

From one joyous beginning to making magic again!

With hearts full of devotion and memories from our last year still fresh, Aalapan steps into its second year of Durga Puja! This Year, Aalapan returns with even more joy, devotion, and festive spirit as we come together once again — to celebrate Ma Durga, to cherish our traditions, and to create new memories with our ever-growing community.

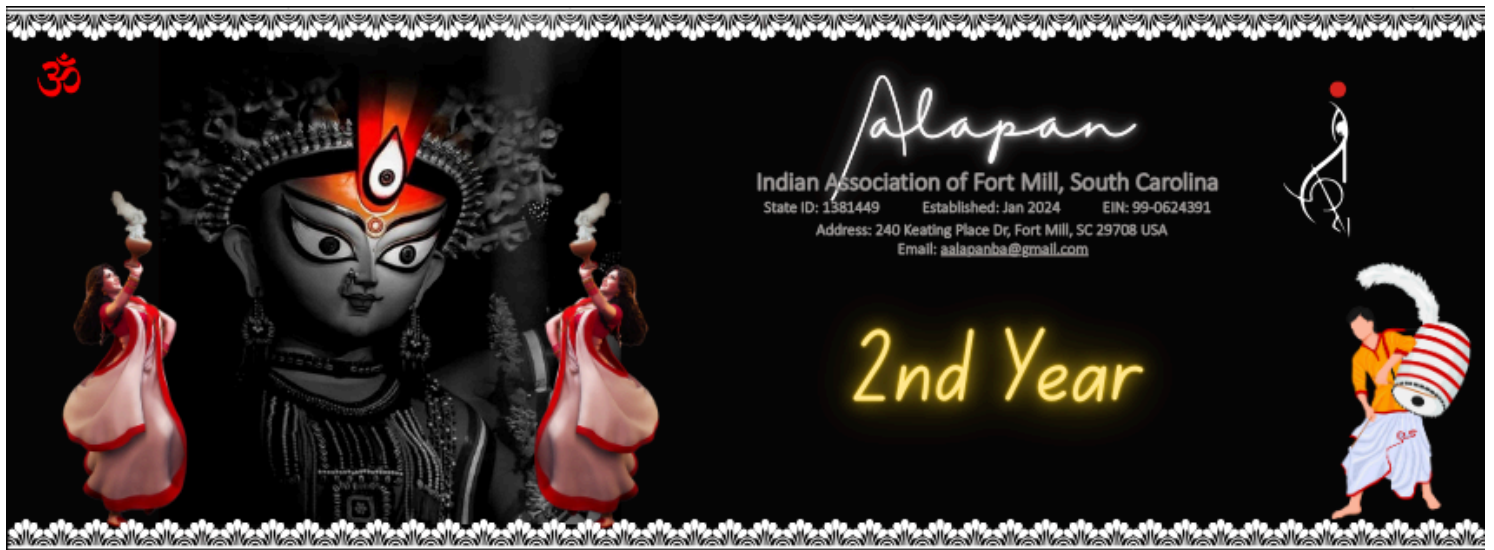
*Join Us in Celebrating Aalapan's 2nd Durga Puja – 3rd to 5th
October 2025*

Bigger, Brighter, and Even More Unforgettable!

Aalapan, an accredited non-profit organization based in Fort Mill, South Carolina, was founded in January 2024, with a mission to celebrate, promote, and preserve the vibrant cultural heritage of India. In just one year, Aalapan has grown into a thriving community of over 170+ adult members — families who have made South Charlotte their home and are committed to passing on the beauty of Indian traditions to the next generation.

Our inaugural Durga Puja in 2024 was nothing short of magical. Over two days, the festival brought together more than 250 people from across the Carolinas and beyond. From the rhythmic beats of the *dhaak* to soulful cultural performances, from mouthwatering Indian cuisine to vibrant décor, we created an immersive experience that transported everyone straight to the heart of Eastern India. Sponsors and partners from last year not only enjoyed tremendous brand visibility but also became part of a celebration that touched lives, built connections, and strengthened our community bonds.

Aalapan's maiden effort was covered by three prominent media houses in India last year.



In 2025, The Celebration Grows

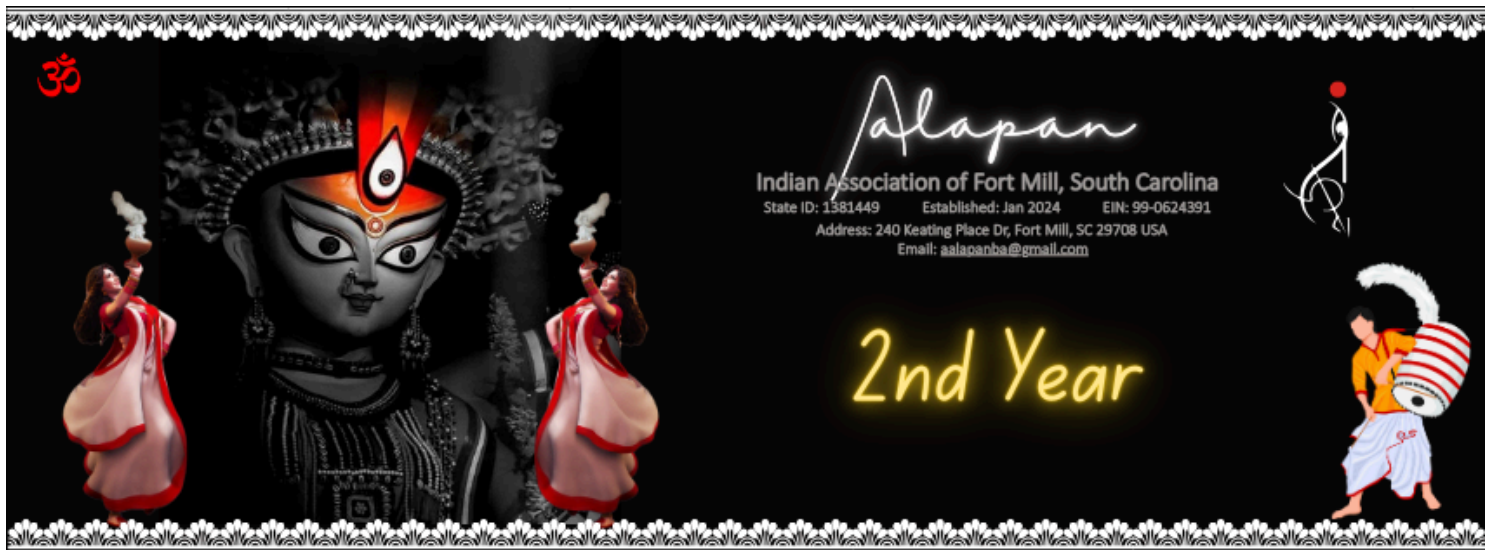
This year, we're raising the bar. Aalapan's **2nd Annual Durga Puja** will be held for **THREE DAYS - October 3rd to 5th**, and promises to be **bigger, brighter, and more spectacular** than ever before. We expect almost **double the footfall** with participation from over 120 families and their extended friends, cultural groups, and community members from across the Carolinas and neighboring states. Our goal is to create an experience that blends tradition with innovation — maintaining the spiritual essence of Durga Puja while adding new attractions, workshops, and performances that appeal to all ages. This event marks a significant milestone for Aalapan, as it will be the first time we are hosting Durga Puja at such a large venue - **Gold Hill Elementary School in Fort Mill, South Carolina.**

For the first time, we're also coming together as a community to celebrate the soul-stirring beginning of Devi Durga's journey — Mahalaya — with emotion, music, and memories (on Sep 21). This year we are expecting:

- **120+ Families** actively participating.
- **350+ Total Visitors** across three days.
- **Expanded Cultural Lineup** – 12+ hours of performances, workshops, and contests.
- **Larger Marketplace** – Doubling the number of vendors.

Why Partner with Aalapan?

Durga Puja is not just a religious festival — it is a **cultural extravaganza** showcasing art, music, dance, fashion, and cuisine. By joining us as a sponsor, your brand will connect with a **highly engaged, culturally rooted, and diverse audience** that values quality, community, and tradition.



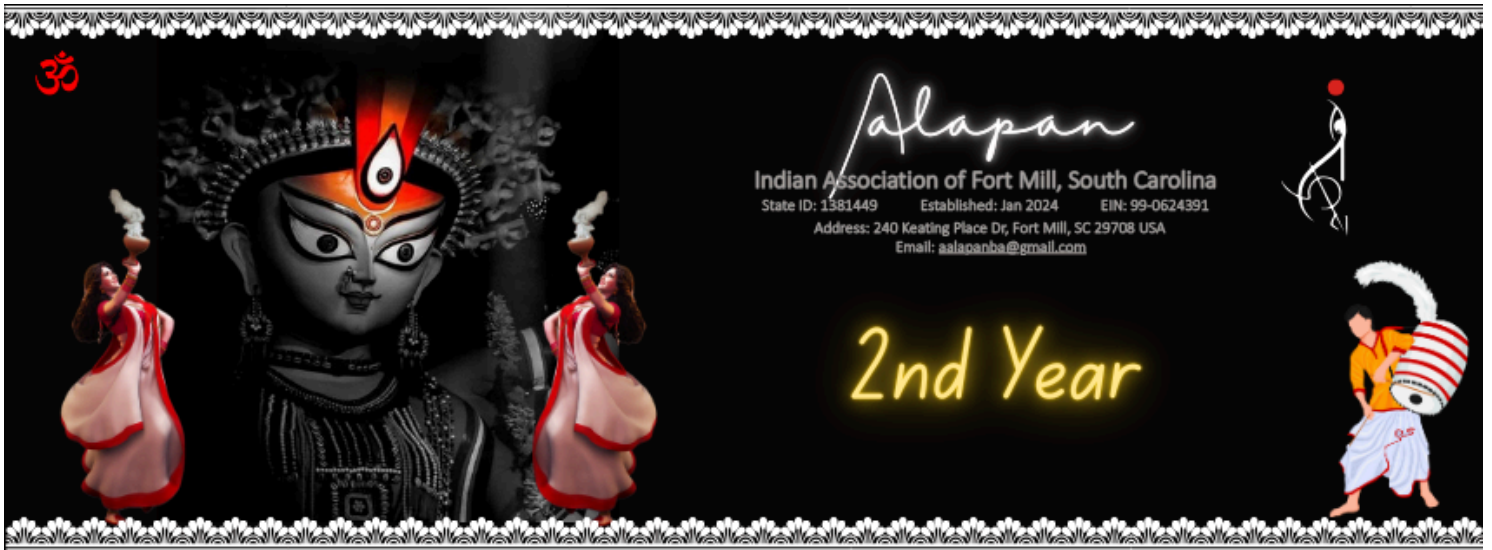
As a sponsor, you will enjoy:

- **Shine in the Spotlight** – On-site banners, stage backdrops, digital displays, and printed materials.
- **Reach Beyond the Event** – Social media campaigns, email newsletters, digital magazine and media coverage featuring your brand.
- **Engage Face-to-Face** – Opportunities to interact with attendees through booths, product samples, giveaways, or interactive activities.
- **Build Community Credibility** – Your name tied to cultural enrichment showcasing your commitment to supporting our diversity and community development.

A Partnership That Lasts Beyond the Festival

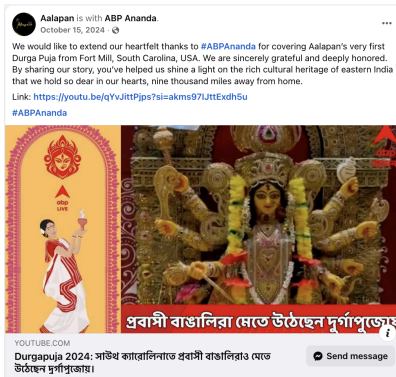
Your sponsorship will not only make this year's celebration a grand success but also contribute to Aalapan's ongoing initiatives — from educational workshops and charitable drives to cultural showcases that keep our heritage alive year-round.

Let's join hands to make Aalapan's 2nd Durga Puja an unforgettable celebration for our community and a shining opportunity for your brand.

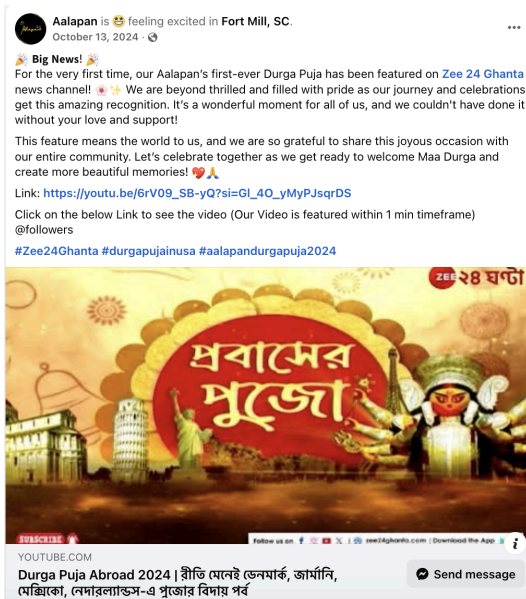


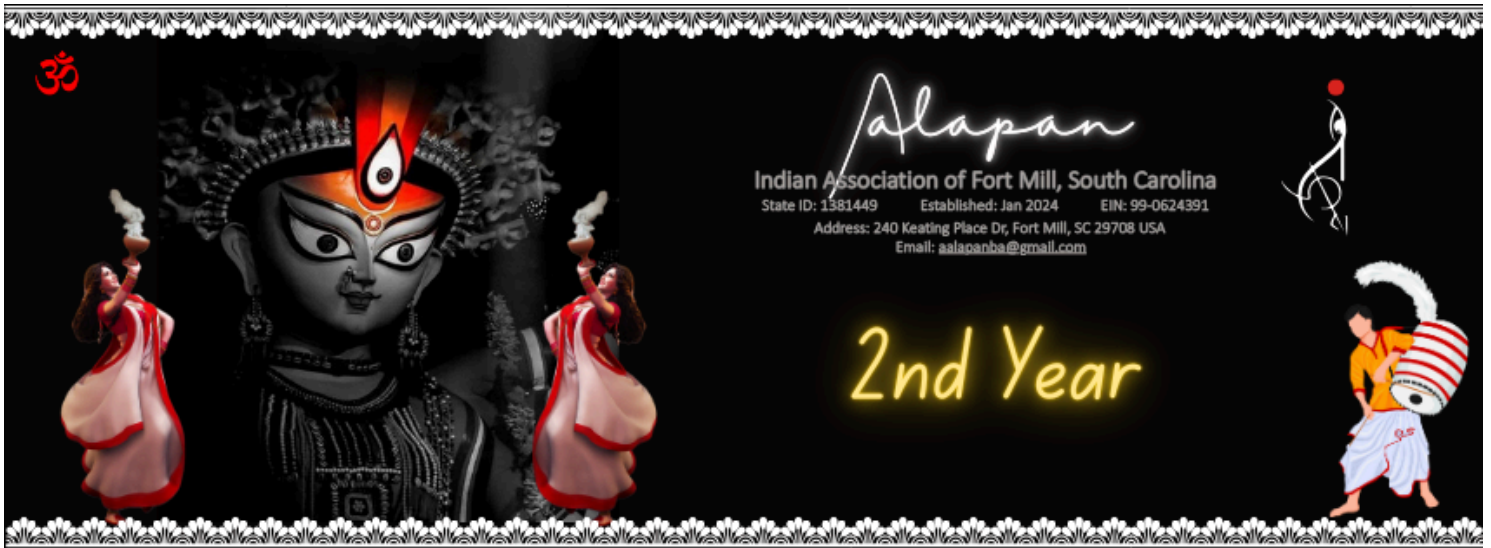
Press Media Coverage From 2024 Celebrations

ABP Ananda - <https://youtu.be/qYvJittPips?si=akms97IJttExdh5u>



24 Ghanta - https://youtu.be/6rV09_SB-yQ?si=Gl_4O_yMyPJsqRDS





Times Of India - <https://timesofindia.indiatimes.com/.../amp.../114060013.cms>

Aalapan is with **The Times of India**.
 October 9, 2024 · 🌐

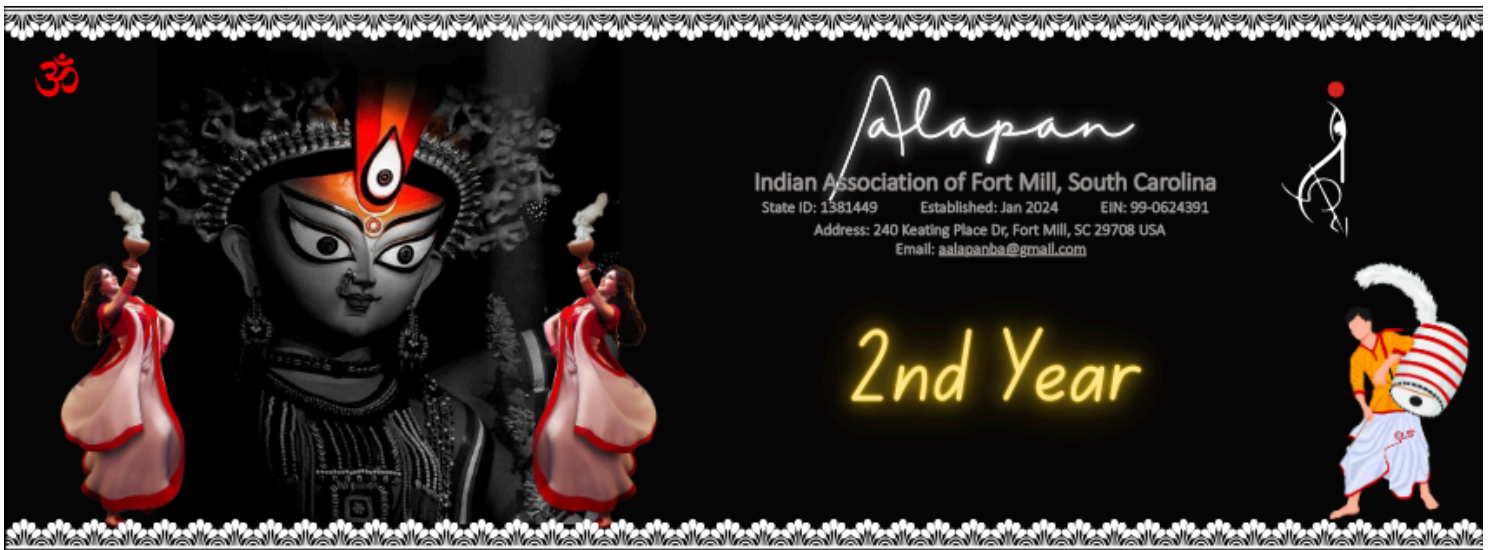
Aalapan is extremely thankful to Moumita Mukherjee for performing the sacred rituals of Durga Puja this year to invoke the power and spirit of women in a divine manifestation. We are also inordinately proud and thankful to The Times of India for covering us. @followers

#timesofindia
 #DurgaPuja2024

Check out the article here:
<https://timesofindia.indiatimes.com/.../amp.../114060013.cms>

THE TIMES OF INDIA

Aalapan, an organization in South Carolina's Fort Mill, are into their maiden attempt this year. They have chosen a woman priest, Moumita Mukherjee, who said, "It feels strange conducting Durga Puja for the first time that too on foreign shores. But I have team members like Sulakshana Banerjee, Kamalika Das, Sumana Chatterjee and Tanusree Sarkar, to name a few. Our theme is 'woman power'. The Goddess will do the rest of the hand holding," Moumita said.



Changing Lives Through Aalapan's Charitable Wing - SAMARPAN

Aalapan
 January 4 · 🌐

Good Morning, Aalapan Family!

A heartfelt thank you to everyone who donated this season. Your generosity has brought joy not just to our snacks drive but also to a family in need.

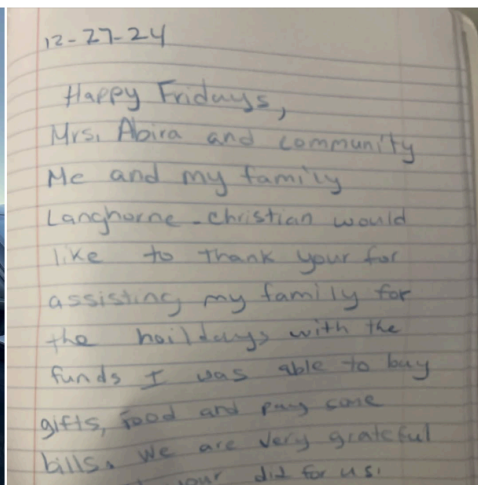
A million Thanks to you **Abira Roy Chowdhury** and the **Aalapan-Samarpan team** for leading this most beautiful endeavor at the most wonderful time of the year!!

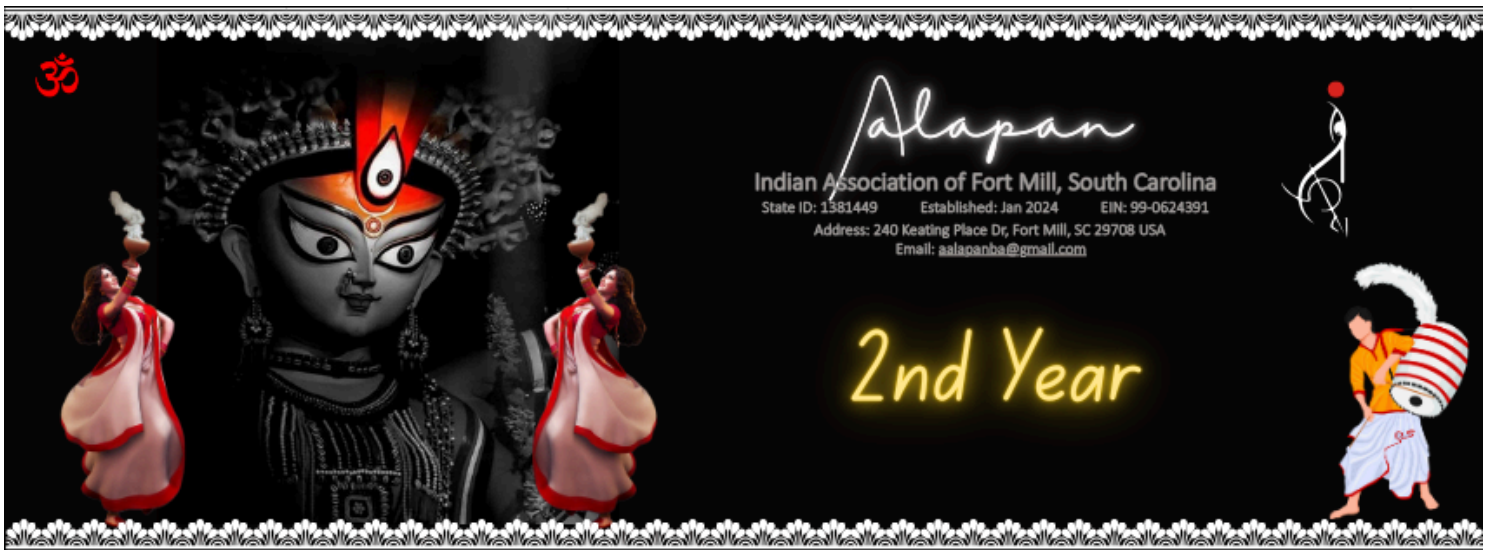
Ms. E, a former FMHS bus driver who now works part-time due to health concerns, has been struggling to support her family of eight, including six children aged 8 to 18. When we handed her the donation cheque on Aalapan's behalf, she was overwhelmed with gratitude.

She has also shared a heartfelt note of thanks for the gift, expressing how much this means to her and her family during such challenging times and making their holiday celebrations full of joy and happiness.

As we gather with our loved ones, please know that your kindness has made another family's celebrations possible. Thank you for being such an inspiring and compassionate community. ❤️

@followers





Aalapan

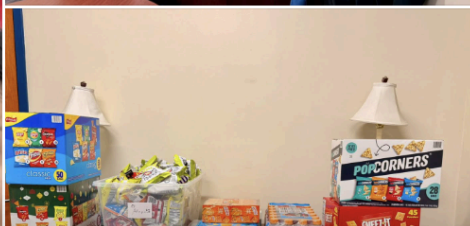
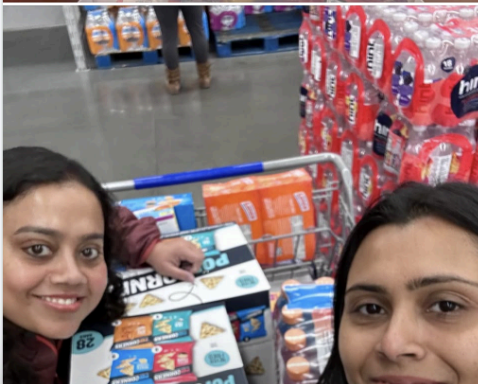
December 17, 2024 · 🌐

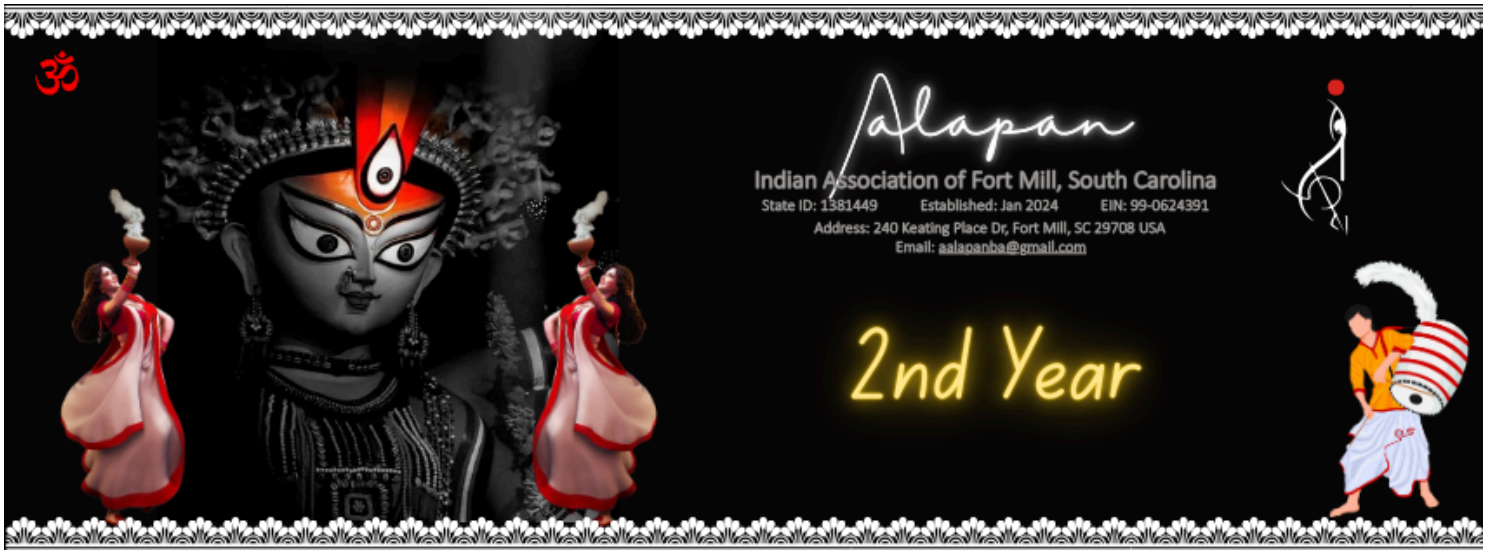
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We are thrilled to announce our first donation drive as a step towards building a stronger and more compassionate community! 💖🌟
This noble cause reflects our commitment to giving back and supporting those in need. Together, let's make a difference, one contribution at a time. Every small act of kindness counts! 🌈

A big thank you to Nupur Chakraborty, Sumana Chatterjee, Moumita Paul, Abira Roy Chowdhury, Shruti Singh, and Monica Maiti for lending a helping hand and making each aspect come together seamlessly in such a short span of time. Your dedication and teamwork truly reflect the spirit of Aalapan. Your timely efforts ensured that we could complete the drive efficiently and make it a success! 🙏🌟

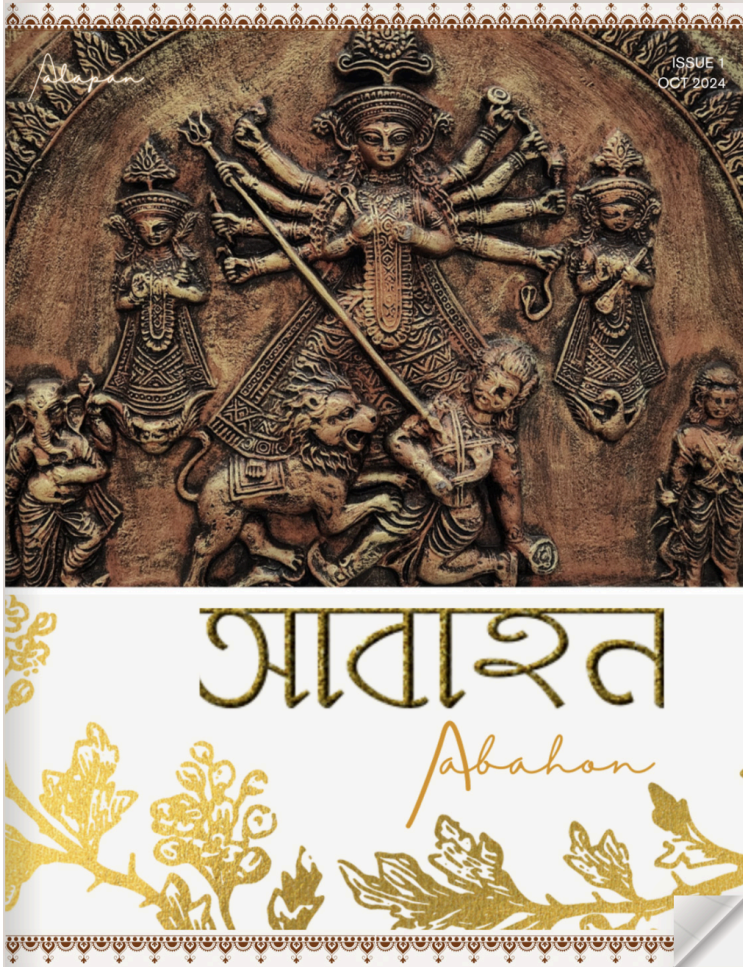
A heartfelt thank you to the entire Aalapan family for always standing by us. Your unwavering support and belief in our efforts inspire us to keep pushing boundaries. Together, we can achieve even greater milestones! ❤️🌟

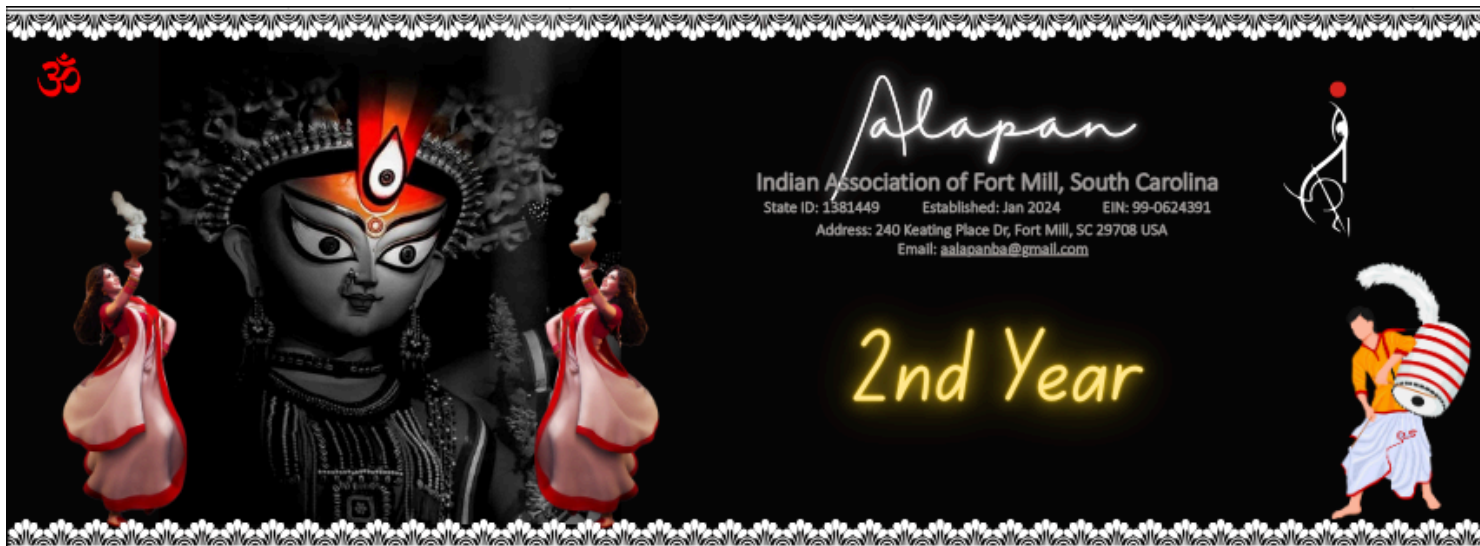




Aalapan's Digital Magazine

https://aabahon.com/2024/?fbclid=IwY2xjawMKFlpleHRuA2FlbQIxMQABHsrtUC5o8h5erIwNppnk-8HF7jy6m20xU1fUhWgM2clxYxdTTPXU1iWLEBY_aem_7PNlreXwTwzj6omuCP77CA





We allow for customizable packages to align with your marketing goals and ensure your brand gets maximum exposure during our Durga Puja celebration and even after. We are happy to discuss the options in more detail and tailor a sponsorship package to meet your needs.

All Sponsorship Payment **MUST** be received by September 12th, 2025

Payment by cash or check in favor of "Aalapan". A return check fee of \$30 applies.
Checks can be handed over to a Aalapan member or mailed to the following address:
240 Keating Place Dr, Fort Mill, SC 29708.
Contact for Credit Card, Zelle, PayPal payments.

Sponsorship Acknowledgement Form:

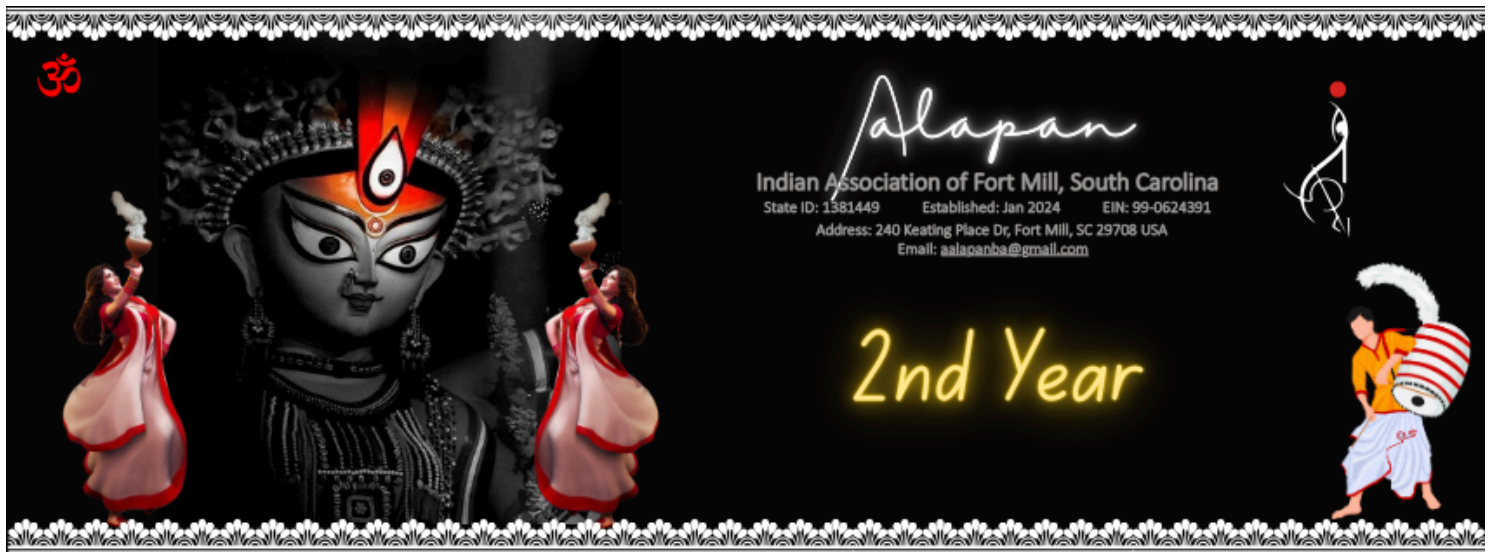
Name of the Sponsor/Advertiser/Vendor:	
Sponsor/Advertiser/Vendor Address:	
Contact Person:	
Telephone:	
Email:	
Sponsorship Type:	
Event Details:	
Event Date:	

Authorized Signature of Sponsor/Advertiser/Vendor

Date

Authorized Signature Aalapan Representative

Date



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