

London Sharad Utsav

www.londonsu.org

Sharad Utsav 2011



Proposition for Partnership

In association with



Overview

- *About us*
- *Past success*
- *Key Differentiators*
- *Sponsorship Rates*
- *Sponsors and associates*
- *Contact Us*



About us

Who are we ?

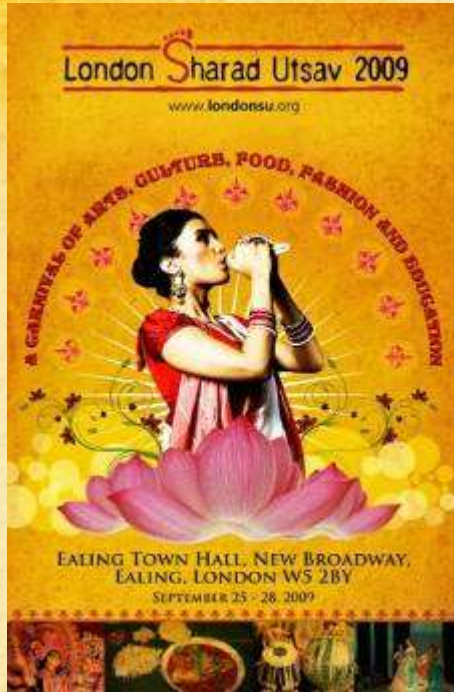
- **London Sharad Utsav** (LSU) is an association of like-minded enthusiasts based in **London, UK**
- Our key objective is to foster the rich **cultural heritage of India** through various socio-cultural events (e.g., music, arts, drama, cultural, culinary and community festivals).
- Founded in November 2008, we have members spread across the UK. Our executive committee comprises members with wide experience of organising similar events
- Within two year of commencing operations, LSU has achieved a wide support base and following both in India and in the UK
- We have pledges of support from various institutional sponsors, both in the UK and India.

Our Objectives

- We propose to organise various music, cultural, arts, religious and community events / festivals throughout the year.
- Through this, we aim to promote community cohesion and cross-cultural exchanges, cutting across racial, religious and ethnic boundaries within the diversity of modern day London. LSU plans to organise **diverse events throughout the year**. These events will aim to involve participants from various sections and strata of the community we live in
- Our vision is to create an **open, socio-cultural platform** for like minded enthusiasts from different communities and provide access to quality cultural and artistic expressions to all segments of society.



LSU past events : Sharad Utsav 2009



- **25th – 28th September** 2009 at the Ealing Town Hall in Ealing
- 4 days of multicultural festivals and fair; one of the largest events of its kind outside India with a **combined footfall of 6000+** over the 4 days
- Centred on the theme of **Durga Puja / Dussehra**, the festival featured **cultural programmes**, an Indian **food festival**, a **fashion festival**, a **beauty pageant** as well as events for children and students
- Covered extensively by **Star Ananda TV** Channel in **India** on all the days of the Puja and **NDTV 24X7** in **UK**
- Huge **print media coverage** through English and vernacular newspapers in UK and India- **Anandabazar Patrika, Hindustan Times, The Telegraph, The Guardian, etc.**



LSU Past Events : Sharad Utsav 2009 : Cultural events

Friday, 25 September 2009



Variety Programmes featuring Sitar Explorations

Pandit Tirthankar Banerjee, a sitar maestro from India

Naree

A dance drama by **local performers** from the community. It interweaves tales of the modern woman expressed through poetry, dance and theatrical presentation.

Yaad Gaar Mehfil

Bollywood songs from the Golden era of Kishore Kumar, by **Rajib De**. Born and brought up in Lucknow, India, Rajib has been entertaining audiences for over 10 years in India and in the UK

Puppet Show

by Drew Colby, internationally acclaimed puppeteer.

Saturday, 26 September 2009



Rock and Folk Music Night featuring Fossils

Fossils is one of the leading rock bands from Kolkata, India. Their music is a blend of blues, hard rock, Indian folk and alternative music. Brought to you for the first time in the UK. Part of London Week of Peace celebrations.



Sharad Bandana

Presented by **Srishti**, a UK based Indian performing art and music band. The theatrical performance will depict the mood of the festive season through Tagore's songs sourced from his Noble Prize winning publication "Geetanjali"

Sunday, 27 September 2009



Classical Music and Devi Night featuring

Dr Rajeeb Chakraborty

(www.rajeebchakraborty.com)

One of the most distinguished and senior most sarodists of the Maihar Gharana in India. He, along with a group of musicians, create a new sound called **Dfusion** that celebrates Indian ethnic music merging effortlessly with Western harmony.



Devi Finals

Final round of contest to identify the 'complete woman'. With musical interludes on the Bollywood theme in between rounds of the contest.

LSU past events : Others...2009



Anjan Dutt Live in London 10th May 2009

First ever live performance in the UK by **Anjan Dutt**, a renowned artist from India. An evening of songs and adda

Event was a big hit and was one of the biggest cultural event of its kind in London. More than 500 attendees from across the home counties for a 3 hour programme



17 October 2009

in association with London Kalibari
LSU supported [London Kalibari](#) in presenting Diwali and Kali Puja celebrations followed by a cultural programme by **Sreeradha Bandyopadhyay**, bhog for all visitors, and fireworks. Biggest ever Kali Puja in Europe with 800+ attendees.

This was the biggest ever Kali Puja in Europe

Venue

[Harrow Arts Centre](#)
Hatch End, Uxbridge Road,
Middlesex, HA5 4EA,



Saraswati Puja 24th January 2010

LSU celebrated Saraswati Puja 2010 at Harrow Arts centre. There was a pujo, anjali, bhog for all visitors, and adda.

Venue

[Harrow Arts Centre](#)
Hatch End, Uxbridge Road,
Middlesex, HA5 4EA,

LSU Past Events : Supporting 2010 London Ananda Utsav

March 19- 21, 2010
Alexandra Palace
London



¹ Ananda Bazar Patrika sponsored event supported and coordinated by London Sharad Utsav and Central Bengali Organisation of UK

- Biggest ever event of its kind in the UK – featuring *Kumar Shanu, Alka Yagnik, Babul Supriyo, Usha Uthup, Magician P.C.Sorcar, Soumitro Chattopadhyay, Dona Ganguly, Ayub Bachhu* and many others
- Top class entertainment, culture, cuisine and handicrafts spread over 3 days
- Held at one of the classiest of venues in London – Alexandra Palace
- Total footfall generated **5000+** over 3 days
- Superior event management and over 15 major event sponsors
- Returns again next year after stupendous feedback and success



LSU past events: Sharad Utsav 2010....a great success story



At the Ealing Town Hall, London

4 days of multicultural festivals and fair; one of the largest events of its kind outside India with a **combined footfall of 7000+** over the 4 days

Centred on the theme of **Durga Puja / Dussehra**, the festival featured **cultural programmes**, an Indian **food festival**, a **fashion festival**, a **beauty pageant** as well as events for children and students

Covered extensively by **Star Ananda TV** Channel in **India** and **ZEE TV**

Exclusive coverage and programme on ZEE TV

Huge **print media coverage** through English and vernacular newspapers in UK and India.



LSU Past Events: Sharad Utsav 2010 Cultural Events



Manoj Mitra , Deepankar Dey : Victoria Hall, Ealing →15th October

Manoj Mitra is a prominent dramatist and a legend of Bengali cinema. Manoj Mitra wrote his first drama in 1959 and has written more than 100 dramas since then. He emerged as an all India figure with several of his works translated into other languages. "Bancharamer Bagan" is probably his most popular movie. "Adarsha Hindu Hotel" is one of the popular Manoj Mitra drama that was made into a TV Serial. Deepankar Dey is a famous TV, theatre artist who has many Satyajit Ray films to his credit



Sapphire Creations Dance Workshop : Victoria Hall→ 16th October

Sapphire a premier experimental dance troupe based in Kolkata and the only one of its kind in Eastern India ,performing regularly and popularly in festivals and arts events in India and abroad. Born in August 1992 as a group of young minds who came together to grow from a youthful venture to a dynamic contemporary modern dance ensemble, the workshop is the only one of its kind in Eastern India.



A stage for Local talents →14th October

A selected group of local talents from UK performed on stage in front of huge crowd. This provided local talents to nurture their ambitions and dreams in the cultural sector and a platform to showcase their talent in front of massive crowd



LSU DUSSEERA DHAMAKA 2010 SHREYA GHOSHAL



Dussehra Dhamaka with Shreya Ghoshal : Logan Hall, London → 17th October

With over 10 Filmfare awards under her belt, Shreya Ghoshal is a leading playback singer in Bollywood films. She has worked in over 140 films and began her career with "Devdas", a Shah Rukh Khan, Madhuri Dixit and Aishwarya Rai starrer based on the evergreen Sharat Chandra Chattopadhyay novel.

THIS WAS A HOUSEFULL EVENT WITH TICKETS SOLD OUT WAY IN ADVANCE .



LSU past events : Others...2010



Cricket Utsav 2010

LSU celebrated end of cricket season in UK with day long cricket event followed by food . The vent ended with music and dance and had a huge participation from local population in UK

Venue
Shepherd's Bush Cricket Club
London



Diwali and Kali Puja 2010

in association with London Kalibari
LSU supported London Kalibari in presenting Diwali and Kali Puja celebrations followed by a cultural programme by **Sreeradha Bandyopadhyay**, bhog for all visitors, and fireworks. Biggest ever Kali Pujo in Europe with 800+ attendees.

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Venue
Harrow Arts Centre
Hatch End, Uxbridge Road,
Middlesex, HA5 4EA,



Saraswati Puja 24th February 2011

LSU celebrated Saraswati Puja 2011 at Harrow Arts centre. There was a pujo, anjali, bhog for all visitors, and adda.

Venue
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LSU 2011.....a MEGA START

Post the HUGE success of 2010 LSU **SHREYA GHOSHAL DHAMAKA** and the massive demand from our supporters , LSU associated with **Rock On Music** for a **MEGA SHREYA GHOSHAL** event at **WEMBLY ARENA** on **30th April**

The event saw a massive footfall of 5000+ followers



LSU 2011CRICKET UTSAV

Following the success of last year event and India's world cup win
LSU and London Kalibari proudly presents 2011 Cricket Utsav ...

A day full of fun , games , food ...

Dance coaching session from professional group & a kite flying contest at

SHEPHERD'S BUSH CRICKET GROUND, LONDON



Event Sponsored by



Visit our website at

<http://www.londonsu.org>



Or call us

078 0154 2276

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London Sharad Utsav

Sponsorship Proposals – Sharad Utsav 2011

LSU proudly presents 3rd Sharad Utsav to be held between
30th September - 3rd October 2011 at
Ealing Town Hall



DURGA/DUSSERA UTSAV

- IDOL HAND CRAFTED BY FAMOUS ARTIST
- 3 DAYS OF FESTIVITY
- ONE OF THE MOST POPULAR EVENT IN INDIAN CALENDAR
 - FOOD FOR ALL
 - MEDIA COVERAGE



CULTURAL UTSAV

- 2 day event over weekend
- Providing a platform for Local UK talent to showcase their skills
- Mega event with celebrity host from India
- Live coverage in Indian channels



SHARAD MELA

- Mela – spread over 4 days with plenty of food & fun – street food , home cooked savouries
- Showcase our charity partners and their great work
- Indian Folk culture showcasing
 - Retailers

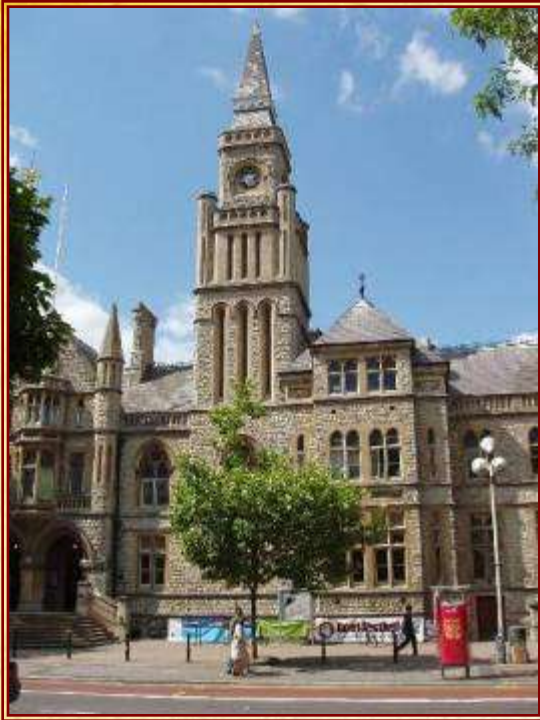
MULTIPLE EVENTS at ONE VENUE over FOUR DAYS with combined expected FOOTFALL of 7000+

In association with



London Sharad Utsav

Our Venue : Ealing Town Hall



- Centrally located, distinctive late-Victorian gothic building on Ealing Broadway
- Close to tube and rail stations; very well connected to all parts of Central and Greater London
- One of the largest concentrations of upmarket Indian community in close proximity (*41% ethnic minority population of which close to half are of Indian origin*)
- Multiple parking facilities close to the venue

Ealing Town Hall

New Broadway
Ealing, London
W5 2BY



In association with



London *Sharad Utsav*

What differentiates LSU....

- **Dedicated set of members, well established professionals and businessmen, based in London as well as other parts of the UK**
- **A dynamic web-site with high number of hits**
- **A database of 3000+ who receive regular mailers about our events**
- **A thriving Facebook group with 4000+ members**
- **A fan following in the UK, US, Europe, UAE, and India!**
- **High quality and large scale programmes with massive footfall**
- **In just the second year, LSU is already one of the most talked about socio-cultural organisations in the UK**
- **Flagship event – Sharad Utsav is one of the most attractive & leading events in cultural/ festival calendar**
- **Unique opportunity for sponsors and associates for product/ brand promotion and awareness**



Our sponsors....

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Our Associates and media partners



Contact us for sponsorship opportunities

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