

RAJASTHAN FILM FESTIVAL

5TH EDITION



SPONSOR CATEGORIE WITH BENIFITS

[TITLE OR PRESENTED BY -21 Lakhs]

MEDIUM	DETAILS		TARGET ADUIENCE (Approximately)	DAYS
Social Media (Post and Videos)	Facebook	Large Size Logo	21 Lakhs	30
	YouTube (#Trending)	Large Size Logo	40 Lakhs	
	Instagram	Large Size Logo	15 Lakhs	
	Twitter	Large Size Logo	10 Lakhs	
Email	50,000 Mails	Large Size Logo	50,000	30
Mobile Van	At Static Locations: 3 Vans/Day	Large Size Logo	12 Lakhs {(20,000x3) x 20}	20
Mall Activations	4 Malls	Large Size Logo Anchor Announcement Brand Display ect.	60,000 (15000x4)	4
College /School Activations	30 Schools and Colleges	Large Size Logo Anchor Announcement Brand Display ect.	30,000 (1,000x 30)	
Welcome Gates	3 Gates	Large Size Logo	1 Lakhs	2
Invitations		Large Size Logo	6,000	3
ETV Rajasthan	Live Event Telecast (Prime Time)		60 Lakhs- 70 Lakhs	1
	Repeat Event Telecast	Large Size Logo	20 Lakhs - 30 Lakhs	
Anchor Podium	On Event Day	Large Size Logo	5,000 on Ground	3
FM Paid Promotion	94.3		18 Lakhs (90,000 x 20)	20
Nomination AV	17 Award Nomination AV	Large Size Logo	2500 on Ground	1

FM Promotion	94.3 (Live Event) 2 Hours		90,000	1
Trophy and Mementoes	20 Trophies and 10 Mementoes	Large Size Logo		
Venue Branding	30,000 sq. feet Branding	Large Size Logo	20,000	3
Magazines (Nee Soch Nee Disha)	5000 Copies	Full Page	5,000 (Initially)	
Brand mention on Stage	Announcement by Anchor	Continuous Visibility of Logo	5,000	3
Media Conference	Total 3 Media Conferences			
Hoardings	Jaipur: 10 Hoardings	Large Size Logo	3 Lakhs (15,000 x 20)	20
National TV ad	Star Gold	Large Size Logo	2 Crore	7
Award given by Brand Officials	1 Award		5,000	1
Bus Promotion	10 Buses	Large Size Logo	50 Lakhs	10
Hungama App	Live Digital Broadcast		1 Crore Downloads	1

ADVERTISEMENT COST EQUIVALENT (ACE) – 50 Lakhs (approximately).

NOTES:

- All the above investments are net in value.**
- 15% service tax applicable.**
- All payment to be made in favor of kanchan cassette and series.**

RAJASTHAN FILM FESTIVAL

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SPONSOR CATEGORIE WITH BENIFITS

[NAMING RIGHTS BY -19 Lakhs]

Medium	Details	Space On Trophy	Target Audience (Approximately)	Days
Social Media (Post And Videos)	Facebook	Large Logo	21 Lakhs	30
	Youtube (#Trending)	Large Logo	40 Lakhs	
	Instagram	Large Logo	15 Lakhs	
	Twitter	Large Logo	10 Lakhs	
Email	50,000 Mails	Large Logo	50,000	30
Mobile Vans	At Static Locations: 3 Vans/Day	Large Logo	12 Lakhs {(20,000x3) X 20}	20
Mall Activations	4 Malls	Large Size Logo Anchor Announcement Brand Display	60,000 (15000x4)	4
College /School Activations	30 Schools And Colleges	Large Size Logo Anchor Announcement Brand Display	30,000 (1,000x 30)	
Welcome Gates	3 Gates	Large Logo	1 Lakhs	2
Invitations		Large Logo	6,000	3
ETV Rajasthan	Live Event Telecast (Prime Time)		60 Lakhs- 70 Lakhs	1
	Repeat Event Telecast	Large Size Logo	20 Lakhs - 30 Lakhs	
Anchor Podium	On Event Day	Large Logo	5,000 On Ground	3
FM Paid Promotion	94.3		18 Lakhs (90,000 X 20)	20

Nomination AV	17 Award Nomination AV	Large Logo	2500 On Ground	1
FM Promotion	94.3 (Live Event) 2 Hours		90,000	1
Trophy And Mementoes	20 Trophies And 10 Mementoes	Large Size Logo		
Venue Branding	30,000 Sq. Feet Branding	Large Size Logo	20,000	3
Magazines (Nee Soch Nee Disha)	5000 Copies	Full Page	5,000 (Initially)	
Brand Mention On Stage	Announcement By Anchor	Continuous Visibility Of Logo	5,000	1
Media Conference	Total 3 Media Conferences			
Hoardings	Jaipur: 10 Hoardings	Large Size Logo	3 Lakhs (15,000 X 20)	20
National TV Ad	Star Gold	Large Size Logo	2 Crore	7
Award Given By Brand Officials	1 Award		5,000	1
Bus Promotion	10 Buses	Large Size Logo	50 Lakhs	10
Hungama App	Live Digital Broadcast		1 Crore Downloads	1

Advertisement Cost Equivalent (Ace) – 50 Lakhs (Approximately).

Notes:

- All The Above Investments Are Net In Value.
- 15% Service Tax Applicable.
- All Payment To Be Made In Favor Of Kanchan Cassette And Series.

RAJASTHAN FILM FESTIVAL

5TH EDITION



SPONSOR CATEGORIE WITH BENIFITS **[POWERED BY -15 Lakhs]**

Medium	Details	Space	Target Audience (Approximately)	Days
Social Media (Post And Videos)	Facebook	Medium Size Logo	21 Lakhs	30
	Youtube (#Trending)	Medium Size Logo	40 Lakhs	
	Instagram	Medium Size Logo	15 Lakhs	
	Twitter	Medium Size Logo	10 Lakhs	
Email	50,000 Mails	Medium Size Logo	50,000	30
Mobile Vans	At Static Locations: 3 Vans/Day	Medium Size Logo	12 Lakhs {(20,000x3) X 20}	20
Mall Activations	4 Malls 1day/Mall	Medium Size Logo Anchor Announcement	60,000 (15000x4)	4
College /School Activations	30 Schools And Colleges	Medium Size Logo Anchor Announcement	30,000 (1,000x 30)	
Welcome Gates	3 Gates	Large Size Logo	1 Lakhs	2
Invitations		Medium Size Logo	6,000	3
ETV Rajasthan	Live Event Telecast (Prime Time)		60 Lakhs- 70 Lakhs	1
	Repeat Event Telecast		20 Lakhs - 30 Lakhs	
Anchor Podium	On Event Day	Large Size Logo	5,000 On Ground	3
FM Paid Promotion	94.3		18 Lakhs (90,000 X 20)	20

Nomination Av	17 Award Nomination Av	Medium Size Logo	2500 On Ground	1
FM Promotion	94.3 (Live Event) 2 Hours		90,000	1
Venue Branding	30,000 Sq. Feet Branding	Medium Size Logo	20,000	3
Magazines (Nai Soch Nai Disha)	5000 Copies	Full Page	5,000 (Initially)	
Brand Mention On Stage	Announcement By Anchor	Continuous Visibility Of Logo	5,000	3
Media Conference	Total 3 Media Conferences			
Hoardings	Jaipur: 10 Hoardings	Large Size Logo	3 Lakhs (15,000 X 20)	20
National TV Ad	Star Gold	Medium Size Logo	2 Crore	7
Award Given By Brand Officials	1 Award		5,000	1
Bus Promotion	10 Buses	Large Size Logo	50 Lakhs	10
Hungama App	Live Digital Broadcast		1 Crore Downloads	1

Advertisement Cost Equivalent (Ace) - 36 Lakhs (Approximately).

Notes:

- All The Above Investments Are Net In Value.**
- 15% Service Tax Applicable.**
- All Payment To Be Made In Favor Of Kanchan Cassette And Series.**

RAJASTHAN FILM FESTIVAL

5TH EDITION



SPONSOR CATEGORIE WITH BENIFITS [CO-POWERED BY -12 Lakhs]

Medium	Details	Space	Target Audience (Approximately)	Days
Social Media (Post And Videos)	Facebook	Small Size Logo	21 Lakhs	30
	Youtube (#Trending)	Small Size Logo	40 Lakhs	
	Instagram	Small Size Logo	15 Lakhs	
	Twitter	Small Size Logo	10 Lakhs	
Email	50,000 Mails	Small Size Logo	50,000	30
Mobile Vans	At Static Locations: 3 Vans/Day	Small Size Logo	12 Lakhs {(20,000x3) X 20}	20
Mall Activations	4 Malls 1day/Mall	Medium Size Logo	60,000 (15000x4)	4
College /School Activations	30 Schools And Colleges	Medium Size Logo	30,000 (1,000x 30)	
Welcome Gates	3 Gates	Large Size Logo	1 Lakhs	2
Invitations		Medium Size Logo	6,000	3
ETV Rajasthan	Live Event Telecast (Prime Time)		60 Lakhs- 70 Lakhs	1
	Repeat Telecast		20 Lakhs - 30 Lakhs	

Anchor Podium	On Event Day	Large Size Logo	5,000 On Ground	3
FM Paid Promotion	94.3		18 Lakhs (90,000 X 20)	20
FM Promotion	94.3 (Live Event) 2 Hours		90,000	1
Venue Branding	30,000 Sq. Feet Branding	Large Size Logo	20,000	3
Magazines (Nai Soch Nai Disha)	5000 Copies	Half Page	5,000 (Initially)	
Brand Mention On Stage	Announcement By Anchor	Continuous Visibility Of Logo	5,000	3
Media Conference	Total 3 Media Conferences			
Hoardings	Jaipur: 10 Hoardings	Medium Size Logo	3 Lakhs (15,000 X 20)	20
National TV Ad	Star Gold		2 Crore	7
Bus Promotion	10 Buses	Medium Size Logo	50 Lakhs	10
Hungama App	Live Digital Broadcast		1 Crore Downloads	1

Advertisement Cost Equivalent (Ace) - 25 Lakhs (Approximately).

Notes:

- All The Above Investments Are Net In Value.**
- 15% Service Tax Applicable.**
- All Payment To Be Made In Favor Of Kanchan Cassette And Series.**

RAJASTHAN FILM FESTIVAL

5TH EDITION



SPONSOR CATEGORY WITH BENIFITS **[ASSOCIATE SPONSOR -8 Lakhs]**

Medium	Details	Space	Target Audience (Approximately)	Days
Social Media (Post And Videos)	Facebook	Small Size Logo	21 Lakhs	30
	Youtube (#Trending)	Small Size Logo	40 Lakhs	
	Instagram	Small Size Logo	15 Lakhs	
	Twitter	Small Size Logo	10 Lakhs	
Email	50,000 Mails	Small Size Logo	50,000	30
Mobile Vans	At Static Locations: 3 Vans/Day	Medium Size Logo	12 Lakhs {(20,000x3) X 20}	20
Mall Activations	4 Malls 1day/Mall	Medium Size Logo	60,000 (15000x4)	4
College /School Activations	30 Schools And Colleges	Medium Size Logo	30,000 (1,000x 30)	
Welcome Gates	3 Gates	Medium Size Logo	1 Lakhs	2
Invitations		Small Size Logo	6,000	3
ETV Rajasthan	Live Event Telecast (Prime Time)		60 Lakhs- 70 Lakhs	1
	Repeat Event Telecast		20 Lakhs - 30 Lakhs	

Anchor Podium	On Event Day	Medium Size Logo	5,000 On Ground	3
FM Promotion	94.3 (Live Event) 2 Hours		90,000	1
Venue Branding	30,000 Sq. Feet Branding	Large Size Logo	20,000	3
Magazines (Nai Soch Nai Disha)	5000 Copies	Half Page	5,000 (Initially)	
Brand Mention On Stage	Announcement By Anchor	Few Times	5,000	3
Media Conference	Total 3 Media Conferences			
Hoardings	Jaipur: 10 Hoardings	Medium Size Logo	3 Lakhs (15,000 X 20)	20
Bus Promotion	10 Buses	Medium Size Logo	50 Lakhs	10
Hungama App	Live Digital Broadcast		1 Crore Downloads	1

Advertisement Cost Equivalent (Ace) -15 Lakhs (Approximately).

Notes:

- All The Above Investments Are Net In Value.**
- 15% Service Tax Applicable.**
- All Payment To Be Made In Favor Of Kanchan Cassette And Series.**

RAJASTHAN FILM FESTIVAL

5TH EDITION



SPONSOR CATEGORIE WITH BENIFITS **[CO-ASSOCIATE SPONSOR BY -5 Lakhs]**

Medium	Details	Space	Target Audience (Approximately)	Days
Social Media (Post And Videos)	Facebook	Small Size Logo	21 Lakhs	30
	Youtube (#Trending)	Small Size Logo	40 Lakhs	
	Instagram	Small Size Logo	15 Lakhs	
	Twitter	Small Size Logo	10 Lakhs	
Email	50,000 Mails	Small Size Logo	50,000	30
Mobile Vans	At Static Locations: 3 Vans/Day	Medium Size Logo	12 Lakhs {(20,000x3) X 20}	20
Mall Activations	4 Malls 1day/Mall	Medium Size Logo	60,000 (15000x4)	4
College /School Activations	30 Schools And Colleges	Medium Size Logo	30,000 (1,000x 30)	
Welcome Gates	3 Gates	Medium Size Logo	1 Lakhs	2
Invitations		Small Size Logo	6,000	3
ETV Rajasthan	Live Event Telecast (Prime Time)		60 Lakhs- 70 Lakhs	1
	Repeat Event Telecast		20 Lakhs - 30 Lakhs	

Anchor Podium	On Event Day	Large Size Logo	5,000 On Ground	3
FM Promotion	94.3 (Live Event) 2 Hours		90,000	1
Venue Branding	30,000 Sq. Feet Branding	Large Size Logo	20,000	3
Magazines (Nai Soch Nai Disha)	5000 Copies	Logo Placing	5,000 (Initially)	
Brand Mention On Stage	Announcement By Anchor	One Time	5,000	3
Media Conference	Total 3 Media Conferences			
Hoardings	Jaipur: 10 Hoardings	Small Size Logo	3 Lakhs (15,000 X 20)	20
Bus Promotion	10 Buses	Small Size Logo	50 Lakhs	10
Hungama App	Live Digital Broadcast		1 Crore Downloads	1

Advertisement Cost Equivalent (Ace) - 10 Lakhs (Approximately).

Notes:

- All The Above Investments Are Net In Value.**
- 15% Service Tax Applicable.**
- All Payment To Be Made In Favor Of Kanchan Cassette And Series.**