

हिन्दू समाज

Queen Mary University of London

Sponsorship Pack

An invitation to partnership

Curated by

Divit Kothari

Networking & Sponsorships Officer



QMUL Hindu Society

2026 / 2027



A Letter From The Society

Welcome

Dear future partner,

The Hindu Society at Queen Mary University of London is one of the largest cultural communities on campus, a vibrant home for the dharmic community of East London and a meeting point for students from across the city.

We host more than fifty touchpoints across the academic year, from intimate weekly aartis and peer-mentorship circles to flagship celebrations that draw hundreds: *Garba evenings during Navratri, our Apsara and Maharaja balls, Holi, and the Rane cultural showcase.*

This pack outlines partnership opportunities for the 2026/2027 academic year. Whether you are an established brand or a growing business, we'd be delighted to explore how we can build something meaningful, together.

Divit Kothari

Networking & Sponsorships Officer

300+

Active members

3K+

Instagram followers

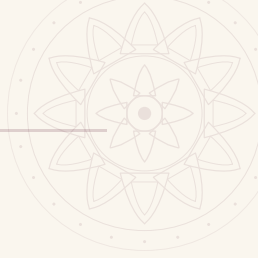
50+

Touchpoints / year

6

Flagship events





Why partner with us

An engaged, culturally-connected student community at one of London's most diverse universities, with reach that extends well beyond our campus through inter-university and city-wide events.

The audience

Who you'll reach

- Hindu & South Asian students at Queen Mary, with strong overlap into KCL, UCL, LSE and Imperial through joint programming.
- A young, urban audience aged 18–24, predominantly London-based, with strong digital engagement and an active presence across the city's food, fashion, and culture scenes.
- Future graduates entering finance, law, technology, healthcare and the creative industries, with early relationships with first-jobbers and graduate audiences.
- Families and alumni who attend our flagship events, broadening reach into established South Asian professional and cultural networks across the UK.

The proposition

What we offer

- One of the largest cultural societies at QMUL with 300–500 active members, growing each year.
- Almost 3,000 followers on Instagram, the highest-engagement channel for our community.
- Flagship events with hundreds of attendees: *London Zone Garba (~800)*, *Apsara Ball (~800)*, *Maharaja Ball (~500)*, *Holi (~300)*, *Ranee (~300)*.
- A full-calendar relationship: over fifty touchpoints from weekly aartis to ticketed balls, ensuring our partners stay visible all year long.

800

Largest event turnout

15+

One-off events / year

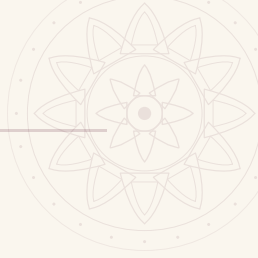
5K+

Cumulative attendance

9

Months of activity





Year-long partnership tiers

Three ways to stand alongside our society for the entire 2026/2027 calendar, from headline branding across every event to a supporting presence on our digital channels.

Benefit	Headline ~£1000 one slot	Premier £300 up to five slots	Supporting In-kind unlimited
Logo on the society website	✓	✓	✓
Tagged in our social media posts	✓	✓	✓
Free event tickets for staff	✓	✓	✓
Dedicated thank-you post	✓	✓	✓
Speaking opportunities at our events	whenever required	whenever required	if we can accommodate
Mentions in our general social posts	✓	✓	—
Standard logo placements on merch	✓	✓	—
Logos at all our events	✓	✓	—
Dedicated social media posts	whenever requested	two per year	—
Logos on event tickets	✓	—	—
Logos on society merchandise	✓	—	—
Stall at every major event	✓	—	—
Mention in committee email signatures & newsletter footer	✓	—	—

Society merchandise includes our committee kit, the full-society hoodie line, tote bags, and event-specific items such as Holi t-shirts. Stalls are offered at our flagship events.





Working together

What we ask from our partners

A partnership runs in both directions. Here's what we hope our sponsors will offer in return, in time and in kind, across the academic year.

Headline Partner

~£1000 per year

One slot

As our sole Headline partner, you receive the most visible branding across the society. In return, beyond your contribution, we ask that you provide branded collateral and giveaway items for stalls at every flagship event, and a small but visible presence wherever you can across our termly programming. Banners, branded prizes, samples, raffle gifts, anything that travels with us keeps your brand front of mind for our members all year long.

Premier Partner

£300 per year

Up to five slots

Premier partners help anchor our calendar alongside the Headline. In return for your contribution, we'd love your support with branded items for stalls and giveaways at our flagship events, anything you can spare. Branded merch, product samples, prizes for raffles, or gifts we can hand out turn a logo on a poster into a memorable interaction with our members.

Supporting Partner

In-kind

Open to all

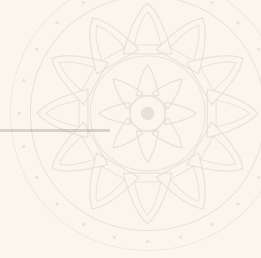
We understand that not every brand can offer financial sponsorship, and the Supporting tier exists exactly for that reason. We genuinely appreciate any contribution that fits naturally with what your brand does best: complimentary or sample food and drink from food companies, ticket donations from local cinemas, lehenga and sherwani rental partnerships from Indian fashion brands, or a member-only discount our 300+ active members can use through the year. Anything that turns a tag in our posts into a tangible benefit our community will return to.

And in the smaller spaces

Our flagship events are visible and well-known, but the heart of our society lives in the weekly aartis, termly chai & chaat afternoons, games nights, sports training sessions, mehndi nights, and careers workshops. These are where our community is actually built, and we'd love your support to reach into these smaller spaces too.

- Branded prasad packaging or sweets for our weekly aartis.
- Prizes for Games Night and our NHSF sports trainings.
- Sample boxes for our Hindu Society Families peer mentorship.
- Chai supplies or refreshments for termly chai & chaat.
- Refreshments for movie nights and Mehndi nights.
- Branded materials for careers and guidance workshops.





Per-event partner roles

Partner with us on a single event. No fixed monetary commitment, just three roles each defined by what we'd love from you and what you receive in return.



Financial Partner

Cash, cover, or contribution toward the event.

What we'd love

- A cash contribution toward the event budget, with the amount mutually agreed.
- Or material support: covering specific costs such as venue deposits, decoration, prizes, or equipment hire.
- Sponsorship of a named element of the event (e.g. "drinks reception by ...").

In return

- Prominent logo on event posters, social posts and on-the-night signage.
- An on-stage thank-you and a dedicated thank-you post.
- Free event tickets for staff or clients, and an optional brief speaking moment.



Media Partner

Coverage, content, and amplification.

What we'd love

- Photography and / or videography on the night, with edited content delivered after the event.
- Social amplification across your channels: re-shares, stories, and reels covering our event.
- Cross-promotion to your audience in the lead-up.

In return

- Logo across all event marketing materials.
- Photographer / videographer credits in every post and reel we publish from the event.
- Mentions during the event programme, free tickets, and a dedicated thank-you post.



Culinary Partner

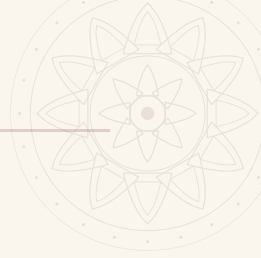
Food, dining, and the heart of every cultural celebration.

What we'd love

- Catering for the event, fully covered or substantially discounted.
- For larger events, the option to run a stall or feature signature dishes.
- Themed offerings tied to the event (e.g. festive sweets at Diwali, chaat counters at Garba).

In return

- Full branding inclusion at the event: banners, table cards, programme.
- Social features highlighting your food in our pre- and post-event content.
- Programme mention, free tickets, and a dedicated thank-you post.



A year with our society

The year ahead at a glance, from weekly devotional gatherings to flagship cultural celebrations. Flagship events are marked ✦.

One-off events & flagships

Marquee dates across the academic year.

Month	Event	Category	Est. turnout
Sep 2026	Welcome Chai & Chaat / Freshers' Meet & Greet	Community	~90
Oct 2026	QMUL × KCL Garba (Navratri) ✦	Flagship	~250
Oct 2026	London Zone Garba ✦	Flagship	~800
Nov 2026	Diya Making & Fireworks Night	Cultural · Diwali	~100
Nov 2026	Apsara Ball (Diwali Ball) ✦	Flagship	~800
Jan 2027	Sewa Week (charity & service)	Charity · CSR	~50 / session
Jan – Feb 2027	NHSF National Tournament Finals	Sports	~100 / fixture
Feb 2027	Maharaja Ball (Mid-Year Ball) ✦	Flagship	~500
Feb 2027	Careers Summit New	Careers	~200
Feb 2027	Hindu Society Potluck New	Community	~60
Mar 2027	Holi (Festival of Colours) ✦	Flagship	~300
Mar 2027	Charity Fundraising Challenge New	Fundraising	~75
Apr 2027	Ranee (Cultural Showcase) ✦	Flagship	~300
Apr 2027	Hindu Society Weekend Retreat New	Wellness	~40

Recurring & termly engagements

Engagement	Frequency	Est. turnout
Weekly Aarti	Weekly	~30 / session
Hindu Society Families (peer mentorship)	Year-round	~60 enrolled
NHSF Sports Training (Kho Kho, Kabaddi, Badminton, Football)	Weekly	~30 / session
Garba Workshops (lead-up to Navratri)	Weekly · Sept – Oct	~50 / session
Careers & Guidance Workshops	4 – 6 per year	~45 / session
Termly Chai & Chaat / Meet & Greet	Once per term	~60 each
Termly Games Night	Once per term	~50 each
Termly Movie Night	Once per term	~40 each
Mehndi Night (before major events)	2 – 3 per year	~60 each

Let's build something together



Every package on these pages is a starting point. If something on this list resonates, or if you have an idea we haven't thought of, we'd love to hear from you.

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With gratitude for your time and consideration.

~ Namaste ~

