



Bangladesh Association of Delaware Valley
Non-Profit 501c Organization
Office: 1000 Ryans Run, Garnet Valley, PA 19060
Phone: 484.429.6081; Fax: 484.494.9120

**BANGLADESHI FESTIVAL
[SPONSOR NAME] CELEBRATES GOLDEN JUBILEE OF BANGLADESH VICTORY DAY
ORGANIZED BY BADV**

Dear Sponsor,

The Bangladesh Association of Delaware Valley (BADV) is going to celebrate Golden Jubilee of Bangladesh Victory Day. The Bangladeshi Festival will take place at the Pennsylvania Convention Center for three days (December 16-18, 2022). The BADV invites SPONSOR to join them by sponsoring the Bangladeshi Festival in order to encourage, to promote, and to sustain Bangladeshi culture and heritage within the large immigrant-community living in the tri-state 'Delaware Valley' regions (NJ, PA & DE).

BADV primarily has been serving the large Delaware Valley (South New Jersey, Pennsylvania, and Delaware) Bangladeshi and Bengali-speaking community since its establishment in 1971. It is a non-profit, non-political, cultural organization which seeks to enrich the social and cultural life of Bangladeshi-Americans in the Delaware Valley by disseminating the heritage, art, literature, and culture of Bangladesh. BADV also volunteers to serve minor ethnic communities.

The BADV expects 7,000 to 10,000 visitors to attend this three days event and to experience Bangladeshi culture at the Bangladeshi Festival. Since the Christmas Village is in close proximity to the Pennsylvania Convention Center, the BADV also expects a multitude of Christmas Village visitors to attend the Bangladeshi Festival and to receive an enriching experience of traditional foods, clothes & attires, music and arts, dance and songs, and other cultural traditions in various dimension.

Ultimately, this event will pass on Bangladeshi traditions to the next young generation of Bangladeshi-Americans. BADV believes in and promotes diversity, inclusiveness, as well as freedom of thoughts and democracy to uphold the spirit of multicultural dimension and strength of USA.

The Bangladeshi Festival is published in the City Hall Event Calendar this year. Now, the BADV needs your company's sponsorship. Would you be willing to sponsor the Bangladeshi Festival? In anticipation of your sponsorship of the festival, we will hold a stage backdrop with your company logo, TV display monitors with your product and services; and the BADV will be more than happy for your company to display its logo in all marketing and publication materials. The video for the event will be on all major social media.

Thankfully,

Shoeb Ahmed (General Secretary),
Ashik Ansar, MD, PhD (President),
The Bangladesh Association of Delaware Valley



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Program Highlights:

BANGLADESHI FESTIVAL:

CELEBRATING THE GOLDEN JUBILEE OF BANGLADESH VICTORY DAY & 50 YEARS OF BADV

- ORGANIZED BY BADV

1) Bangladesh Flag Raising Event (December 16, 2022): We invited all the local community organizations to join and participate this great occasion where the **City of Philadelphia will be a part of our National Flag Raising Event. We will invite the Press to cover this event.** There will be the representative from Mayor's office on this occasion/event day. We will arrange musical orchestra for national anthem while children will dance with the master of choreography portraying and remembering our biggest pride—the birth of our nation on our victory day. This will be the first time in the history of City of Philadelphia will hoist the Bangladeshi Flag in celebration of Bangladesh Victory day.

2) Bangladeshi Festival (December 16-18, 2022):

This going to be a 12:00 noon to 10:00 PM . There will be series of events which are listed below.

- ☀ **Seminars:** Each Session last for 1 hour, adorned by panelists and chairman for the designated session. **These are sponsored sessions. Separate Banner and posters for each session.**
 - a) Women's empowerment in Bangladeshi Immigrants in USA.
 - b) Health and wellbeing: Pre & Post Covid Era, for our community that we care.
 - c) Career development for youth in USA: Meet & Greet with our generations leaders
 - d) Victory of Bangladesh: Celebrating with the freedom fighters.
 - e) Future of Bangladesh, BANAC(Bangladesh-American North-East Art & Cultural Center)
 - f) Community building and leadership: Challenges and success stories from local organizations.
- ☀ **Kids Art Competition:** Usually 50 to 100 children participates in this art competition, all kids who participates, each gets a participation and appreciation certificate from BADV, a panel of judges (consisting of professionally recognized artists) announces best 20 arts and all get BADV-awards/ Medals. **This event would be sponsor based.**
- ☀ **Kids talent shows:** There will be multiple state-wise group presentations from the tristate regions (DE, PA, NJ), kids will perform group songs, musicals, recitations, musical drama & dances. There performances will be trained by our local community trained professional singers, dancers and reciters. There are several organized Bengali schools who will be involved in to this. This usually takes months of practice and dedications from the parents to encourage and learn the cultural heritage of Bangladesh. **Knowing their roots and cultural origins would give them ethnic versatility and help them growing with resilience to live in this multicultural western world.** A group of professional judges will announce the best performances from each state and BADV will recognize the artists and winners with crest, certificate and also honor their grooming teachers/educators as well as the respected judges. **This event would be highly sponsor based.**
- ☀ **BADV Stall—Tea with Writers and Poets:** Within a designated stall where all of our community writers and poets would meet and greet and display their published books for public interest. BADV will display it's own publications since 1971. BADV's vintage photo gallery would be visible in the background. There will be a traditional Bangladeshi snacks and tea stall, interested people will meet and greet with our local poets and writers and exchange ideas. This event would be sponsor based.

- ☀ **Homemade Cake (Pitha-Utshab) Competitions:** Traditionally village women makes special home made cakes during Autumn and Winter seasons, which follows a long heritage and pride. Bangladeshi women use their own creativity to use local harvest and ingredients and make hundreds of varieties of homemade cakes. This heritage has been fading away as we expand our life in western world. To encourage our community homemakers, this event means a lot to our culture. Our next generation develops different ideas and it opens a whole new word to them. Their would be several prizes for these competitors to recognize them and encourage them to ingrain this tradition to our next generation. This event is sponsor based.
- ☀ **Bangladesh Consulate General Mobile Service at Philadelphia:** Bangladesh Embassy will offer the mobile consulate service for Bangladesh Immigrants at Philadelphia on the program sites.
- ☀ **COVID Vaccination Promotional Program:** Local Organization would offer COVID Vaccination program for the community participants on the program site.
- ☀ **“Angels of Bangladesh” Award Ceremony :** BADV will recognize and honor is highest ranked award to the highly dedicated overseas angels who contributed to this and being a face of Bangladesh by upholding the pride for Bangladesh.
- ☀ **The Gala Night:** Musical Shows, Dance and Instrumental Songs by guest artists from Bangladesh and local communities who are professionally trained in their respective line of performances. Our focus to encourage traditional folk songs, martyrs songs, classical dances, folk musics and ancient instrumental musics. Renowned Bangladeshi Radio and TV Artists and musical band will perform. This is the main attraction of the night , the mega show which would be highly sponsor based.



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MAJOR SPONSORSHIP AGREEMENT & SPONSORSHIP PACKAGES:

This sponsorship agreement is between _____ (the "Organizer") and
_____, (the "Sponsor").

The organizer is engaged in the organization and production of " *BANGLADESHI FESTIVAL: CELEBRATING GOLDEN JUBILEE OF BANGLADESH VICTORY DAY & 50 YEARS of BADV ORGANIZED BY BADV*

" on December 16-18, 2022 and located at
_____ (the "Event").

Sponsor would be "Ranked" according to the merit of their sponsorship defined by their amount of monetary contribution approved by the Organizer.

The ranks are as listed below:

"Title Sponsor/Diamond sponsor/Platinum sponsor/Gold sponsor/Event Sponsor"

The Sponsor wishes to sponsor the event by providing one time monetary donation along with product materials which should be displayed as product (the "Sponsorship") in exchange for certain rights to be granted in connection with the Event.

The parties therefore agree as follows:

Section 1:

GRANT OF RIGHTS.

In exchange of for the Sponsorship Fee (as described in section 2 below), the Sponsor will receive the following rights in connection with the Event (collectively the “**Sponsorship Rights**”):

(a) *Promotional rights.* The sponsor will receive the one time right to ‘**BANGLADESHI FESTIVAL: GOLDEN JUBILEE OF BANGLADESH VICTORY DAY AND CELEBRATING 50 YEARS OF BADV**’ event promote their product of interest by displaying at designated allocated spaces (defined by the organizer), in medium (printed in physical banner/poster/headers/ electronic TV screen;defined by the organizer). Any promotional handouts for product would be kept in designated space for passive distribution for give aways. No product is allowed for sales on site unless a separate selling vendorship is owned by the ‘Sponsor’ in separate contract.

(b) *Event rights.* The sponsor will receive the event rights as mentioned in section 2 according to the merit of “name of the sponsor”

(c) *Media rights:* *Sponsor is responsible to provide the promotional content for their publicity and BADV has the sole right to allocate the time for their promotional content.*

(I) Sponsors will be named in all press releases for the event.

(II) *Subject to any prior approval that may be required by this agreement.*

(III) Use footage of the event for sponsor’s promotional purposes.

Section 2:

Definition of the RANK of Sponsor and “Sponsorship-Fees” and the kind of privileges for product display.

Title Sponsor: 15,000 USD

1. Main Title of the Program will include the Sponsor’s name in Stage & In in All Event Promotional Publicity.
2. Recognition Crest on stage : would be awarded to the major title sponsor
3. Onstage speech options from the sponsor: None
4. TV display (on screen-product promotion): display on vendor’s area maximum duration 30 seconds in each cycle, continuously along with other sponsors promotion.
5. Title-Sponsors’ name would be included in our BADV magazine publication for this event.

Diamond sponsor: 10,000 USD

1. Banner-on stage: there would be 1 banner on each side of the stage displaying business promotion.
2. Recognition Crest on stage : would be awarded to the major sponsor.
3. Onstage speech options from the sponsor: None
4. TV display(on screen-product promotion): display on vendor's area maximum duration 30 seconds in each cycle, continuously along with other sponsors promotion.
5. Sponsors' promotion would be included in our BADV magazine : Full page inside the magazine.

Platinum sponsor: 8,000 USD

1. Banner at entrance of the main auditorium here would be 1 banner on each side of the entrance door of main auditorium.
2. Recognition Crest on stage : would be awarded to the major sponsor
3. Onstage speech options from the sponsor: None
4. TV display (on screen-product promotion): display on vendor's area maximum duration 15 seconds in each cycle, continuously along with other sponsors promotion.
5. Sponsors' promotion would be included in our BADV magazine : Full page inside the magazine.

Gold sponsor: 5000 USD

1. Banner/poster at the outside of the major entrance-door immediately in- front of the major vendors's lobby area.
2. Recognition Crest on stage : would be awarded to the major sponsor
3. Onstage speech options from the sponsor: None
4. TV display (on screen-product promotion): display on vendor's area maximum duration 15 seconds in each cycle, continuously along with other sponsors promotion
5. Sponsors' promotion would be included in our BADV magazine : Full page inside the magazine.

Event Sponsor: 3000 USD

1. Banner includes sponsor's name powering the event.
2. Recognition Crest on stage : would be awarded to the major sponsor
3. Onstage speech options from the sponsor: None
4. Sponsors' promotion would be included in our BADV magazine : inside the magazine.

Section 3:

Terms and terminations:

This agreement is effective upon contract signed (which may be on any dates) for the specific event date and time mentioned for the specific location (venue) written above. Product promotion would be allowed only for the date and time of the event. BADV would not be be liable for not being engaged into any prior media coverage prior to the event date. BADV Executive Committee holds all rights of sponsorship criteria which is subject to change at any given circumstances related to accidents, disasters, for reasonable unexpected crisis(like COVID Outbreak or any similar circumstances; bad weather conditions, or sudden unexpected mechanical or technical barriers arising on the venue sites). For any circumstances if "Guest Artist" fails to perform, BADV would not be responsible and BADV still would hold keeping the monetary benefit as the owner of that asset. BADV would be held responsible for failing to fulfill the majority of the criteria listed in the section 2 and 70% of sponsorship money would be returned back. For any illegal activities, misconduct, unable to comply with the required product supply as asked by BADV prior to deadline, Sponsor should to be responsible for being unable to fulfill the criteria therefore BADV would bot be bound to return any money received or BADV should hold the right to collect the total amount of money as signed in the contract. Termination fee applies when any of two parties verbalizing the wishes to terminate at least 15 days before the Event. Termination fees to be 25% of the sponsorship contract.

Section 4:

Organizer's responsibility.

Organizer shall organize and supervise the event with professional diligence, skill, competent and with experienced personnel.

Organizer will make all arrangement of the event, venue, permits, security, parking arrangement. Organizer is not responsible for transportation assistance for Sponsors.

Organizer has no responsibility to acquire the promotional materials, Sponsor has to provide their product and content of promotional materials at least 15 days prior to the event date. Organizer will use the best efforts to obtain media coverage of the event on event date and use best effort to promote the event and maximize the attendance.

Section 5:

License: Sponsors are permitted to use their license trademark with no political or biased, or racial or threatening to the minority connections. Organizer can ask to obtain the written consent of the sponsor before each use of their license or trademark for display or reproduction for the event. If sponsor fails to approve within 10 days after the given notice(communication by phone text/Email/SMS), Sponsor shall be deemed to reject that use.

Section 6:

RIGHT TO POSTPONE THE EVENT:

Sponsor has no right to postpone the event, but Sponsor has right to revoke from the promotional responsibility if only related to physical/ or intellectual threat perceived by the Sponsor owner or legal representatives on site during the event, however, no refund guaranteed.

OWNERSHIP: Organizer shall bear no rights to the intellectual properties of the Sponsors' product.

DELIVER: Sponsor should deliver promotional materials and trademarks to the organizer within 15 days of the effective dates. This time line can be negotiable based on the relationship in between the two parties and if applicable, in their capacity to adjust and accommodate.

LITIGATION EXPENSES: Organizer would not be responsible to pay any litigation expenses if Event unable to promote Sponsors purpose. Since Organizer is a 501c non-profit organization, therefore Organizer's 50% Litigation cost should be covered by Sponsors for any legal procedures.

ACCIDENT COVERAGE: Organizer not responsible for any accidents or injuries or medical crisis affecting Sponsor's personnel on site.

CHOICE OF LAW : According to the the law of the state of Pennsylvania.

ATTORNEY'S FEE: Either party would be liable to pay for their own attorney's fees.

ADDRESSES:

The organizer:

The Sponsor:

ENTIRE AGREEMENT: This agreement constitutes the final agreement.

Section 7:

SIGNATURE and date on behalf of the Sponsor:

SIGNATURE and date on behalf of the Organizer :
