



# SPONSORSHIP

*Business Proposal*



# PRE-LAUNCH SPONSORSHIP

## EVENT OVERVIEW

- *Honouring legendary singers through present talent.*
- *A Confluence of Talent and Enterprise - A prestigious evening celebrating excellence in music and awards.*
- *In presence of Bollywood stars, industrialists, senior officials and cultural elites.*

## EVENT DAY VISIBILITY

- *Prominent logo display: stage, entrance, awards, invitation cards*
- *Branding on media (website, print, TV, digital)*
- *Company official invited to honour the event and awards.*
- *Sponsored insertions in print and digital media.*

# SPONSORSHIP TIERS



Platinum

Rs. 2 Crore



Diamond

Rs. 1 Crore



Gold

Rs. 50 Lakhs



Silver

Rs. 25 Lakhs



Bronze

Rs. 15 Lakhs



Blue

Rs. 10 Lakhs



Awards



Social Media Promotion



Magazine Ads (Pages)



Brochure Coverage



Stage Branding



Company Video Played















VVIP Tickets



Media Coverage



# Sponsorship Package Details

													
Special Announcement Thanking Sponsors	✓	✓	✓	✓	✓	✓	Company Logo on screen and stage	✓	✓	✓	✓	✓	✓
Speaking opportunity for CEO/MD	✓	✓	✓	✗	✗	✗	Company Logo on the entrance	✓	✓	✓	✓	✓	✓
Video ad of Company played	8	4	2	1	✗	✗	Company Logo inside the auditorium	✓	✓	✓	✓	✗	✗
Complimentary VVIP tickets	25	10	5	2	✗	✗	Company advertisement on social media (YouTube, LinkedIn, Facebook, Instagram and Website)	✓	✓	✓	✓	✓	✓
Complimentary VIP tickets	50	20	10	6	2	✗	Company advertisement on magazine and brochures	Front & Back	Front	BACK	BACK	✓	✓
Complimentary tickets	200	100	50	25	10	5	Company advertisement on News, Media and FM Channel with Sakha to the maximum	MAX	✓	✓	✓	✓	✓
Company Logo on Invitation Card	Front & Back	Front	BACK	BACK	✗	✗	Company advertisement on magazine and brochures	8	4	2	1	1/2	1/4
Company Logo on Awards	✓	✓	✓	✓	✗	✗							