

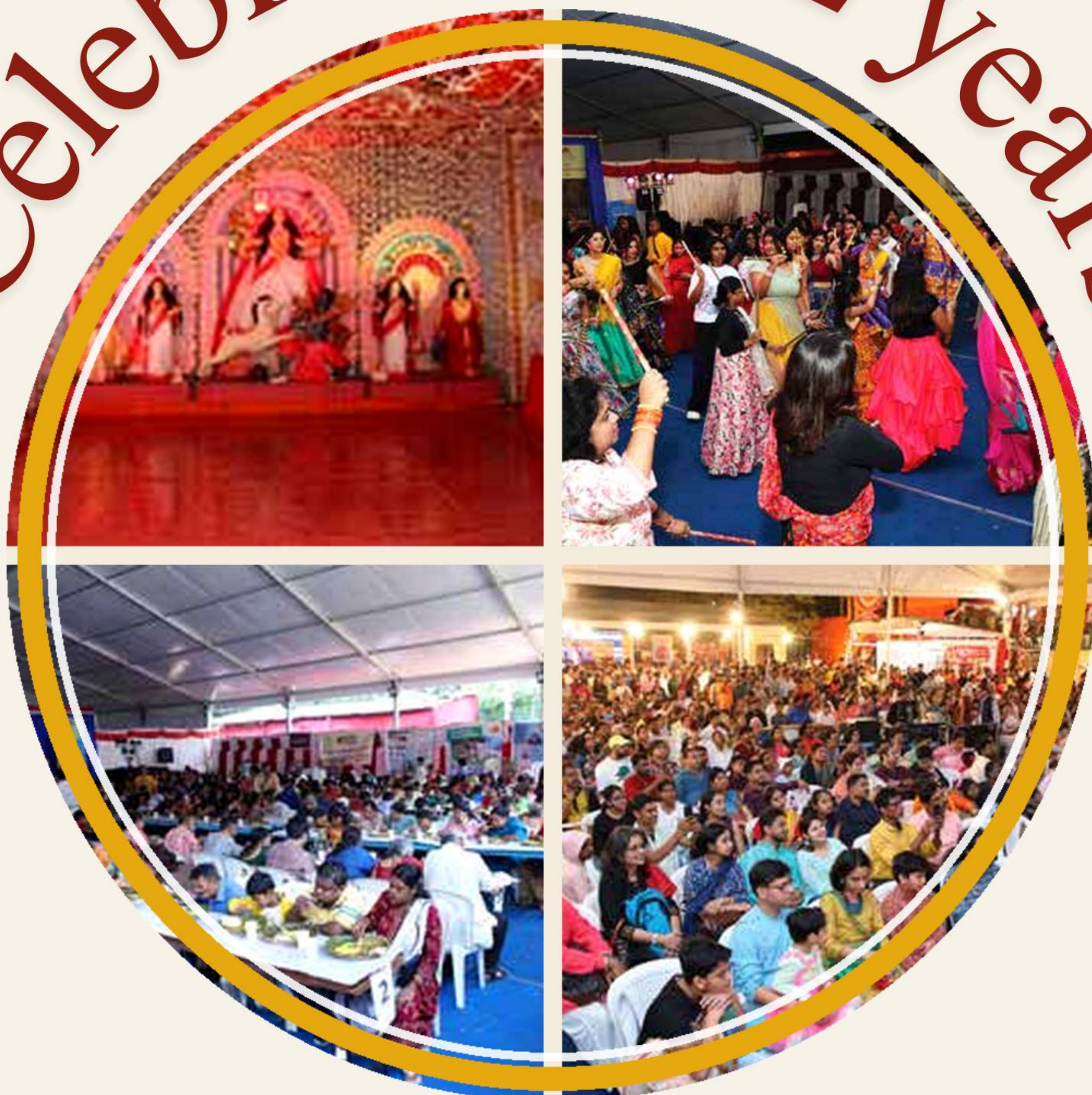


Jayamahal
Cultural
Association

OCT. 16–OCT. 21, 2026
BANGALORE

Sharod Utsav 2026

Celebrating 72 years



**Corporate Sponsorship /
Food Stalls**

A Puja for the Community

One of Bangalore's biggest Durga Pujas
in the heart of Jayamahal Extension

Celebrating the 72nd Year of Sharod Utsav

The Jayamahal Cultural Association (JCA), home to one of the oldest Durga Pujas in Bangalore, is proudly celebrating its 72nd year of Sharod Utsav in 2026. The Association has also been proactively involved in both socio-cultural activities and charitable initiatives.

The festival is celebrated at the Ladies Club premises, an open area in the prime locality of Jayamahal Extension. The warm, homely atmosphere of the Puja draws people from all over Bangalore.

The highlights of the festival days include the daily Pushpanjali, the evening Arati, the community feast (Bhog), and the food court, which attract nearly 15,000 guests every day.

Jayamahal Durga Puja has always been a trendsetter, with USPs such as:

- Introducing the theme puja concept in Bangalore in 2014
- Providing the open platform of Muktangana for showcasing local talent
- Displaying exhibitions on topics ranging from Tagore to 75 Years of Independence
- Setting up a digital pavilion 2023 onwards for sponsors to leverage digital advertising

For corporate brand managers, this is a unique opportunity to participate in these socio-cultural celebrations and showcase their products/services. The event will be extensively covered in the media.

2014

Pioneered
Theme Pujo
concept, attracting
huge footfall

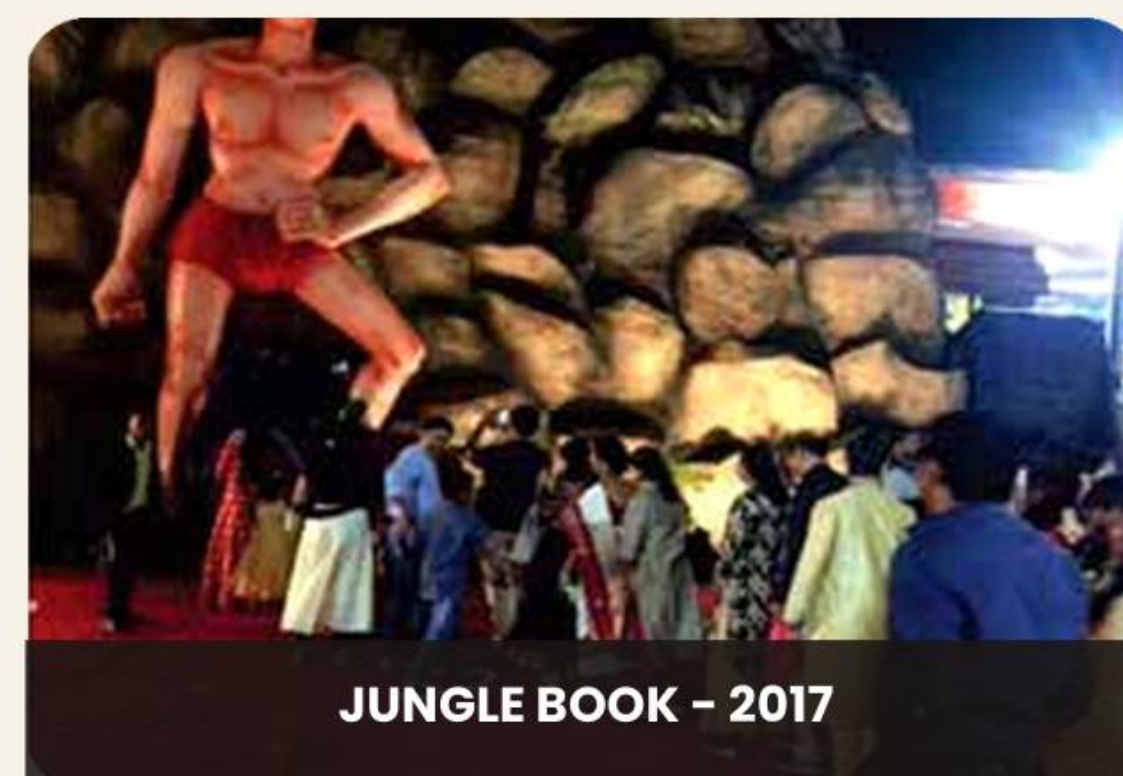
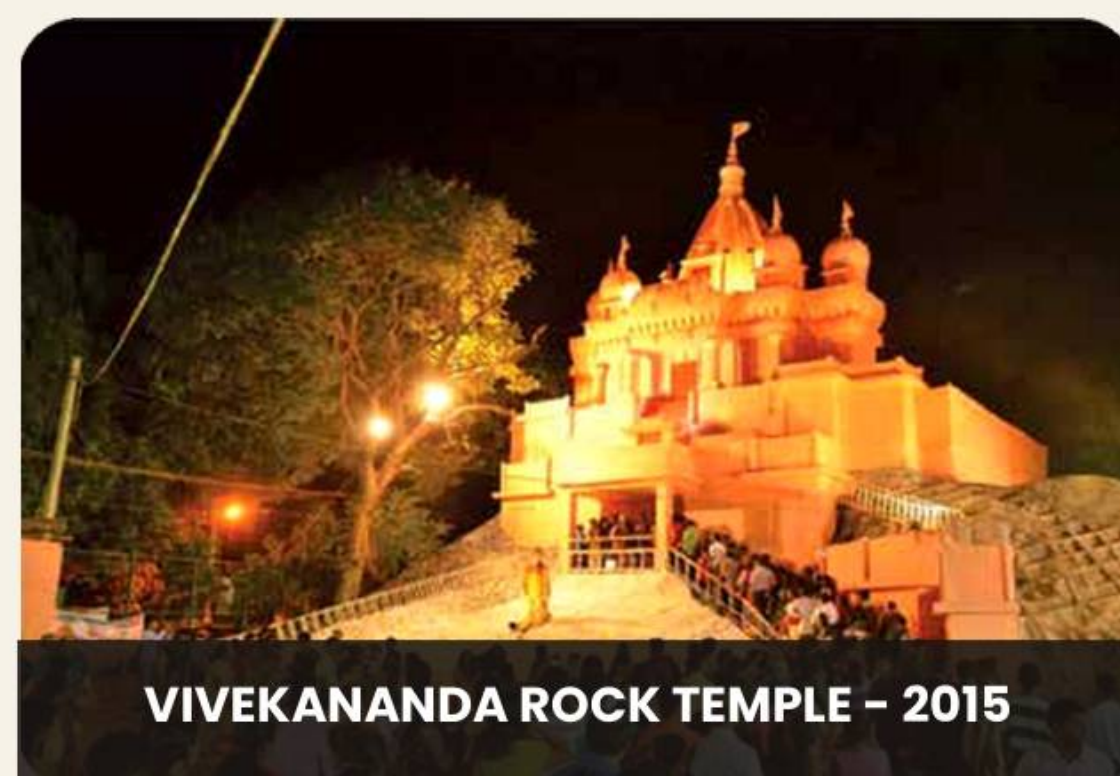
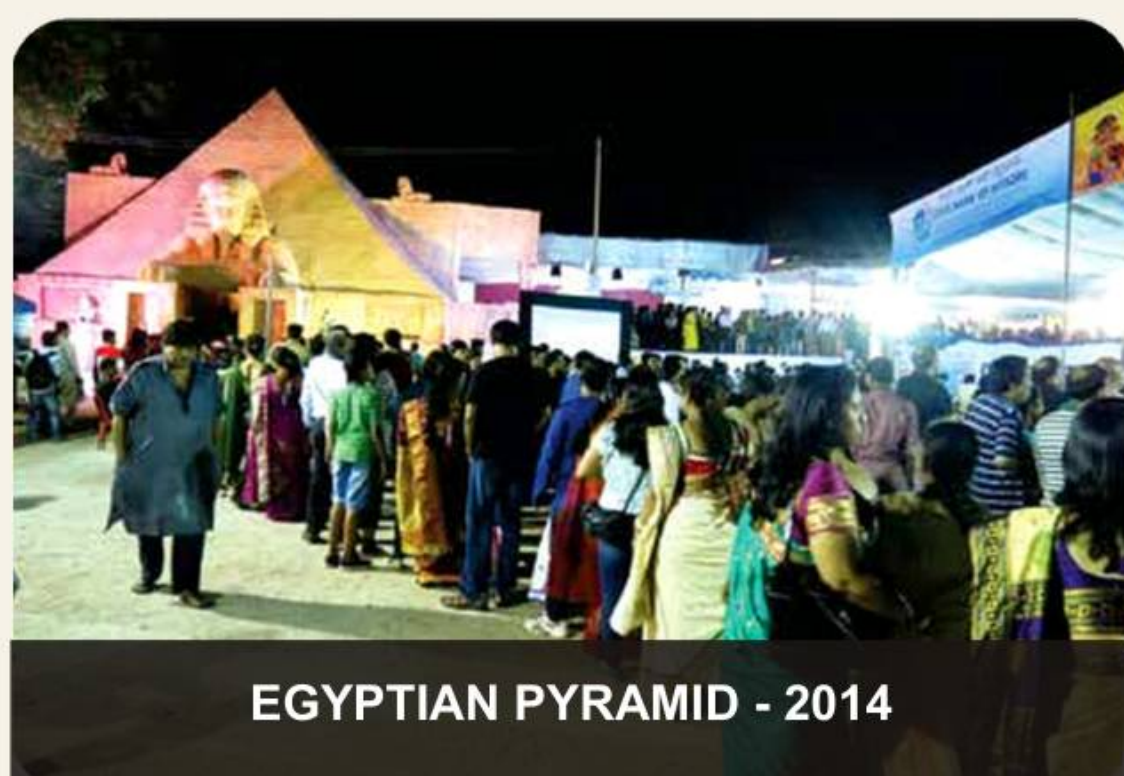
15000+

Guests every day for
5 festival days

2023

Digital pavilion
introduced for
sponsor
advertising

Glimpses of our Durga Puja themes over the years



Area Plan

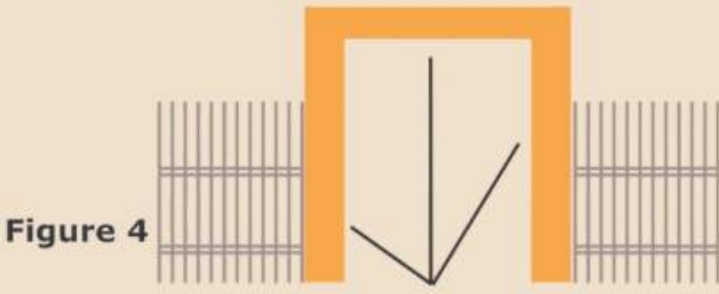
AREA PLAN



Figure 2



Branding on the Stage



Branding area on Main Gate

Figure 3



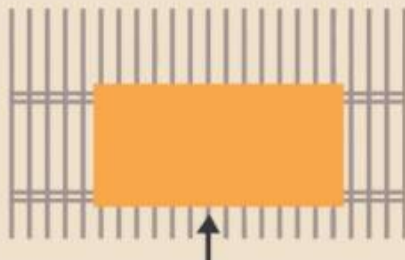
Branding area on Main Pandal

Figure 6



Main Pandal

Figure 5



Banners on Compound Grills

Main Sponsorship

PLATINUM

Rs. 3,50,000

GOLD

Rs. 2,50,000

SILVER

Rs. 1,50,000

Sponsorship Opportunities & Rates

Opportunity	Size	Rate
Corporate Stall	10'x10'	Rs. 60,000
Single Food Stall	10'x10'	Rs. 55,000
Double Food Stalls	20'x10'	Rs. 95,000
Inside Premises Banner	6'x5'	Rs. 15,000
Inside and Outside Banner	8'x4'	Rs. 20,000
Compound Grill Banner	8'x4'	Rs. 20,000
Banner on Stage		Rs. 28,000
Branding on Main Gate		Rs. 2,00,000
Branding on Inside Gates		Rs. 1,50,000
Digital Display Units		Rates available on request

Facilities for Sponsors

- Distribute brochures/collateral to visitors from the JCA stall
- Conduct special promotions during festival days
- Announcements on stage in coordination with organisers
- Promotion on digital screens in the pavilion and food court

Stall Layout



Glimpses of 2025 Durga Puja - huge crowd pullers!



Other Branding Options

More ways to partner

- Back of Chairs
- Back of Food Coupons
- Aprons / Badges
- T-Shirts for Dhakis (traditional drummers)

Sponsoring Events:

- Individual Cultural Programs
- Day-wise Community Feasts

The sponsorship amount for these events will depend on the actual expenditure likely to be incurred. The rates and list of facilities will be provided separately.

Jayamahal Cultural Association

No.7, 2nd Cross, Upparahalli Venkatappa Block, Pemme Gowda Road, J.C. Nagar, Bangalore 560 006

[Reg. No. 280/2000-2001]

Website: www.jayamahal.org

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