



Salana Barsi

41st
S A M A G A M 2 0 1 6

19TH 20TH & 21ST AUGUST 2016

S.K.P.L GROUND, WEST END ROAD, NORTHOLT, MIDDLESEX, UB5 6RE

 **Lycamobile**
Call the world for less

 **Lycaremit**
Send money home for less

 **LycaFly**



M E D I A P A C K

WWW.SANTISHARSINGHJI.COM

1. Welcome

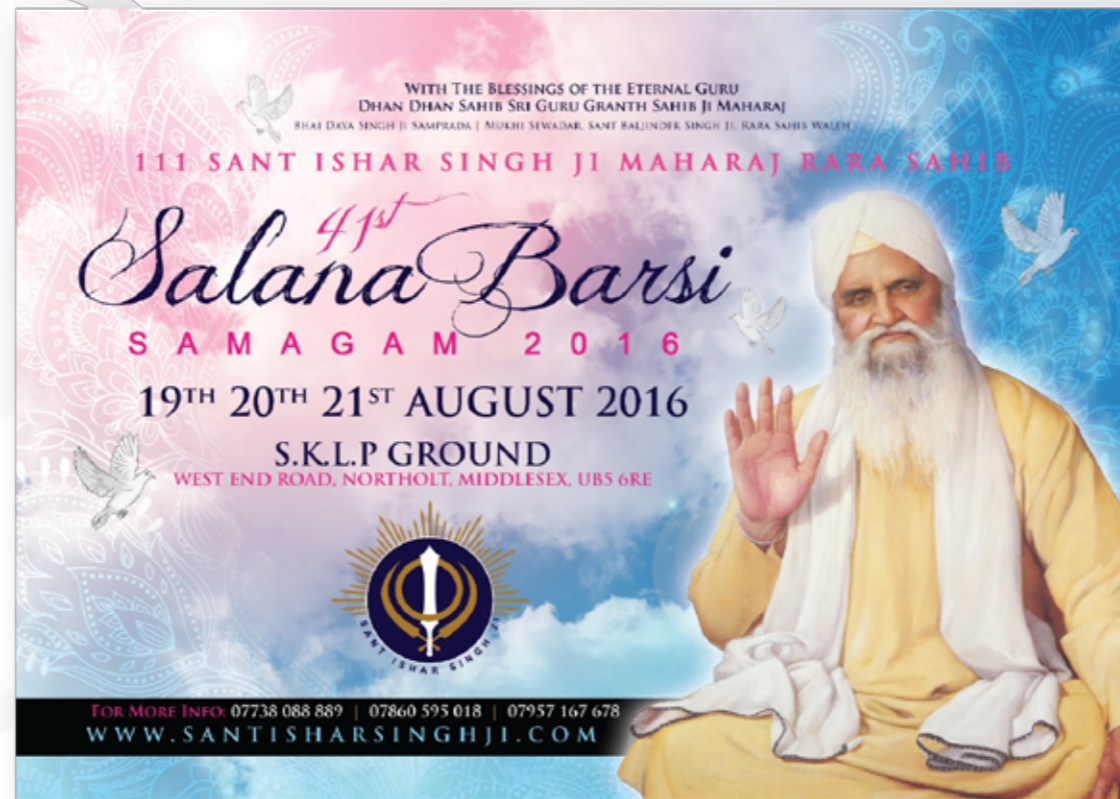
Waheguru Ji Ka Khalsa, Waheguru Ji Ki Fateh.

On the 19th, 20th and 21st of August 2016, with the blessing of Sant Baljinder Singh Ji, Rara Sahib Waley, the Sikh Sangat of the U.K. is coming together to celebrate the life of one of the greatest Sikh Saint's that ever lived *Sriman Sant Ishar Singh Ji Maharaj, Rara Sahib Waley.*

For nearly half a century, Sant Ishar Singh Ji preached the Guru's message not only in India but also around the world. In 1949 he went on a 13 month expedition to Africa. There he gratified the spiritual needs of the Sikh congregation with lucid explanation of Gurbani, interspersed with his melodious captivating and soul lifting recitals, called Dharna.

In his time on this earth Sant Maharaj Ji, motivated about nine hundred thousand people to partake in "Amrit" (the holy nectar). On this very mission, to propagate Sikhism he also visited England in 1974 and 1975. Sadly on the 26th August 1975, while sitting in meditation in Wolverhampton, England, he left the world for the heavenly abode.

Sant Maharaj's body was bought back to Punjab on 1st September 1975 and on the 2nd September 1975, was submerged in the River Sutlej at Gurdwara Bibhaur Sahib, where Guru Gobind Singh Ji Maharaj Ji composed "Chaupai Sahib"



2. About Rara Sahib

Gurdwara Karamsar, Rara Sahib, Ludhiana, Punjab, India.

Gurdwara Karamsar, Rara Sahib is an outcome of the charismatic sojourn of two noble spirits Sant Isher Singh Ji Maharaj and Sant Kishan Singh Ji Maharaj. On the request of Sardar Gian Singh Rarewala, they had stayed in the village Rara Sahib (the village that was transformed from Rara to Rara Sahib by the visit of Sri Guru Hargobind Sahib Ji) and had made this desolate place their abode.

The witness of Sant Isher Singh Ji's nine-year meditation and penance is the well, which is still intact. This memorial of Sant's devotion is located half a kilometre to the east of the Gurdwara.

Sri Darbar Sahib

As the popularity of the two Sant's spread, people started visiting the place from far and wide. With the efforts of the devotees the Sri Darbar Sahib was built on the bank of the Srihind Canal In 1936. The place was named 'Gurdwara Karamsar' after Sant Karam Singh Ji Maharaj of 'Hoti Mardan'.

The holy hymns were chanted every morning and evening and langar was served. The enthusiasm of the devotees soared.

Bhora Sahib

In 1940, Sardar Mohan Singh of Coca Cola India, arranged for a monumental enclosure to be built for Sant Isher Singh Ji Maharaj's meditation in seclusion. Thereafter Sant Ji made it his abode. At present The Bhora Sahib is revered and preserved in Sant Ji's memory.

Divan Hall

The compound of the Darbar Sahib was expanded in 1968. In 1980 Sant Kishan Singh Ji Maharaj initiated the construction of the magnificent congregation hall in front of the Darbar Sahib. This unique hall measuring 235 x 135 feet was ready by 1983. This magnificent and elegant hall speaks volumes.

The Entrance (Darshani Deodi) - Clock Tower

One enters the Gurdwara through the base of a lofty clock tower crowned with a dome. The loftiness of this 105 feet tall tower beckons and welcomes the devotees to the house of Guru Nanak for community meals and shelters without distinction of any kind.

The Holy Tank (Karamsar Sarovar)

Hygiene is the hallmark of Sikhism whether personal or of surroundings. For the hygiene and the 'holy dip', a holy tank has been built in front of the diwan hall. It measures 83 x 62 feet and is surrounded on all sides by a 14 feet veranda (prikarma). Every fortnight, the water is drained to clean the tank. Moreover a continuous flow of water into and out of the tank is maintained simultaneously. The drained water is used to irrigate the farm managed by the Gurdwara.

Religious Assemblies and Congregations

The devotees here celebrate the monthly and annual religious festivals with full religious fervor. The birthdays of Guru Nanak Dev Ji and Guru Gobind Singh Ji are celebrated with enthusiasm. The death anniversaries of Sant Isher Singh Ji Maharaj and Sant Kishan Singh Ji Maharaj are observed on 26th August and 1st January, respectively. Since 1928 the death anniversary of Sant Attar Singh Ji Maharaj of Reru Sahib is observed on 9th of Magh month of the Indian calendar, every year.



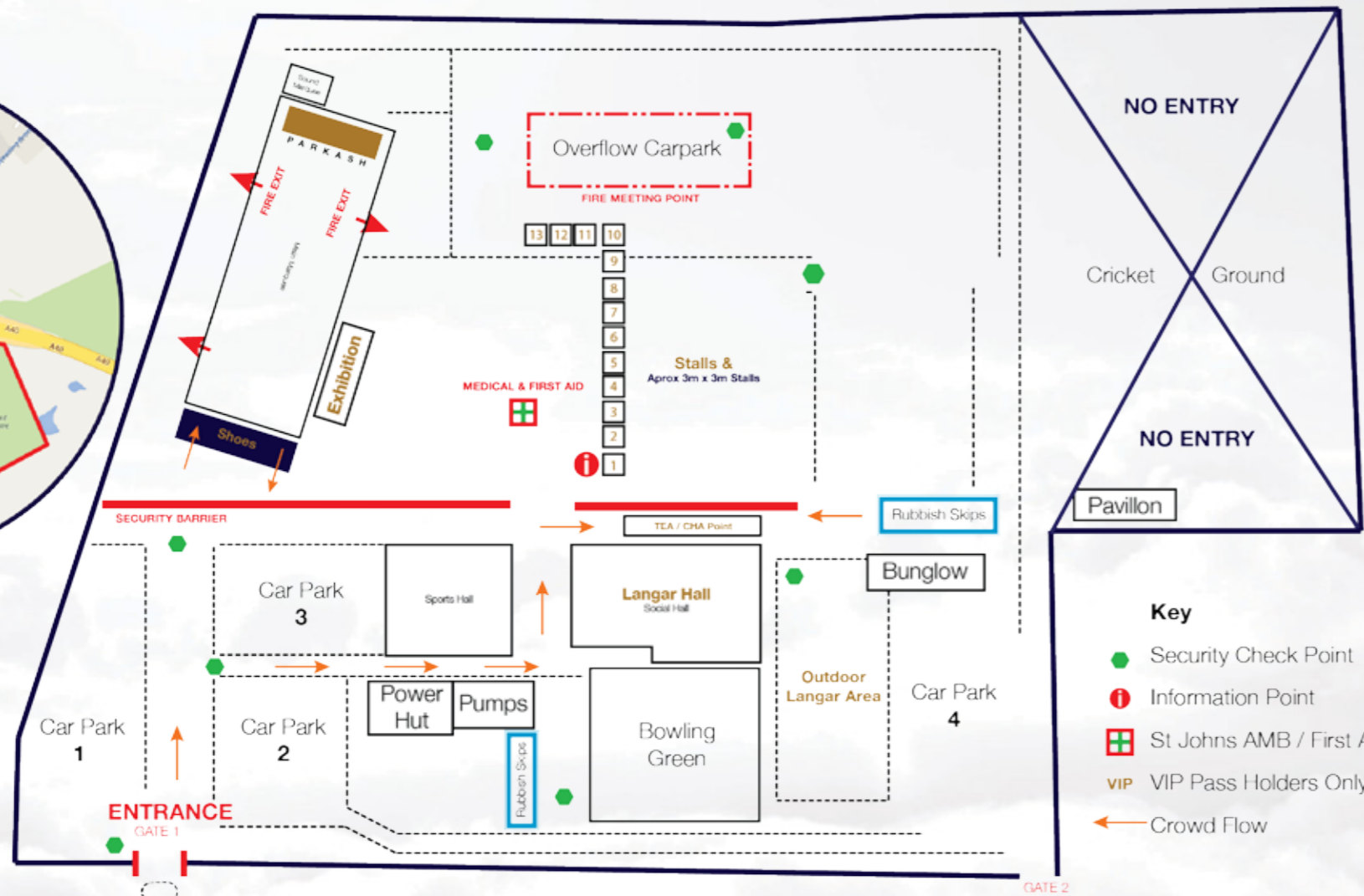
3. Location

The Samagam is located west of London.



S.K.L.P
West End Road
Northolt
Middlesex
UB5 6RE

GROUND MAP / LAYOUT NOT TO SCALE



4. Sponsorship & Key Facts

Get involved & learn more about the Samagam

Official opening on Friday 19th August 2016, 8 am onwards with the arrival of Sri Guru Granth Sahib Ji to the site.

- Arambh of Sri Akhand Path Sahib, Friday 19th August, 9am onwards.
- Bhog of Sri Akhand Path Sahib, Sunday 21st August, 9am onwards with Kirtan and Katha until 6pm.
- Kirtan and Katha throughout the 3 days by Sant Mahapursh, Kirtan Jatha's and Katha Wachiks.
- Expected turnout of 45,000 people through the 3 day event.
- Live Coverage throughout the world on official YouTube channels as well as Live coverage throughout Europe on TV Channel.

MEDICAL CAMP

This will be taking place where trained professionals will be, for free, checking any person for any medical issues they may have, including Diabetes, Dental, Optometry, Heart related problems and blood pressure.

GATKA DISPLAYS

A professionally trained Sikh Martial Artist's will be displaying there special performances throughout the weekend.

WORKSHOPS / EXHIBITION

There will be workshop's and seminars in English, in our dedicated seminar space. A dedicated exhibition will display Sikh History.

CINEMA

We will be showcasing historic video's of key points of Rara Sahibs history, again in our dedicated seminar space.

STALLS

Charities and local business's will showcasing there products and services.



As a sponsor, you will have the opportunity to position your company at the heart of the Sikh community of The U.K. whilst also gaining exposure through a vast amount of marketing and publicity which is undertaken before, during and after the Samagam.

OPPORTUNITIES CAN INCLUDE THE FOLLOWING:

Your company logo or advert in the main event brochure, event leaflet, and official website which will be promoted and handed out before the weekend, after the weekend and during the main weekend's events.

A media campaign of press, radio and TV advertisements - public relations and point of sale will promote the festival from July 2016 to the lead up of the samagam.

An opportunity to reach out to over 45,000 attendees and millions more through media and Internet coverage.

An opportunity for your company to tap into the immense spending power of the Asian consumer in Britain, estimated between £10 billion and £13 billion.

- Platform to network and establish community contacts.
- Stall space at the venue.
- Acknowledgment at the festival.
- Merchandise distribution and exclusive goody bag for branding purpose to all visitors.

OUR MARKETING STRATEGY

Live TV broadcast on a UK and Europe TV Channel and adverts on other tv channels.

PRESS: Adverts in local and regional publications.

LEAFLETS AND POSTERS: placed in schools, airports and local shops in the area.

250 Partner Gurdwaras all over the UK locally advertising the samagam and in turn your company.

5. Previous Event

Showcase of Salana Barsi 2015

2015 Marked the 40th Salana Barsi of Sant Ishar Singh Ji Maharaj. With a over 30,000 footflow over the 3 days and a range or stalls, workshops, langar and kirtan.

With The Blessings of the Eternal Guru
Dhan Dhan Sahib Sri Guru Granth Sahib Ji Maharaj

40th Salana Barsi
SAMAGAM 2015

3RD 4TH 5TH & 6TH SEPTEMBER 2015
At: S.K.L.P Ground, West End Road, Northolt, London UB5 6RE

SRI AKHAND PATH SAHIB & GURMAT SAMAGAM
Kirtan & Katha by Sant Mehapursh & Raagi Jatha's from all over the world.

FOR MORE INFORMATION, SPONSORSHIP, STALLS AND SEVA VISIT:
WWW.SANTISHARSINGHJI.COM

SEWALARS REQUIRED FOR LANGAR SEWA, CLEANING, ORGANISING, SECURITY, PRATHI, WORKSHOPS, FIRST AID ETC.

Logos of sponsors: Khalsa Aid, NVA, Seva, CIRA, alldayPA, etc.





Showcase of Salana Barsi 2014

2014 Marked the 39th Salana Barsi of Sant Ishar Singh Ji Maharaj. With a over 20,000 footflow over the 3 days and a range of stalls, workshops, langar and kirtan.

With The Blessings of the Eternal Guru
Dhan Dhan Sahib Sri Guru Granth Sahib Ji Maharaj
(Bhai Daya Singh Ji Samoside | Mukh Sewadar, Simran Sacl | Tera Singh Ji, Bhora Sahib, Para Sahib)

111 SANT ISHAR SINGH JI MAHARAJ RARA SAHIB

39th Salana Barsi
SAMAGAM 2014

5TH 6TH & 7TH SEPTEMBER 2014
At S.K.L.P Ground, Ruislip, London, UB5 6RE

SRI AKHAND PATH SAHIB & GURMAT SAMAGAM
Kirtan & Katha by Sant Mahapursh & Raagi Jathas from all over the world.

FOR MORE INFORMATION GO ONLINE OR CALL A SEWADAR
www.SantIsharSinghJi.com or www.Karamsar.co.uk
Baldeep Singh: 07738 088 889 Inderjit Singh: 07860 595 018
Pratap Singh: 07957 187 678 Ravinder Singh: 07939 886 535

SEWADARS REQUIRED FOR LANGAR SEWA, CLEANING, ORGANISING, SECURITY, PAATH, WORKSHOPS, FIRST AID ETC.

Logos for sponsors: Khalsa Aid, SKAT, ISEVA, Health Enter, Devasarman, medic66, TS Designs, etc.



6. Stalls

Showcase your charity / business to the Sangat over the three days

The Samagam will accomodate 20 stalls for the three days, these will be provided as pitch space only of 3 meters by 3 meters. The content of the stalls must reflect Sikh Ethics and morals. Pitch allocation will be done on a first come first serve basis.

- | | | | |
|----|----|----|----|
| 13 | 12 | 11 | 10 |
| | | | 9 |
| | | | 8 |
| | | | 7 |
| | | | 6 |
| | | | 5 |
| | | | 4 |
| | | | 3 |
| | | | 2 |
| | | | 1 |

Cost

3 meter by 3 meter pitch = £399

* Terms & Conditions

The pitch space will require its own marquee / stand. Any electrical equipment will require PAT Safety certificate (s); you will need to provide your own electricity generators if required, unless discussed prior to Samagam. We will try our best not to replicate stall services. Please contact us for further information. Full Terms & Condition Apply



7. Brochure

Advertising in our printed A5 brochure estimated 5,000 copies distriubuted throughout the three days





FOR MORE INFORMATION CONTACT

Inderjit Singh: 07860 595 018 **Ravinder Singh:** 07939 886 635 **Pritpal Singh:** 07957 167 678 **Baldeep Singh:** 07738 088 889
For Stalls, Advertising & Operation's Contact **Sunny Singh:** 07951 511 099 **Tej Singh:** 07949 430 909

E: info@santisharsinghji.com A: 237 Plumstead High Street, London, SE18 1HF

