

# Media Partnership and the Event Coverage Proposal



## Mela Snapshots:

- ✓ Boishakhi Mela in the heart of Luton, St. George's Square.
- ✓ Activities include Folk music, Folk dance, Fashion Parade, Food Stalls, Information Stalls, Activity Stalls and much more.
- ✓ Over 10,000 plus visitors expected throughout the days
- ✓ Opportunity to promote and showcase your brand to visitors plus thousands more through different forms of media
- ✓ Publicity through electronic and print media.

## Organised by:



## In Association with:



## Past Supported by:





## Glimpses from Batighor Boishakhi Mela at Luton



## **1 . Introducing Batighor:**

Batighor is a community cultural organization working for cohesion created in 2010 by a few members of Bangladeshi community. The name "Batighor" meaning a lighthouse was put forward by one of the members and was chosen by votes within the committee. The name Batighor symbolizes leading the right direction which is the literal job of a lighthouse as well as providing shelter or support.

Batighor is determined to represent the talents within the community to the people of the community. Therefore most of our performers are amateur artists within our own community who were trained and prepared to perform in our event. There were young talents from our community who were trained regularly by our qualified music and dance teachers and were prepared to perform in our event.

## **2. About Boishakhi (Baisakhi, Vaishakhi, or Vasakhi) Mela 2016:**

Boishakhi Mela is a daylong event that includes Multi cultural folk music, folk dances, procession/ parade, stalls and much more. Our ambition is to improve community cohesion further and it is a priority in Luton. Boishakh is celebrated by the Bangladeshi, Indian, Nepalese, Pakistani and Sri Lankans people. It is a harvesting festival celebrated across the Indian subcontinent as a New Year. It is one of the important festivals celebrated with fun and fervour by people of different religions too. Apart from the Sikhs and Hindus, Boishakhi is an important day for the Buddhists as well.

Boishakhi Mela is being organized again this year with the details as follows:

**Date:** 14 April 2016, Thursday  
**Venue:** St. George's Square, Luton, LU1 2BQ  
**Expected Participants:** 10000+

This event is organized by all volunteers who are working day and night to make this event a great success once again, as they did in 2010-2015.

## **3. Aim of Boishakhi Mela:**

The aim of the Boishakhi Mela 2016 is to celebrate the shared culture, and heritage of the community with pride and passion, and promote community cohesion and integration of the community in Luton.

## **4. Activities:**

The following is a brief list of activities which will be in the festival:

- Official opening and attendance of festival by Mayor of Luton
- Live performance with multi cultural music and dances, fashion parade
- Food Stalls
- Travel and Tourism Promotion Stalls
- Exhibition of arts and crafts, photographs and paintings
- Handicraft and other trade promotion Stalls
- Sponsors stands to promote their product and services
- Other fun and entertainment activities



## **5. Media Partnership Opportunity:**

This is an opportunity to be part of a grand event being organised in Luton by the Batighor. The event will be held right in prime venue of St. George's Square, right in the heart of Luton, UK. The event will be open to public for free. Given the location, the accessibility to the venue and the attention it will get, we expect over 10,000 visitors in Luton. This will include participants from all the communities in Luton and out of Luton such as African, Bangladeshi, British, Indian, Irish, Pakistani, Polish, Bhutanese, Thai and Chinese communities.

Media partnership will have an opportunity to promote and expose your brand, product and services to the large number of visitors at this unique event at a relatively low cost compared to other promotional activities. And, we will ensure that all our media partners get the maximum value out of their contribution to the Festival. And in return, we want to have the maximum promotion and coverage of our event through you.

## **6. Benefits of Media partnership:**

Being a media partner of the event will create a tremendous opportunity for you to be recognised in the diverse communities in Luton. The following is a brief list of direct benefit to our media partners:

1. Association with an event of community importance
2. To reach out to the Asian Diaspora spread across the UK.
3. Opportunity to showcase/expose your presence in community journalism
4. Publicity through electronic and print media. Your logo will appear in:
  - In our webpage [www.batighor.org](http://www.batighor.org).
  - Posters / flyers.
  - Any other publicity material used for this event.

## **7. Do you have any special requirements?**

As a media partner, we understand that your partnership requirement might be different from what we have on offer. If you have any special need or requirements regarding your partnership or promoting yourself at the festival, we are happy to discuss further to accommodate them.

## **8. Responsibilities of the Media Partners:**

The following are our minimum expectations from our media partners:

### **Online media:**

- Put a Boishakhi Mela 2016 banner on their website with the link to Batighor website. [www.batighor.org](http://www.batighor.org)
- Put a festival poster on their website
- Cover the news/articles leading up to the festival
- Coverage of Boishakhi Mela 2016 in article, news and blogs

### **Print media:**

- Put a full page (or reasonable size) ad on printed newspaper at least 2 times
- Put Put a Boishakhi Mela 2016 banner on their website with the link to Batighor website. [www.batighor.org](http://www.batighor.org)
- Cover the news/articles leading up to the festival
- Coverage of Boishakhi Mela 2016 event

### **Radio/TV:**

- Announce Boishakhi Mela 2016 ad on air
- Cover Boishakhi Mela 2016 news leading to the festival
- Coverage of Boishakhi Mela 2016 event
- Put a Boishakhi Mela 2016 banner on their website with the link to Batighor website. [www.batighor.org](http://www.batighor.org)

## 9. Accepting this proposal:

If this proposal seems something you would be interested in, you can accept the offer to become a media partner of the event by sending us an email at [marketing@batighor.org](mailto:marketing@batighor.org) / [batighor@yahoo.com](mailto:batighor@yahoo.com) (or contact to any of the coordinators listed below) with the following details by February 10, 2016:

- Your Organisation Details,
- A brief proposal of how you will be promoting our event, and
- Special Requirements (if any).

## 10. Media coverage of the event:

Although we will be very happy and excited to have you as a media partner, and mutually promote each other, we understand that our event profile might not exactly match with your requirements. In such case, we invite you to come and cover the event for your media and help us to publicise our event and encourage our tireless volunteers.

## Contact Details

If you have any queries in relation to our proposal please contact us on the details as below:

**Mo Moneey**  
**Media Coordinator**  
**Boishakhi Mela 2016 Luton**  
**Mob: 07590040444**  
**Email: [marketing@batighor.org](mailto:marketing@batighor.org)**

**Akik Haroon**  
**Event Manager**  
**Boishakhi Mela 2016 Luton**  
**Mob: 07944486539**  
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or please send email to: [marketing@batighor.org](mailto:marketing@batighor.org) or [batighor@yahoo.com](mailto:batighor@yahoo.com)  
visit [www.batighor.org](http://www.batighor.org)

## **BOISHAKHI (Baisakhi, Vaishakhi, or Vasakhi) MELA 2016**

You can also sponsor our 15000 leaflets and 500 posters by which your business name and LOGO will appear in every leaflet and posters we print. You may be interested to sponsor one or two artists or dance groups to perform in the event. We believe your support will help towards running the event smoothly and successfully as well as your business would be recognised within the community as you are local.

The money or supports you will be provided to us will make a significant difference in our event as it would help to finance, Hiring venue, stage, sound system, artists honorarium, banner, decoration, and Magazine 'Shikor' (The Root).

### **Rate for advertisement in Shikor (The Root) and Sponsorship**

#### **Advertisement of your business in Four colour 2000 Magazines (A5):**

Back page	£500.00
First and Last page	£300.00
Full Page	£250.00
Half Page	£150.00
¼ Page	£100.00

#### **Sponsorships:**

15000 Leaflets (A5) (Business LOGO on leaflets)	£200.00
500 Posters (A3) (Business LOGO on leaflets)	£200.00

**Sponsor a Folk Music group** £500.00  
(Includes advertisement half page in Magazine, LOGO on static Banner on stage)

**Sponsor a Folk Dance group** £500.00  
(Includes advertisement half page in Magazine, LOGO on static Banner on stage)

Cost-The pricing structure (including VAT) is:

<b><u>Stall Description</u></b>	<b><u>Pitch Price/Each day</u></b>
Catering (Registered Commercial Food Business Only)	£150.00
Trade Stalls	£125.00
Charity Organisations	£100.00
Business Information	£100.00

Note: £29.00 Traders permit fee payable to council for stalls, not included.