



# Pujo Celebration

A Cultural Celebration bringing together Heritage,  
Entertainment, Community & Brands.

ORGANIZED BY:



**DIAC PERFORMING  
ART & CULTURE  
FOUNDATION**



**KREDIT  
FOUNDATION**

IN ASSOCIATION WITH



**Songpix  
MEDIA**

SPONSORSHIP & BRAND PARTNERSHIP PRESENTATION

Festival • Culture • Entertainment • Audience Engagement

2026

ARADHYAM PUJO 2026 | SPONSOR & BRAND PARTNERSHIP DECK





# One Celebration. Multiple Brand Touch points.

Aradhyam Bijoya 2026 extends the Festive season into a structured Cultural & Entertainment experience.



A celebration rooted in Bengali heritage, with modern audience experiences.

|               |                                                                       |
|---------------|-----------------------------------------------------------------------|
| CULTURE       | Puja Parikrama & Community Participation                              |
| ENTERTAINMENT | Fashion Show: Traditional - Ethnic Performances & Sindoor Khela       |
| FOOD          | Dedicated Veg & Non-veg Food Corner                                   |
| ENGAGEMENT    | Interactive Activities, Awards & Audience Participation               |
| SPONSOR VALUE | Visibility • Association<br>Consumer Interaction • Cultural Relevance |



# A Multi-Format Festival Platform

Designed to create repeated audience interaction rather than a single-stage presence.

**A festive engagement platform built around Puja committees,  
Traditional performers, Audiences, Influencers & Brands.**

**PUJO PARIKRAMA**

**EKADASHI GRAND EVENT**

**PUJO AWARDS**

**DHAK BATTLE**

**PRESS MEET &  
SUCCESS PARTY**

**Visibility • Engagement • Content • Community • PR • Sales**

**AN INTEGRATED EXPERIENCE - NOT ONLY A BANNER**

**2026**





# From Entry to Celebration — Multiple Engagement Moments

This Bijoya Event format creates natural opportunities for Brand visibility, Sampling, Interaction and Co-branding.



● BRAND INTEGRATION CAN BE BUILT INTO EACH STAGE OF THE JOURNEY

- 01 ENTRY**  
Audience access & event registration
- 02 PARTICIPATION**  
Competitions, Sindoor Khela & Activities
- 03 DISCOVERY**  
Food Corner & Brand Touch points
- 04 RECOGNITION**  
Awards, Cash Prize, Certificates & Stage Moments



# Brand Association Across Category

Partnership can be customized by category, activity and audience touchpoint.





# Benefits of Brand Association Throughout The Journey

From **Pujo-Parikrama** to **Ekadashi Grand Event**

## BRAND VISIBILITY

- LOGO PRESENCE ACROSS EVENT COMMUNICATION
- ON-GROUND BRANDING & VENUE VISIBILITY
- CO-BRANDED EVENT CREATIVES & DIGITAL ASSETS

## BRAND ACTIVATION

- DEDICATED CONSUMER INTERACTION ZONE
- SAMPLING / DEMONSTRATIONS.
- ACTIVITY-LED ASSOCIATION WITH EVENT PROPERTIES

## BRAND ASSOCIATION

- CATEGORY PARTNERSHIP OPPORTUNITIES
- STAGE & AWARD PRESENTATION MOMENTS
- CULTURAL RELEVANCE WITH LOCAL AUDIENCE

● **Let's create a relevant, measurable and culturally connected brand presence in this Festive Time**

2026







# Event Co-branding Opportunities

|                                        |         |
|----------------------------------------|---------|
| POWERED BY (CELEBRITY PARTNER) ₹1 LAKH |         |
| CATEGORY PARTNER                       |         |
| BEST PERFORMANCE IN BATTLE             | ₹50,000 |
| BEST MANDAP                            | ₹50,000 |
| BEST IDOL                              | ₹50,000 |
| BEST LIGHTING                          | ₹50,000 |
| BEST MANAGEMENT                        | ₹50,000 |
| BEST FAMILY PUJO                       | ₹50,000 |
| BEST WOMEN’S PUJO                      | ₹50,000 |
| BEST THEME                             | ₹50,000 |
| ACTIVATION PARTNER                     | ₹50,000 |
| FOOD PARTNER                           | ₹50,000 |
| SHOW-STOPPER PARTNER                   | ₹50,000 |
| MISTIMUKH PARTNER                      | ₹50,000 |
| VENUE PARTNER                          | ₹50,000 |
| PUJO PARIKRAMA PARTNER                 | ₹50,000 |
| REFRESHMENT PARTNER                    | ₹50,000 |
| SUPPORTING PARTNER                     | ₹30,000 |

\*Minimum planned participation / celebrity subject to confirmation.

**SPONSORS WILL BE GETTING BENEFITS LIKE :**

- Influencer Promotion through the event.
- Pre-Puja to Diwali (Social Media Promotion-in collaboration with Aradhyam)
- Brand Visibility Across The Event
- During Category Award-Brand name announcement
- Brand Shoutout from the Stage

**EVENT DATE**

- **22ND OCT, 2026 - একাদশী**

**FOR ADVERTISING & STALL BOOKINGS, CONTACT:**

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**EVENT VENUE : BARDHAMAN TOWN HALL GROUND**