

# RAJASTHAN FILM FESTIVAL

5<sup>TH</sup> EDITION



## SPONSOR CATEGORIE WITH BENIFITS

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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	1
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	1
FM Paid Promotion	94.3		18 Lakhs (90,000 X 20)	20

Nomination AV	17 Award Nomination AV	Large Logo	5000 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	1
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.