

HOYI CHOYI ANONDO FOUNDATION

DURGA PUJA 2026 • SPONSORSHIP PROPOSAL

Tradition - Living, Not Remembered



Third year in South-Central Mumbai • A Community Movement, Not a Commercial Event

OUR STORY

A community that came together to reconnect with its roots

It began with a shared love for Kolkata's Durga Puja - its rituals, its adda, its culture, and the warmth of community it brings. A tradition close to Bengali hearts, and just as warmly embraced by Marathi, Tamil, Marwari, Gujarati and other Mumbai families who make it their own.

In 2022, a few like-minded families came together for a soulful Saraswati Puja - simple, soulful, and entirely ours. It gave our children a glimpse of their roots.

That's how Hoyi Choyi Anondo Foundation was born: an inclusive, community-led cultural platform where every celebration is crafted with meaning, love and respect.

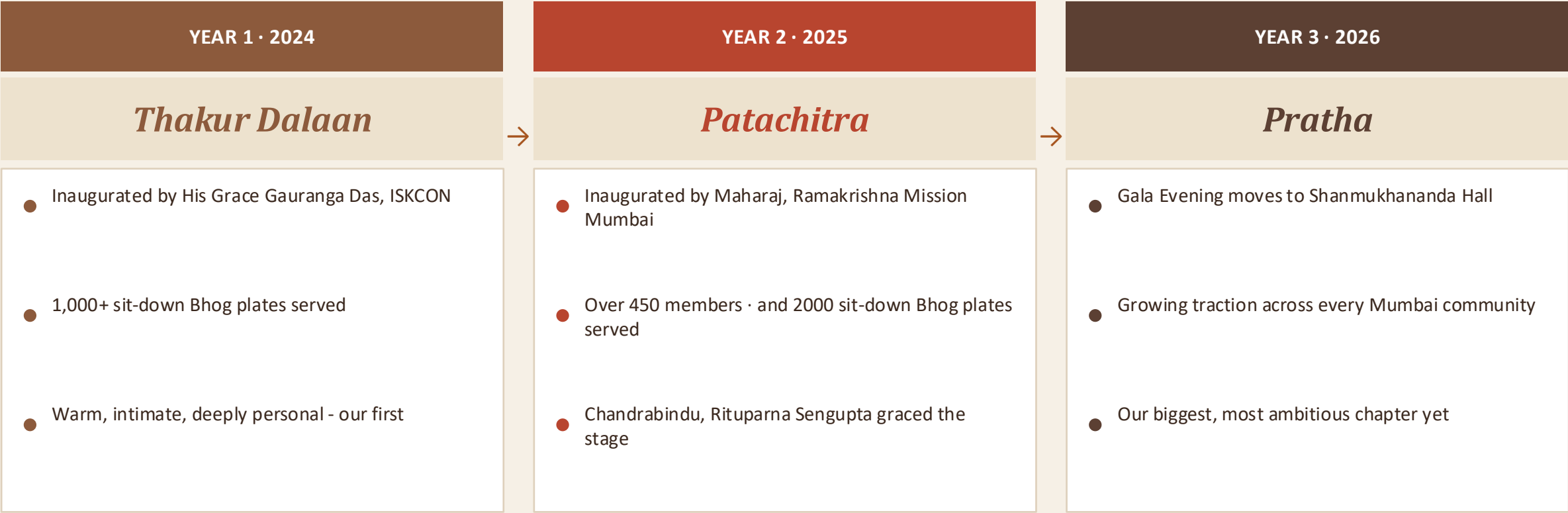
"We're not just an event. We are a journey."



A moment from HCAF's celebrations

Non-commercial • Family-led • Deeply Rooted

Mumbai's first theme-based Pujo: Three years, Three themes, One growing belief



From a soulful Saraswati Puja among a few families, to one of Mumbai's most-loved Durga Puja communities - for every Mumbaikar.



PRATHAA
DURGA PUJA 2026

HOYI CHOYI ANONDO
FOUNDATION

PRESENTING THE THEME FOR 2026

**It is not about nostalgia.
It is about continuity.**

PRATHA celebrates the living traditions of Bengal - traditions that survive through rituals, customs, craftsmanship, festivals, folklore and everyday life.

After the visual grandeur of Patachitra, PRATHA is an intentional turn inward - from art as spectacle to culture as living experience.

Not a festival. A homecoming.

Artistic & Curated

Every detail crafted with cultural precision, not mass-produced spectacle

Grounded & Warm

A non-commercial, family-led initiative - not an events company

Children First

A space where the next generation learns and grows into these traditions

Tradition Preserved

Street alponas, real rituals, authentic craftsmanship

Truly Inclusive

Every hand contributes : Bengali, Marathi, Tamil, Marwari, Gujarati and more

Cause with Legacy

Not just a celebration this year, but continuity across generations

An affluent, engaged community - spanning everyone across Mumbai



Families joining us from:

- L&T Crescent Bay
- Ashok Towers & Gardens
- Celestia Spaces
- Island City Centre
- Dosti Flamingos,

And residents across:

- Parel · Lower Parel Dadar · Matunga · Sion · Wadala · Worli

Rooted in Kolkata's Durga Puja tradition, embraced by Marathi, Tamil, Marwari, Gujarati and Bengali families alike - a genuinely cross-cultural audience for any brand.

Seven days. A 4-day Puja arena at its heart.

Thu 15 Oct	Fri 16 Oct	Sat 17 Oct	Sun 18 Oct	Mon 19 Oct	Tue 20 Oct	Wed 21 Oct
Panchami	Shashthi	Saptami	Ashtami	Ashtami	Nabami	Dashami
Inauguration Evening	Anondo Mela (evening)	Bhog · Cultural Program by HCAF	Bhog · Cultural Program by HCAF	Bhog · Drama ‘Byapika Bidai’	Bhog · Gala Night: Javed Ali	Sindoor Khela & Bijoya

4-day Bhog arena (Saptami → Nabami) within a 6-day sponsor exposure window (Shashthi → Dashami)

Sponsor visibility across 6 days - with a 4-day Bhog arena drawing massive daily crowds, plus brand and food stalls on ground.

FOR THE FIRST TIME EVER

The Gala Evening moves to Shanmukhananda Hall

India's largest and most iconic concert auditorium. A night of live music, culture and celebration.

2,763

Seats, across 3 floors

Tue 20

October · One Night Only

1963

Legendary since

Musical Evening ft. JAVED ALI

Past gala evenings featured Monali Thakur and Chandrabindu : this year, we go bigger.



Two experiences built for on-ground brand engagement

ANONDO MELA · Shashthi Evening

- Housewives cook at home and sell their food to the gathering - a real community kitchen, not a catering contract
- A warm, bustling home-style food bazaar that opens the festival
- Reaches directly into the hands of families, housewives and women
- A natural fit for F&B, home and lifestyle brand sampling

SINDOOR KHELA · Dashami

- Women from every walk of life come together in a sea of colour
- Two hours of live dhaak and ritual colour play - a powerful, deeply photogenic crescendo
- One of the most-shared, most-anticipated moments of the festival
- A rare, high-visibility canvas for brand sampling and activation

Two unmissable moments : one opens the festival, one closes it : built for real brand engagement, not just banners.

Trusted by leading brands in 2025



For a healthy growing nation



Three ways to be part of PRATHA

PLATINUM Title Sponsor ₹ 15 Lakh	GOLD Category Sponsor ₹ 10 Lakh	SILVER Supporting Sponsor ₹ 5 Lakh
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Every tier includes:

- Title branding across the Gala Evening with Javed Ali
- Logo placement across backdrop, stage & invites
- Complimentary Gala + membership passes for your team
- Feature in Souvenir, press & social media coverage of the Puja

(Exact entitlements vary by tier - see next page for the full breakdown.)

What each tier unlocks

Benefit	Platinum ₹15L	Gold ₹10L	Silver ₹5L
Logo placement	Backdrop, stage, banners, invites - most prominent	Backdrop & banners	Banner listing
Gala Evening branding	Title branding + on-stage mention	Logo on gala backdrop	Logo credit
Complimentary Gala passes	30	20	10
Category exclusivity	Yes — sole sponsor in category	Shared category	Shared category
On-ground presence	Premium stall + entrance standee	Standee	Shared-zone standee
Social & digital mentions	Dedicated posts + story mentions	Shared post mentions	Group mention
Anchor / PA mentions	Multiple mentions, daily	Daily mention	Mention at Sindoor Khela
Membership passes bundled	10 Platinum memberships	6 Gold memberships	4 Silver memberships

Why brands partner with HCAF

Proven Demand

- 450 members, over 10,000 footfall over 5 days of Pujo
- Real product-market fit, not a cold-start event

A Premium, Captive Audience

- Affluent South-Central Mumbai catchment — L&T Crescent Bay, Ashok Towers, Island City Centre and families visiting from across Mumbai even as far as Virar , Navi Mumbai, Palghar
- A genuinely cross-cultural audience - Marathi, Tamil, Marwari, Gujarati and Bengali families alike

Scale & Prestige, This Year

- Historic first Gala at Shanmukhananda Hall - 2,763 seats, one night
- 6-day sponsor exposure window, 4-day Bhog arena with stalls on ground , massive social media and transit media outreach

Plus: proven media pickup

2025 partners included India Today, Aaj Tak and TV9 Bharatvarsh — real press and broadcast reach, not just an in-house audience.

Your brand, amplified across every touchpoint



HCAF out-of-home presence, Mumbai

On-Ground

6-day sponsor window · 4-day Bhog arena · brand & food stalls on the ground

Out-of-Home

Billboards and hoardings across Mumbai in the run-up to Puja

Digital & Social

Paid Meta campaign, Aug–Oct 2026, on @HOYICHOYI

Press & Broadcast

2025 pickup from India Today, Aaj Tak and TV9 Bharatvarsh

The patron community your brand reaches

Alongside corporate sponsorship, individual families join HCAF as patrons — the direct audience your brand engages with on ground.

SILVER	GOLD	DIAMOND	PLATINUM
₹2,500	₹5,000	₹10,000	₹25,000
NEW for 2026			

1000 memberships targeted for 2026

across all four tiers — built on top of a 450-member,. Every member is a warm, engaged household your brand can reach through bundled sponsor benefits, on-ground presence, and digital amplification.

Full patron benefits (Bhog passes, Gala seating, Sindoor Khela access) detailed separately on request.

Let's write this chapter together

PRATHA · DURGA PUJA 2026 · HOYI CHOYI ANONDO FOUNDATION

“Where every Pujo feels like home.”

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@HOYICHOYI · Facebook & Instagram