



**BENGALI
ASSOCIATION OF
SOUTH AFRICA**

NON-PROFIT COMPANY 2015/369879/08

Office of the Executive Committee,
Bengali Association of South Africa NPC
Registration No. NPC 2015/369879/08
Email: president@amaderbasa.org
Phone: :27 79 538 1768

Regarding: SPONSORSHIP

Dear Patron,

On behalf of the **Bengali Association of South Africa (BASA)**, I am delighted to extend this invitation to you to partner with us as a valued sponsor for our upcoming cultural and community events.

BASA is a vibrant non-profit organization dedicated to celebrating the rich traditions of Bengal while embracing the diversity of South Africa. Our cultural programs — including **Durga Puja, Saraswati Puja, food festivals, music, dance, drama, and social initiatives** — attract a wide audience that includes not only the Bengali diaspora but also friends from across the South African community. These events provide a powerful platform for cultural exchange, community building, and inclusivity.

By sponsoring BASA events, your organization will enjoy the opportunity to:

- **Showcase your brand** to a diverse, engaged, and multicultural audience.
- **Build goodwill** by supporting a non-profit association that promotes cultural heritage, social responsibility, and inclusivity.
- **Strengthen community connections** by associating your brand with events that symbolize joy, unity, and diversity.
- **Enhance visibility** through program banners, digital promotions, event announcements, and social media platforms reaching thousands of community members.

Your support will not only enable us to deliver memorable cultural programs but will also create a **lasting impact** through our **social responsibility projects**, such as food and clothing donations to foster care homes, schools, old age homes, and underprivileged communities.

We would be honoured to have your brand represented as part of BASA's journey.

Kindly find attached the **sponsorship package** outlining the opportunities and benefits, along with our banking details. Our Executive Committee (EXCO) will be happy to discuss tailored options to best align with your organization's goals.

Thank you for considering this partnership. Together, we can celebrate culture, uplift communities, and create meaningful connections across South Africa.

Contact Details

Phone / WhatsApp: +27 79 538 1768

Email: president@amaderbasa.org

Warm regards,

on behalf of the Current Ex-Co

Mr. Gourish Chakraborty

President, Bengali Association of South Africa (NPC)