



triveni



# Durga Puja and Garba Mahotsav



**5th & 6th October  
10th, 11th & 12th October**

**Bowls Building, Stoke Mandeville Stadium,  
Aylesbury, Buckinghamshire, HP21 9PP**

## About Us

Responding to the popular demand of an eager community, **Aylesbury Hindu Temple CIO** (AHT) and **Triveni CIC** have joined hands to celebrate the biggest event of the year, **Durga Puja & Garba Mahotsav 2024** in Aylesbury, Buckinghamshire, for the second time in a row. With unyielding determination, we have set our sights on engaging the wider Indian sub-continent community in our vicinity. All the organisers of the core committee formed to steer the event come with rich and prior experience of organising these celebrations.

## What is Durga Puja and Garba ?

Durga Puja is one of the major Hindu festivals originating from the Indian sub-continent. It is celebrated majorly across India, Bangladesh, Nepal and Sri Lanka. In 2021, Durga Puja in Kolkata was included within the Intangible Cultural Heritage List by UNESCO.

Garba is a popular folk dance from Gujarat that was added to UNESCO's Representative List of Intangible Cultural Heritage in 2023, mostly performed during Nauratri/Durga Puja Celebration.

Goddess Durga is worshipped as the embodiment of Shakti (feminine power) and the festival celebrates the triumph of good over evil. These 5 days of celebration are an occasion to not only engage in prayer and worship, but more significantly, an opportunity for the entire community to come together in the true spirit of love and friendship, irrespective of religion, race, colour or creed.

## Durga Puja and Garba Mahotsav in Aylesbury

Closer to home, there are at least 65 Durga Puja celebrations held in UK, with a significant number being concentrated in and around London. Although Aylesbury is located within the hinterland of London, its residents had till last year been deprived of the opportunity to celebrate this grand event.

## How do You benefit?

- Only event of its kind within the geographical boundaries of Buckinghamshire & Oxfordshire combined (excluding Milton Keynes).
- Captive audience of at least 500 per day over five event days.

## Our Appeal

We request your kind patronage by way of sponsorship over all the five days of the event as per the tariff proposed in the following page

<b>Tier</b>	<b>What is Included?</b>	<b>Amount</b>
<b>Titanium</b>	<ul style="list-style-type: none"> <li>• Verbal acknowledgement during event</li> <li>• Promotional air time - 10 min per day</li> <li>• Inclusion on digital channels publicity materials</li> <li>• Signage at the event - 3 x A0 size vertical banners</li> <li>• Information/sales kiosk at the event</li> <li>• Full page space in event publication</li> </ul>	<b>£5,001</b>
<b>Platinum</b>	<ul style="list-style-type: none"> <li>• Verbal acknowledgement during event</li> <li>• Promotional air time - 5 min per day</li> <li>• Inclusion on digital channels and publicity material</li> <li>• Signage at the event - 2 x A0 size vertical banners</li> <li>• Information/sales kiosk at the event</li> <li>• Full page space in event publication</li> </ul>	<b>£3,001</b>
<b>Diamond</b>	<ul style="list-style-type: none"> <li>• Verbal acknowledgement during event</li> <li>• Promotional air time - 3 min per day</li> <li>• Inclusion on digital channels and publicity materials</li> <li>• Signage at the event - 1 x A0 size vertical banner</li> <li>• Information/sales kiosk at the event</li> <li>• Half page branded space in event publication</li> </ul>	<b>£1,001</b>
<b>Gold</b>	<ul style="list-style-type: none"> <li>• Verbal acknowledgement during event</li> <li>• Inclusion on digital channels and publicity materials</li> <li>• Signage at the event - 2 x A1 or 1 x A0 size poster/banner</li> <li>• Information/sales kiosk at the event</li> <li>• Quarter page space in event publication</li> </ul>	<b>£751</b>
<b>Silver</b>	<ul style="list-style-type: none"> <li>• Inclusion on digital channels</li> <li>• Information/sales kiosk at the event</li> <li>• Signage at the event - 1 x A0 size poster/banner</li> </ul>	<b>£501</b>
<b>Bronze</b>	<ul style="list-style-type: none"> <li>• Signage at the event - 1 x A1 size poster/banner</li> <li>• Information/Sales kiosk at the event</li> </ul>	<b>£251</b>
<b>Event Souvenir Publication</b>	<ul style="list-style-type: none"> <li>• Back Cover - Full Page</li> <li>• Inner Front Cover - Full Page</li> <li>• Inner Back Cover - Full Page</li> <li>• Regular Full Page</li> <li>• Regular Half Page</li> <li>• Regular Quarter Page</li> </ul>	<b>£401</b>  <b>£301</b>  <b>£251</b>  <b>£201</b>  <b>£101</b>  <b>£51</b>

**Note:**

- Digital channels refer to websites and any social media platforms where the organisation maintains a presence through an official account
- Non-digital publicity materials include event banners, event flyers, etc.
- All content for publicity are to be provided by sponsor

**Please Scan or Click the QR Code to Sponsor  
on the Event Days**



**Please Scan or Click the QR Code if You are  
interested in setting up a kiosk on the Event Days**

