



Nowka Bais

Sponsorship Opportunities

Birmingham and the West Midlands has a sizable Bangladeshi community and the Nowka Bais is a Bangladeshi style boat race and cultural extravaganza that celebrates the beauty, traditions, colours, essence, the diversity and richness of Bangladeshi heritage and culture.





The event aims to bring the city's diverse communities together to experience and celebrate Bangladeshi culture in a fun and sociable environment.



Nowka Bais is the traditional form of dragon boat style racing in rural villages of Bangladesh held after the monsoon rains and reflects many of the customs of the country. With Bangladesh's geography being dominated by the world's largest delta, the country has over 230 rivers in its terrain. The rivers have played an important role in the livelihoods of the native Bengali people. Bangladesh has a rich tradition of folk songs, with lyrics rooted in vibrant tradition and culture of which the waterways play a major part in the lives of Bangladeshis.

The first Nowka Bais in Birmingham took place in 2015 and has become an annual national event in the cultural calendar attracting thousands of people from all over the UK and Europe.



The event aims to bring the region's diverse communities together to experience and celebrate Bangladeshi culture in a fun and sociable environment. It is also about addressing the health and well-being of communities by engaging more people in taking part in water sports with Birmingham having some of the longest and scenic stretches of canal in Europe. We have two bell boats which we take to canals and waterways in inner city areas so that more people can participate in rowing activities throughout the year to improve health, well-being and fitness levels.



Nowka Bais is able to offer enormous PR potential for select sponsors

Marketing & Promotion

The Nowka Bais event is supported by a wide range of partners including the Canal and River Trust and Birmingham City Council. We will be working with a wide range of public, private and community organisations throughout the West Midlands region to help promote the positive impact of the event. Sponsoring Nowka Bais provides your business with the opportunity to connect with diverse communities in the region, build brand awareness and show your company's support of an important community initiative.

We use a variety of platforms to help promote the event including advertising on ethnic media satellite television channels, radio talk shows, banners at key sites, flyers and extensive digital media marketing on Facebook, Instagram, TikTok and Twitter.

We'll find the right fit

The Nowka Bais is able to offer enormous PR potential for select sponsors, due to the vast coverage of our event amongst key media partners including broadcast and print media, who will ensure that the vast majority of Bangladeshis throughout the UK will become aware of your brand.

Commercial opportunities

We are offering unrivalled sponsorship opportunities to select partners to target this dynamic entrepreneurial community. This event presents significant promotional opportunities for your organisation to:

- Maximise brand exposure
- Raise your regional profile
- Support new market positioning
- Promote a message, product or service
- Generate new business development opportunities via the membership base



Why Sponsor with us?

Sponsoring the Nowka Bais event provides you the opportunity to connect with the wider community, particularly, South Asian communities, build brand awareness and show your company's support of an important community initiative.

The Nowka Bais reaches different key audience segments and provides a fun, entertaining and engaging way for you to 'wow' clients, vendors, employees and most importantly target potential customers. Feel good about supporting the local community, heritage and cultural organisations as you enjoy an unforgettable event.

Our advertising and sponsorship opportunities are designed to offer promotional benefits spanning pre and post-event campaigns as well as exposure on the day, and start from only £300. We can also devise a package that is bespoke to your requirements.



Next Event

Sunday 20th July 2025

11:00am to 6:00pm

Midland Sailing Club
Icknield Port Road
Birmingham
B16 0AA

Activities

18 teams competing in race

Exhibition race between organisers
and the great and good of Birmingham

Food, cultural arts and information stalls

Children's funfair

Live music stage with local
and international artists

Sailing and rowing taster sessions





TITLE SPONSOR

Limited to one business sponsor:

£12,500

This includes:

- Event Named after title Sponsor
i.e 'Shazan's Annual Nowka Bais 2022'
- Principal sponsor's name on winner's trophy.
- Participation of principal sponsor in the live televised and social media draw.
- Logo of principal sponsor in all television adverts.
- Logo included in digital marketing campaigns.
- Promotion in local and national media, website, email marketing, printed flyers.
- Principal sponsor's branding will be included on pre-event literature such as pull-up banner, press conference, invitations, publications and appearance at live television programmes.
- Branding will be included on 10,000 flyers which will be distributed 2 months before the event.
- Branding will be included in all event marketing and throughout the duration of the event.
- Exhibition space will be provided in the stall area 3m x 6m.
- Presenting winners trophies.
- Opportunity to address the audiences.

Associate Sponsor

£7,500

Limited to two non-conflicting business

The Associate Sponsors will have their branding in all promotional marketing activity leading up to the event

This includes:

- Associate Sponsor's name on runner-up trophy
- Participation of Associate Sponsor in the live televised and social media draw
- Promotion in local and national media, website, email marketing, printed flyers.
- Associate Sponsor's branding will be included on pre-event literature such as pull-up banners, press conferences, publications and appearance at live television programmes.
- Branding will be included on 10,000 flyers which will be distributed 2 months before the event
- Branding will be included in all event marketing and throughout the duration of the event and will receive more coverage than other sponsors.

Medal Sponsor

£2,000

Your business logo will be imprinted on all medals awarded to winners, runner-up and best dressed team members.

Boat Sponsor

£2,500

All racing boats will be prominently branded with your business logos, which will be seen not only by the visitors during the day, but will also be visible to hundreds of thousands of television and social media viewers.

Volunteer's T-Shirt Sponsor

£2,000

Your business logo & texts will be imprinted on the back of 100 t-shirts for event volunteers. This is a unique opportunity for your brand to be distinctly noticeable and have lasting brand awareness to all visitors throughout the whole day.

Corporate Team Entrance

£1,000

Each team will have access to the VIP area, presentation team photo, acknowledgment on the website and a half-page advert or editorial in the event souvenir.

Full-page Advert

£500

A full-page advert or editorial in the event souvenir. A great opportunity for your brand to reach out to thousands of target audience. 10,000 copies will be distributed to visitors, businesses, sponsors and supporters of the event.

Half-page Advert

£300

A half-page advert or editorial in the event souvenir. A wonderful opportunity for your brand to reach out to thousands of target audience in a most cost-effective way. 10,000 copies will be distributed to visitors, businesses, sponsors and supporters of the event.

For further information about sponsorship opportunities please contact:

tel: 0121 403 1971 email: info@nowkabaiscic.co.uk web: www.nowkabaiscic.co.uk

1 million+ generic views of Nowka Bais video materials on social media.



Social Media activity:

Nowka Bais digital presence and exposure

- Twitter, YouTube, Facebook, Instagram
- 1 million+ generic views of Nowka Bais video materials on social media
- Snapchat trending on the event day.
- Supported by YouTube and Instagram personalities with 100k followers
- Live feeds of press release, promotion events and coverage of the event
- Digital marketing to promote event
- Targeted adverts for sponsors on social media posts.

