts during Ganeshotsav are as follows:

| | |
|---|-------------|
| Full package (all 11 days one advert per day) - | £350 |
| Key days (First, Last, Saturday & Sunday) - | £40 per day |
| Other days - | £30 per day |

5. Stalls

- The stalls for the 11 days festival spanning from 02nd Sept to 12th Sept will be arranged at strategic location in a special fully covered marquee entrance of the MML venue at 306, Dollis Hill Lane, NW2 6HH. It ensures compulsory footfall of all the devotees attending the event as this is the only entry and exit route.
- One stall will comprise of one table of 6 feet. Anything more than this will increase the cost accordingly. Reasonable power requirements will be met provided you bring your own extension boards.
- The key days with maximum footfall are First day (02nd Sept), Saturday (07th Sep), Sunday (08th Sep) and Last Day (12th Sept)
- Stall prices are: Key days – £450 / day, Other days – £180 / day, All 11 days – £1200

Overall Sponsorship Options

| Included Avenues | PLATINUM | GOLD | SILVER |
|--|-------------------|-------------------|------------------|
| Costs | £3,501 | £2,501 | £1,501 |
| Pooja with your family | First or last day | First or last day | Other key days |
| Website Advertisement | ✓ | ✓ | ✓ |
| Logo in emails to MML database | Large | Big | Medium |
| Ganeshotsav Brochure Advertisement | Full front page | Full back page | Inside full page |
| Facebook & WhatsApp (once a day) | All 11 days | Key days | Key days |
| Stalls | 2 key days | 1 key day | 1 key day |
| Pull-up banners at strategic locations | 3 | 2 | 1 |
| Chief Guest during Saturday | 3 | 2 | 1 |
| Flyer distribution | ✓ | ✓ | ✓ |
| Stage time | 3 min | 3 min | X |

For other options/rates get in touch with your relevant MML contact.

Event Schedule for Ganeshotsav in Sept 2019**

| Day | Date | Event | Comment |
|--------------|-------|--|--|
| Mon | 02* | Ganesh Chaturthi | Arrival of Shree Ganesh |
| Tue- Thur | 03-05 | Evening Pooja and Aarti | Evening programmes |
| Fri | 06* | Evening Pooja and Aarti | Evening programmes |
| Sat | 07** | Evening Pooja and Aarti | Evening with high quality cultural programmes, HCI, Mayor of London & Brent invited. |
| Sun | 08* | Atharvashirsha (morning) & Evening Pooja and Aarti | Evening programmes |
| Mon- Wed | 09-11 | Evening Pooja and Aarti | Evening programmes |
| Thurs | 12* | Anant Chaturdashi | Ganesh idol Visarjan with grand procession and immersion in The River Thames |

* Key days with maximum attendance

**Specifications of some of the programmes mentioned above may change nearer the time

Important Note

- Health and Safety is our first priority at all times
- This is a religious event and we have an importance to maintain the religious sanctity and decorum. We ask all our sponsors to respect this. If MML finds that any elements related to your organisation (the banners / standees / representatives) is interfering with the religious worship and activity surrounding it (in all circumstances), we reserve the right to either move it to a different place or remove it from the premises entirely.
- MML reserves the right to move or remove banners / standees / other material if it poses a genuine obstacle, hazard, fire risk or other health and safety risk. To the extent where we will try to relocate it to a similar position.
- MML cannot guarantee the actual footfall during the event (including without limitation at stalls, for cultural programmes, or during worship) and although we have given indications of past numbers, these are not to be relied upon.
- As this is a religious event, worshippers do not necessarily come equipped with much cash so sponsors planning to sell items should arrange for own cash floats and change etc.
- MML cannot guarantee that there will be media presence on any particular day although we will make reasonable endeavours to arrange it.

Contact:
Shyamal Pitale
president@mmlondon.co.uk
07733268601
www.mmlondon.co.uk

