

# RAJASTHAN FILM FESTIVAL

5<sup>TH</sup> 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	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 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	Large Size 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.