



BCA STRATEGIC PARTNERSHIP GUIDE 2026

• CHOOSE YOUR PARTNERSHIP LEVEL •

Professional partnership opportunities with clear deliverables, measurable visibility, and strategic engagement.

Partner with Bengal Culinary Association to connect with chefs, home Chefs, culinary students, hospitality professionals and food entrepreneurs through high-visibility platforms, curated events and meaningful industry engagement.



SILVER

Rs. 50,000/year



GOLD

Rs. 1,50,000/year



PLATINUM

Rs. 3,00,000/year



www.bengalculinaryassociation.com



Partnerships | +91 7001131885



SILVER PARTNERSHIP

Entry-level visibility package for brands seeking meaningful access to the BCA community.

Rs. 50,000/year + GST

1) PACKAGE DELIVERABLES

- ✓ Logo on BCA website
- ✓ Newsletter feature (1/quarter)
- ✓ Social media mentions (2/month)
- ✓ Event attendance (2 passes)

2) IDEAL FOR

Emerging brands, regional suppliers, service providers, and first-time association partners seeking brand visibility and curated industry access.

3) ILLUSTRATIVE USE CASE

A regional food ingredient brand used the Silver package to build awareness through recurring digital visibility, a quarterly newsletter feature, and event attendance to start meaningful conversations with chefs and culinary professionals.

4) INDICATIVE ROI METRICS



Website visibility



Social reach & engagement



Newsletter exposure



Event networking leads

5) PAYMENT & GST TERMS

- 100% advance payment on confirmation
- GST extra as applicable
- Deliverables begin after payment realization
- TDS, if applicable, may be deducted by the partner
- Invoice and written confirmation required before activation



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GOLD PARTNERSHIP

Growth-focused partnership package for brands seeking stronger visibility and deeper engagement with the BCA network.

Rs. 1,50,000/year + GST

1) PACKAGE DELIVERABLES

- Prominent logo placement
- Social media mentions (4/month)
- Newsletter feature (1/month)
- Event attendance (5 passes)
- Workshop sponsorship (1/year)
- Dedicated partnership page
- Annual report feature

2) IDEAL FOR

Established brands, hospitality suppliers, education partners, and service companies seeking recurring visibility and stronger engagement opportunities.

3) ILLUSTRATIVE USE CASE

A culinary equipment brand used the Gold package to strengthen visibility through monthly media presence, a sponsored workshop, and a dedicated partner page that supported year-round engagement with the BCA audience.

4) INDICATIVE ROI METRICS



Brand reach & prominence



Monthly social exposure



Newsletter visibility



Event & workshop leads

5) PAYMENT & GST TERMS

- 60% advance on confirmation
- Balance 40% before first major activation
- GST extra as applicable
- TDS, if applicable, may be deducted by the partner
- Invoice and written confirmation required before activation
- Deliverables begin after initial payment realization



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PLATINUM PARTNERSHIP

Premium strategic partnership package for organizations seeking flagship visibility, thought leadership, and high-value engagement with the BCA ecosystem.

Rs. 3,00,000/year + GST

1) PACKAGE DELIVERABLES

- Premium logo placement
- Social media mentions (8/month)
- Newsletter feature (2/month)
- Event attendance (10 passes)
- Event title sponsorship (1/year)
- Custom workshop series
- Advisory board seat
- Annual summit keynote
- Dedicated account manager

2) IDEAL FOR

National brands, strategic institutions, culinary innovators, and category leaders seeking top-tier recognition and long-term partnership visibility.

3) ILLUSTRATIVE USE CASE

A national foodservice brand used the Platinum package to lead a signature event, launch a custom workshop series, and build executive visibility through keynote participation and premium integrated branding.

4) INDICATIVE ROI METRICS



Premium brand visibility



High-frequency media reach



Strategic engagement value



Leadership & lead generation

5) PAYMENT & GST TERMS

- 50% advance on confirmation
- Balance 50% before flagship activation
- GST extra as applicable
- TDS, if applicable, may be deducted by the partner
- Deliverables begin after receipt of first installment
- Invoice and written confirmation required before activation





BANKING, GST, PAN & TAN DETAILS

Official billing, tax, and remittance information for BCA partnership packages.

1) PAYMENT TERMS

- All package fees are exclusive of GST
- GST will be charged extra as applicable
- Deliverables commence after payment realization and written confirmation
- TDS, if applicable, may be deducted by the partner against valid tax documents
- Please share remittance advice / UTR after payment
- Payments must be made only to the official BCA bank account or authorized payment link

3) GST, PAN & TAN DETAILS

Legal Entity Name	:	Bengal Culinary Association
GSTIN	:	19AAMCB5395E1ZA
PAN	:	AAMCB5395E
TAN	:	CALB26091C
Billing Contact	:	Partnerships Desk
Contact Number	:	+91 7001131885
Website	:	www.bengalculinaryassociation.com

2) BANK DETAILS

Account Name	:	Bengal Culinary Association
Bank Name	:	Axis Bank
Account Number	:	924020047880824
Bank Address	:	Aratghat Road, Near Popular Cinema Hall, Nabadwip, Nadia, West Bengal - 741302
IFSC Code	:	UTIB0001302
Swift Code	:	AXISINBB213
UPI ID	:	7001131885-1@okbizaxis

4) DOCUMENTS TO SHARE

- Partner billing details / GST details
- Purchase order or email confirmation
- Brand logo in high resolution
- Approved invoicing contact and accounts email

UPI / SCAN TO PAY



Google Pay

Bengal Culinary Association

+91 70011 31885

Scan & pay



UPI ID: 7001131885-1@okbizaxis



Pay

paytm

PhonePe



For official remittance, please use only the banking and tax details issued by the BCA Accounts Team.



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