আরাধ্যম 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

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 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

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

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

Brand Association Across Category

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

















Event Co-branding Opportunities

POWERED BY (CELEBRITY PARTNER)	₹3 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