

Mid America Bengali Association



Requirements and Guidelines for Hosting Bangamela[®]

Prepared By: MABA Guidelines Committee

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DOCUMENT CONTROL

Revision History

Version	Author	Reviewer	Release Date	Description of Change
1.0	Rajarshi Bhattacharyya	Parimal Bhattacharjee Ashim Ghosh Subir Paul Ruma Sikdar Prithviraj Banerjee Anindya Biswas Pradyot Sen	March 13, 2004	Initial Release
2.0	Rajarshi Bhattacharyya	Raktim Sen Subir Paul Ashim Ghosh Suvankar Sengupta	January 18, 2010	Updates on Mandatory Requirements & Guidelines



SECTION I

1.1 Purpose

The purpose of the Guideline Document is to provide a framework to the future Bangamela® Hosting organizations and to define MABA's role in the annual Bangamela®. The intent of the Guideline from MABA is to provide a roadmap (and not a roadblock) to the Bangamela® Hosting organization for a successful endeavor.

This will be an evolving process over the years as we mature in providing higher quality and greater satisfaction to the Bangamela® attendees and patrons. So the spirit of the Guidelines document is not static, but rather living in nature.

MABA will provide the "Requirements and Guidelines" document to the affiliated organizations who submitted their intents to host Bangamela® in future. Because of somewhat evolving nature of the document, MABA will provide this document two months before the organization's submitting the formal proposal. If proposal is accepted by MABA, this document will serve as a binding contract between MABA and the Bangamela® host organization.

1.2 Committee

The following individuals served in the Guidelines Committee for Version 2.0 Release.

Rajarshi Bhattacharyya	Chairperson	Dallas, TX
Raktim Sen	President, MABA 2009	Atlanta, GA
Ashim Ghosh	President, BM 2001	St. Louis, MO
Subir Paul	President, BM 2003	Florence, AL
Suvankar Sengupta	President, BM 2008	Columbus, OH

MABA Board of Directors (2010) responsible for approval of Version 2.0 Release.

Rajarshi Bhattacharyya	President & Director	Dallas, TX
Partha Mukhopadhyay	Vice President & Director	Louisville, KY
Anindya Biswas	General Secretary & Director	Atlanta, GA
Biswajit Dasgupta	Treasurer & Director	Nashville, TN
Amitava Das	Director	Cincinnati, OH
Ashim Ghosh	Director	St. Louis, MO
Raktim Sen	Director	Atlanta, GA
Subhashis Satpathy	Director	Nashville, TN
Surojit Bandyopadhyay	Director	Louisville, KY



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The following individuals served in the Guidance Committee for Version 1.0 Release.

Rajarshi Bhattacharyya	Facilitator	Louisville, KY
Parimal Bhattacharjee	President, BM 1999	Louisville, KY
Ashim Ghosh	President, BM 2001	St. Louis, MO
Subir Paul	President, BM 2003	Nashville, TN
Ruma Sikdar	President, BM 2004	Cincinnati, OH
Prithviraj Banerjee	Chairman, BM 2005	Chicago, IL
Anindya Biswas	General Secretary, MABA	Louisville, KY
Pradyot Sen	Vice President, MABA	Cincinnati, OH



Section II: Mandatory Requirements

2.1 Communications with MABA

Bangamela® Host executive committee along with the appropriate subcommittees need to keep MABA Board of Directors informed of the progress of the Bangamela® at regular intervals (preferably monthly) and whenever an important decision is made.

Bangamela® Host committee will include at least one MABA designated individual (MABA Coordinator) as part of the Bangamela® Host Executive committee. MABA coordinator(s) expect to attend at least one monthly meeting with Bangamela® Host committee either in person or over teleconference. Bangamela® Host Executive committee members should attend MABA general meetings during the preceding and the year of Bangamela® event.

2.2 Facility: Seating Capacity

Bangamela® host committee will have to be prepared to accommodate the minimum number of attendees that MABA would forecast for that year. The seating capacity in performing arts arena should hold at least the agreed upon minimum number. The minimum number will depend on the size of the city, demographics, distance to other MABA cities and variety of other factors. The number will be mutually agreed on during the contract phase between MABA and Bangamela® Host organization.

2.3 Program Schedule

Bangamela® host committee will be required to publish (via website or email) the final schedule of the program to MABA members as well as public in general at least 1 week in advance. In order to achieve that, MABA recommends host committee to finalize the schedule in consultation with MABA Coordinator at least 2 weeks prior to the event.

Bangamela® host committee will grant 30 minutes prime time slot to MABA for each day of the event. MABA may utilize this slot to promote MABA goals and objectives, regional, national or international artist(s) or theme based program.

Bangamela® host committee will grant 30 minutes time slot to any affiliated member organization of MABA at no charge, if the affiliate member organization requests for the time slot.

2.4 Publicity

A) Guest Artists

Before announcing the names of the guest artists to MABA members, potential attendees or public in general through any form of communications (written, verbal or digital) the host committee will be required to provide a list of artist(s) and a detailed negotiation/contract/visa/travel status to MABA coordinator. In order to minimize the frustrations from the attendees' side regarding the prominent artist(s) and enhance Bangamela®'s reputation for providing higher degree of transparency and satisfaction, the public announcements of guest artists will include a short description of the negotiation/contract/visa/travel status for every guest artist.



B) Bangamela® Service Mark

Bangamela® Service Mark is a registered Service Mark of MABA. The United States Patent and Trademark Office, vide registration No. 2,992,548, dated Sep 6, 2005, has granted the exclusive right of use of the Bangamela® Service Mark to Mid America Bengali Association under the Trademark Act of 1946, as amended. Unauthorized use of Bangamela® service mark or its likeness is prohibited by law.

C) Public Communications

Bangamela® Host committee will provide MABA the opportunity to attach materials (such as MABA newsletter, publications) for the public communications including emails, newsletters, website announcements, snail mails, event announcements etc. MABA and Bangamela® Host committee will jointly determine if there is any incremental cost to such communications.

D) MABA Logo

MABA logo should be displayed as “Bangamela® Sponsor” for all public communications including emails, newsletters, website materials, snail mails, flyers, wall banners, registration badges, press releases.

E) MABA Booth at Bangamela®

Bangamela® Host committee will provide a clear, conspicuous booth space (minimum 10' X 10') to MABA at the Bangamela® venue. The booth space should be close to the Bangamela® Registration desk or close to the main performing arts arena. This allows MABA to promote future Bangamela® events as well as other MABA related goals and objectives.

2.5 Database of Attendees

Bangamela® Host committee will be required to turn over the complete list of attendees within 60 days of the event to MABA, including but not limited to the following information – attendee and spouse's name, street address, city, state, zip code, phone number, email address, number of attendees in the household. MABA requires this database of attendees for every Bangamela® to ensure continuity and effective event planning and management for future Bangamela® events. Additionally, Bangamela® Host committee will provide the list of individual/family sponsors as well as retail/corporate sponsors with sponsorship amount, contact name, address, city, state, zip code, phone number and email address.

2.6 Financial Statements

The Bangamela® Host committee is required to fulfill the following obligations with respect to financial statements and audits pertaining to Bangamela®:

- A non-audited financial report be submitted to the MABA Board of Directors and Coordinator within 60 days of Bangamela®.
- An audited financial report be submitted to MABA Board of Directors and Coordinator within 30 days of the audit of Bangamela®, no later than 31st May of the following year.



2.7 Financial Contribution

Bangamela® Host committee will be required to perform a financial contribution to MABA. The contribution schedule will be based on “number of registrants” of Bangamela® and will be mutually agreed upon by MABA Board of Directors and Bangamela® Host committee. The rate schedule is as follows:

- \$1.00 per registrant for all registrants if the total number of registrants below 600
- \$1.50 per registrant for all registrants if the total number of registrants between 601 and 1000
- \$2.00 per registrant for all registrants if the total number of registrants above 1001

The payment should be made in favor of MABA within 90 days of Bangamela®.

“Number of registrants” is defined as adult attendees over 18 years age, including students and donors, but excluding honored guests, invited artists and vendors.

2.8 MABA Commitments

MABA Board of Directors will provide support to Bangamela® Host committee in the following areas:

- Publicity of the event – MABA maintains a database of attendees for the past Bangamela® events. MABA will help the Host committee to reach out to the past attendees via email, regular mail or other media. The logistics and costs of marketing will be determined jointly. All costs will need to be borne by Host organization. Additionally, MABA will provide support to publicize the event in various cities during high visibility events such as Durga puja.
- Contracts and Forms – MABA will provide any support required in constructing contract documents including supplying sample contract documents for artists and vendors. MABA will also provide support required to formulate registration form, vendor application form, sponsor form.
- Finance – MABA has a repository of financial data from several Bangamela® events and can provide financial models to Host committee to help meet their financial goals. MABA does not guarantee success as the Host committee has the final fiduciary responsibility. But MABA can help Host committee to make informed decisions based on the past experiences.
- Sponsorships – MABA maintains a list of sponsors and will provide necessary support to Host committee to reach out to the potential sponsors. While MABA cannot commit to specific sponsorship level on any individual member’s behalf, some of the MABA members have been donors to the past Bangamela® events.
- Artists – MABA and Bangamela® enjoy the brand recognition of delivering quality program with success and satisfaction for the audiences as well as the artists. MABA maintains relationships with a variety of artists and will support the Host committee to reach out and provide any support in negotiation, if needed.
- Management – MABA Board of Directors, Board of Directors and members have years of experience in managing Bangamela® event directly. MABA will be willing to provide any management support or advisement required in any of the functional areas including fund raising, artist coordination, marketing, magazine publications, facilities, stage management.



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- Website Promotion – MABA maintains and promotes the website www.bangamela.org. MABA will support promotional activities for Bangamela® event through this site. MABA has the ability to provide sub-domain if Bangamela® Host committee desires. The logistics and web administration will be worked out with the Host committee.



Section III: Guidelines for Functional Areas

3.1 General

- Conflict Resolution

In case of conflict between MABA coordinators and the host committee, the matter(s) should be referred to the MABA Board of Directors for mediation.

3.2 Facility

- Requirements for Performing Arts Arena
 - Stage Requirement
 - Acoustics & Lights
- Requirements for Youth Programs, Seminars, Stalls
- Requirements for Accommodation
- Requirements for Food (on site and nearby)

Facility is one of main factors to the success of Bangamela®. The host committee is advised to consult the MABA delegated coordinator in selection and arrangements of these facilities.

3.3 Program

- Program Composition
 - Length of program
 - Breaks (Lunch / Dinner)
 - Content (traditional as well as modern aspects of Bengali culture should be represented in the program)
 - Variety of Art forms (Representation of various art forms – drama/ songs/ dance/ recitation/ classical etc.)
- Artists' Mix
 - Regional vs. Guest Artists
 - Overseas Artists' Mix across India, Bangladesh and other parts of the world
- Artist Selection Criteria
 - Regional
 - Guest Artists (Regional and National)
 - Overseas
 - Promising New Artists
- Schedule
 - Slack Time – it's very important to run the show on time for greater satisfaction. MABA recommends that host committee allow 15 minutes of slack time for every hour of programming. This gives the opportunity for stage clearances and any unforeseen overruns.



- MC Coordination
 - Involvement of Association Representatives to provide assistance to MC (pre-event and on-site)
- Stage Availability for Dress Rehearsal

Undoubtedly this category, being the most important of all activities of Bangamela®, needs utmost ego-less attention of the Bangamela® organizing committee and thorough consultation with the MABA coordinator to maximize the success of Bangamela®. MABA Board of Directors would like an intense and friendly discourse between the parties concerned. Bangamela® host committee is advised to consult with MABA coordinators at each stage of planning of cultural and related matters.

3.4 Publicity

- Website Requirements
 - MABA logo and link to MABA homepage should be provided for every page
 - MABA website will have a direct link to Bangamela® website of the current year
 - Content – event information, accuracy and timeliness are the main objectives in providing the content
 - Context – website manager should consider the environmental factors, seamless navigation and ease of use while constructing the site

Bangamela® host website committee should consult with MABA Coordinators for advice and input.

- Public Relations

It is Bangamela® host committee's responsibility to publicize Bangamela®

- at local events
- in regional, national and strategic markets

And establish relations

- with Corporations / Arts Councils / State & Federal Governments
- with Indian & Bangladesh Embassy / Govt. of India / West Bengal / Bangladesh

3.5 Finance

- Fund Raising Coordination

MABA will make effort in terms of providing a list of prospective sponsors from previous Bangamela® events whom can be approached. MABA Board of Directors of course will contact individuals for financial support to Bangamela®. ***Under no circumstances, MABA would take any responsibility for financial loss in hosting Bangamela® by Host organization.***

- Planning and Projections

The host committee will collect the following information from the host committees from previous Bangamela® events. MABA will assist with the data collection effort. Key data collection efforts are as follows:

- Trends for Bangamela® – growth projections



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- Analysis on Regional Participation based on location
- Budget Trends – Revenue and Expense with categories

Bangamela® host committee has the final responsibility for financial planning. However, MABA will be assisting the host committee to collect data, analyze and project. MABA also plans to keep all relevant financial information from the Bangamela® host cities.

- Corporate and Government Funding are to be explored by the host committee