



Welworth City Puja Committee Trust

Regn No: BNQ(V) YLNK/165 2015 to 2016

Provident Welworth City, Yelahanka-Doddaballapura Main Road, Marasandra, Bengaluru, 562163

Proposal Letter for Sponsorship: Provident Welworth City (12th Year) Durga Puja

Dear Sir/Madam,

I am writing on behalf of the Provident Welworth City (PWC) Durga Puja Committee to invite your organization to partner with us for our upcoming 12th Year Durga Puja celebration, to be held from 15 to 21 October 2026 at Provident Welworth City, Marasandra, Bengaluru.

Welworth City is home to more than 10,000 residents from diverse professional backgrounds, working across software, education, aviation, healthcare, textiles, defence, food processing, pharmaceuticals and many other sectors. This presence of professionals from such varied fields has made Welworth City one of the most vibrant and dynamic residential communities in Bengaluru, enriching its cultural fabric and fostering cooperation, innovation and a strong sense of belonging among residents. Welworth City Puja Committee Trust was established in 2015 by a group of resident families here, and is registered in Bengaluru, Karnataka as a Non-Profit Public Charitable Trust (Regn No: BNQ(V) YLNK/165, 2015 to 2016). Each year, our Durga Puja brings this entire community together, making it one of the most visible community platforms in the region.

Our celebration draws a footfall of more than 12,000 people across seven days, with a full calendar of cultural performances, community lunches, children's competitions and musical evenings alongside the rituals from Bodhan to Bisarjan. Our work extends well beyond the Puja itself, including a **health camp attended by more than 400 residents and supported by more than 10 doctors**, a **clothing and food donation drive for a local old age home**, a **digital learning initiative for underprivileged students**, and a **sapling plantation drive** across the township.

This scale and commitment have not gone unnoticed. Our 10th Year celebration in 2024 was honoured with the **Sera Social Service Prize under the Durgotsob Puroshkar, awarded by Maitri Bandhan**, recognising our commitment to inclusive celebration and community service, a mark of the trust this Puja has earned well beyond the township itself.

We invite reputed organizations such as yours to support this celebration, directly enriching its scale, reach and impact. In return, we are pleased to offer:

1. **Brand Visibility:** Logo placement across banners, digital backdrops, invitations and social media
2. **Public Acknowledgment:** A special mention during event programs, with a chance to address the audience
3. **Stall Space:** A complimentary promotional stall to showcase your products or services
4. **Community Engagement:** Direct access to a large, diverse resident base
5. **Souvenir Advertisement:** A dedicated page in our Durga Puja souvenir magazine, reaching every household.

Please find enclosed our sponsorship tiers and the advertisement/sponsorship agreement form outlining the packages available. We sincerely hope you will consider partnering with us for the 12th Year Durga Puja at Provident Welworth City, and look forward to your positive response.

Thank you for your time and consideration.

Warm Regards,

S. Pandit

President
Welworth City Durga Puja Committee
Marasandra, Yelahanka Doddabalapura Road, Bengaluru, 562163

SPONSORSHIP TIERS

12th Year Durga Puja 2026 · Provident Welworth City

Platinum Stage Sponsor: *Exclusive Spotlight* ₹1,00,000/day

- Exclusive digital background visibility: only one Platinum sponsor's logo, name and tagline displayed prominently in the centre and background of the digital stage screen
- Priority position on all promotional materials: banner, posters, digital invites and social media
- Special mention during opening and closing ceremonies, plus anchor shout-outs
- Free stall (10×10 ft) near the prime area
- Option to display a corporate video (30 to 60 sec) once every hour during major events
- Logo on event passes and souvenirs

Gold Stage Sponsor: *Shared Prime Presence* ₹50,000/day

- Shared digital background with one other Gold sponsor (2 logos displayed at once, side by side or alternating every few minutes)
- Name and logo on promotional banners and souvenirs
- Mention by anchor during key programs
- Discounted stall, if required
- Logo visibility during non-peak sessions, on a rotational basis if needed

General Stage Sponsor: *Rotational Brand Display* ₹50,000/day

- Digital background displays multiple sponsors' logos, rotating banner or tiled format, with smaller logo size
- No exclusivity, shared with 5 to 10 other companies
- Logo shown during off-peak or filler time slots
- Mention in the souvenir only, not on-stage or in anchor announcements
- No physical stall unless booked separately

Lighting Sponsor: *Illuminate the Celebration* ₹30,000/day

- Brand name and logo displayed as “Lighting Partner” on the stage digital screen, banners and key program backdrops
- A dedicated “Powered by [Sponsor Name]” label on decorative lighting elements: entry arch, pandal lights, and more
- Mention in the anchor's speech as the official Lighting Sponsor
- Branding on all social media posts showcasing evening events and lighting displays
- Logo placement in the souvenir acknowledgments section

OUR VALUED PARTNERS

A few of the sponsors who partnered with us in the previous years and helped create real impact



ADVERTISEMENT / SPONSORSHIP FORM

1. Name of Individual/Establishment: _____
2. Address: _____
3. Contact Name: _____
4. Contact Number: _____
5. PAN No.: _____
- GSTIN No.: _____
6. Registration No. (if applicable): _____

Please select one option for Advertisement / Sponsorship:

Souvenir Advertisement

- | | |
|--|---------|
| ☐ Rear Page (Glossy, 25×18 cm) | ₹20,000 |
| ☐ Rear Inner (Glossy, 25×17 cm) | ₹15,000 |
| ☐ Front Inner Page (Glossy, 25×17 cm) | ₹15,000 |
| ☐ 2nd Last Page (Glossy, 25×17 cm) | ₹12,000 |
| ☐ Front 2nd Page (Glossy, 25×17 cm) | ₹12,000 |
| ☐ Full Page, General (Glossy, 25×17 cm) | ₹10,000 |
| ☐ Half Page, General (Glossy, 11×17 cm) | ₹5,000 |

Event Sponsorship and Promotion

- | | |
|---|---------------|
| ☐ Stage Platinum Sponsor | ₹1,00,000/day |
| ☐ Stage Gold Sponsor | ₹50,000/day |
| ☐ Stage Sponsor (General) | ₹50,000/day |
| ☐ Lighting Sponsor | ₹30,000/day |
| ☐ Banner, Prime Area | ₹5,000/day |
| ☐ Banner, Outside Prime Area | ₹3,000/day |
| ☐ Stall (10×10 ft) | ₹5,000/day |
| ☐ Road Show | ₹5,000/day |

Number of Days Agreed: _____	Total Amount: _____
Advance Payment Made: _____	Cheque/Draft/RTGS: _____
Balance Amount Due: _____	Allotment No.: _____

Note:

1. The Trust reserves the right to decide the page number and positioning of the advertisement. Front and back page advertisement will be offered subject to availability.
2. Advance payment must be 50% of the total amount, with the balance payable at the time of occupancy. Non-compliance will be treated as termination of this agreement, and the Trust reserves the right of non-refund of the advance booking amount.

Declaration

I, Mr./Ms. _____ (Authorised Signatory), hereby declare that the above details are true to the best of my knowledge, and I agree to the advertisement policy of the Welworth City Puja Committee Trust as mentioned in this form, and authorize the committee to publish the advertisement of my company/shop/establishment in the Durga Puja 2026 souvenir, on payment of the above amount by cheque/draft/cash.

Date and Signature of Applicant (Stamp)

Date and Signature of Committee Member (Company Seal/Stamp)

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