

# RAJASTHAN FILM FESTIVAL

5<sup>TH</sup> 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	1
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	1
FM Paid Promotion	94.3		18 Lakhs (90,000 X 20)	20

Nomination Av	17 Award Nomination Av	Medium Size Logo	5000 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	1
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	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	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.**