


BABA FARID
GROUP OF INSTITUTIONS

Bathinda, Punjab (India) | www.babafaridgroup.edu.in



SPONSORSHIP PROPOSAL



**Date: 22nd & 23rd February, 2025
(Saturday and Sunday)**

**Venue: Baba Farid Group of Institutions
Bathinda (Punjab)**

“Let’s meet our Goals Together”

BRIEF ABOUT THE FESTIVAL

- 10TH EDITION OF THE INTERNATIONAL FEST VIBGYOR
- 2 DAYS OF THE FESTIVAL COMPRIZING OF MORE THAN 50 TECHNICAL AND CULTURAL EVENTS
- BIGGEST EVENT OF THE REGION
- 2 LAC+ EXPECTED FOOTFALL
- INTERNATIONAL PERFORMANCES
- PARTICIPATION FROM NATIONAL AND INTERNATIONAL LEVEL
- CELEBRITY PERFORMANCES BY LEADING BOLLYWOOD AND PUNJABI SINGERS
- PARTICIPATION OF STUDENTS IN VARIOUS EVENTS FROM REPUTED EDUCATIONAL INSTITUTIONS OF THE COUNRTY SUCH AS IIT's, IIM's, NIT's .
- AMUSEMENT PARK
- FOOD COURT BY LEADING **MULTINATIONAL** FOOD CHAINS
- PRIZE MONEY MORE THAN Rs. 15 LACS
- **ARMY AND AIR FORCE EXHIBITIONS**

CELEBRITY PERFORMANCES





20 Million⁺
Online Views

17 Lac⁺
Audience

70⁺
Celebrity
Performances

65⁺
International
Performances

till date



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SOME OTHER EVENTS AND ATTRACTIONS





EVENT PROMOTIONAL PLAN

PRINT PROMOTIONS

- ADVT. IN NEWS PAPERS
 - PRE & POST EVENT COVERAGE

DIGITAL PROMOTIONS

- LIVE STREAMING ON FACEBOOK, YOUTUBE
- WHATSAPP/TWITTER
 - EMAIL/SMS
- PROMOTIONAL VIDEO

OUTDOOR PROMOTIONS

- HOARDINGS THROUGHOUT THE REGION
 - BANNERS

INDOOR PROMOTIONS

- LOGO ON WELCOME GATE/ENTRY GATE
- BANNERS/FLEX BOARDS
- BACKDROP ON MAIN STAGE

MULTIMEDIA PROMOTIONS

- PROMOTIONAL VIDEO ON LED SCREEN AT CENTRAL POINT
- PROMOTIONAL VIDEO ON CHANNELS
 - ADVT. ON RADIO

SPONSORSHIP OPPORTUNITIES

IN ASSOCIATION WITH

- 25 LAC

POWERED BY

- 15 LAC

CO-POWERED BY

- 10 LAC

EVENT SPONSORS

- 5 LAC

DELIVERABLES for “In Association With”

INDOOR PROMOTIONS

LOGO ON MAIN STAGE BACKDROP (20' X 8')

LOGO ON VIDEO AD ON MAIN STAGE LED SCREEN (20'X4'), 10 SECONDS AD FREQUENCY MINIMUM 100 TIMES A DAY

02 SCREENS OR 02 STANDEES OF BRAND NAME (6'X3') NEAR MAIN STAGE

LOGO/S ON WELCOME GATE (15'X12')

LOGO ON VIDEO AD ON 01 LED SCREEN AT CENTRE POINT - BFGI CAMPUS, 10 SECONDS AD FREQUENCY MINIMUM 100 TIMES A DAY

FLEX AT THE ENTERANCE SIDE OF THE VENUE (COMPLETE COVERAGE)

ANNOUNCEMENT OF SPONSOR's NAME BY ANCHORS at REGULAR INTERVALS

FLEX OF SPONSORS at DIFFERENT LOCATIONS IN BFGI CAMPUS (6'X4') (10 FLEXES)

BRAND GIFT HAMPERS PROVIDED BY THE SPONSORS TO THE CELEBRITIES ON STAGE

ONE BRAND STALL CENTRAL (30'X30')

DELIVERABLES for “In Association With”

OUTDOOR PROMOTIONS

LOGO ON HOARDINGS (20'X10') THROUGHOUT THE REGION

LOGO DISPLAY ON BFGI BUSES

MULTIMEDIA PROMOTIONS

AD. WOULD REACH WORLDWIDE THROUGH TV CHANNELS

ADVT. ON RADIO

DIGITAL PROMOTIONS

LOGO ON PRE-EVENT PROMOTIONAL VIDEO ON SOCIAL MEDIA WHICH MAY REACH TO MORE THAN ONE MILLION PEOPLE

LOGO ON DIGITAL INVITATION CARDS TO BE SENT THROUGH MORE THAN 4 LAC E-MAILS/WHATSAPP

EVENT HIGHLIGHTS VIDEO ON YOUTUBE/ FACEBOOK FOR **LIFETIME**

LOGO/VIDEO AD DURING LIVE STREAMING

PRINT PROMOTIONS

LOGO IN ADVT. IN 25+ NEWS PAPERS
(SUBJECT TO FINALIZATION OF SPONSORS)

DELIVERABLES for “Powered By”

INDOOR PROMOTIONS

LOGO ON MAIN STAGE BACKDROP (20'X8')

LOGO ON VIDEO AD ON MAIN STAGE LED SCREEN (20'X4'), 10 SECONDS AD FREQUENCY MINIMUM 50 TIMES A DAY

02 SCREENS OR 02 STANDIES OF BRAND NAME (6'X3') NEAR MAIN STAGE

LOGO ON WELCOME GATE

LOGO ON VIDEO AD ON 01 LED SCREEN AT CENTRE POINT - BFGI CAMPUS, 10 SECONDS AD, FREQUENCY MINIMUM 50 TIMES A DAY

ANNOUNCEMENT OF SPONSOR'S NAME BY ANCHOR ON REGULAR INTERVALS

FLEX OF SPONSORS AT DIFFERENT LOCATIONS IN BFGI CAMPUS (6'X4') (5 FLEXES)

FLEX AT THE ENTRANCE SIDE OF THE VENUE (COMPLETE COVERAGE)

ONE BRAND STALL (18'X18')

DELIVERABLES for “Powered By”

OUTDOOR PROMOTIONS

LOGO ON HOARDINGS (20'X10') THROUGHOUT THE REGION

LOGO DISPLAY ON BFGI BUSES

MULTIMEDIA PROMOTIONS

AD. WOULD REACH WORLDWIDE THROUGH TV CHANNELS

ADVT. ON RADIO

DIGITAL PROMOTIONS

LOGO ON PRE-EVENT PROMOTIONAL VIDEO ON SOCIAL MEDIA WHICH MAY REACH TO MORE THAN ONE MILLION PEOPLE

LOGO ON DIGITAL INVITATION CARDS TO BE SENT THROUGH MORE THAN 4 LAC E-MAILS/WHATSAPP

EVENT HIGHLIGHTS VIDEO ON YOUTUBE/ FACEBOOK FOR **LIFETIME**

LOGO/VIDEO AD DURING LIVE STREAMING

PRINT PROMOTIONS

LOGO IN ADVT. IN 25+ NEWS PAPERS
(SUBJECT TO FINALIZATION OF SPONSORS)

DELIVERABLES for “Co-Powered By”

INDOOR PROMOTIONS

LOGO ON MAIN STAGE BACKDROP (20'X8')

LOGO ON VIDEO AD ON MAIN STAGE LED SCREEN (20'X4'), 10 SECONDS AD FREQUENCY MINIMUM 25 TIMES A DAY

LOGO ON WELCOME GATE

LOGO ON VIDEO AD ON 01 LED SCREEN AT CENTRE POINT - BFGI CAMPUS, 10 SECONDS AD FREQUENCY MINIMUM 25 TIMES A DAY

ANNOUNCEMENT OF SPONSOR's NAME BY ANCHORS AT REGULAR INTERVALS

FLEX OF SPONSORS at DIFFERENT LOCATIONS IN BFGI CAMPUS (6'x4') (3 FLEXES)

DELIVERABLES for “Co-Powered By”

OUTDOOR PROMOTIONS

LOGO ON HOARDINGS (20' 10') THROUGHOUT THE REGION

LOGO DISPLAY ON BFGI BUSES

MULTIMEDIA PROMOTIONS

AD. WOULD REACH WORLDWIDE THROUGH TV CHANNELS

ADVT. ON RADIO

DIGITAL PROMOTIONS

LOGO ON PRE-EVENT PROMOTIONAL VIDEO ON SOCIAL MEDIA WHICH MAY REACH TO MORE THAN ONE MILLION PEOPLE

LOGO ON DIGITAL INVITATION CARDS TO BE SENT THROUGH MORE THAN 3 LAC E-MAILS/WHATSAPP

EVENT HIGHLIGHTS VIDEO ON YOUTUBE/ FACEBOOK FOR **LIFETIME**

LOGO/VIDEO AD DURING LIVE STREAMING

PRINT PROMOTIONS

LOGO IN ADVT. IN 25+ NEWS PAPERS
(SUBJECT TO FINALIZATION OF SPONSORS)

DELIVERABLES for “Event Sponsor”

INDOOR PROMOTIONS

LOGO ON VIDEO AD ON MAIN STAGE LED SCREEN (20'X4'), 10 SECONDS AD FREQUENCY MINIMUM 15 TIMES A DAY

LOGO ON VIDEO AD ON 01 LED SCREEN AT CENTRE POINT - BFGI CAMPUS, 10 SECONDS AD FREQUENCY MINIMUM 15 TIMES A DAY

FLEX BOARD ON MAIN EVENT ENTRANCE (8'X4')(1 FLEX)

ANNOUNCEMENT OF SPONSOR'S NAME BY ANCHORS AT REGULAR INTERVALS

OUTDOOR PROMOTIONS

LOGO ON HOARDINGS (20'X10') THROUGHOUT THE REGION

LOGO DISPLAY ON BFGI BUSES

MULTIMEDIA PROMOTIONS

DIGITAL PROMOTIONS

AD. WOULD REACH WORLDWIDE THROUGH TV CHANNELS

LOGO ON PRE-EVENT PROMOTIONAL VIDEO ON SOCIAL MEDIA WHICH MAY REACH TO MORE THAN ONE MILLION PEOPLE

LOGO ON DIGITAL INVITATION CARDS TO BE SENT THROUGH MORE THAN 4 LAC E-MAILS/WHATSAPP

PRINT PROMOTIONS

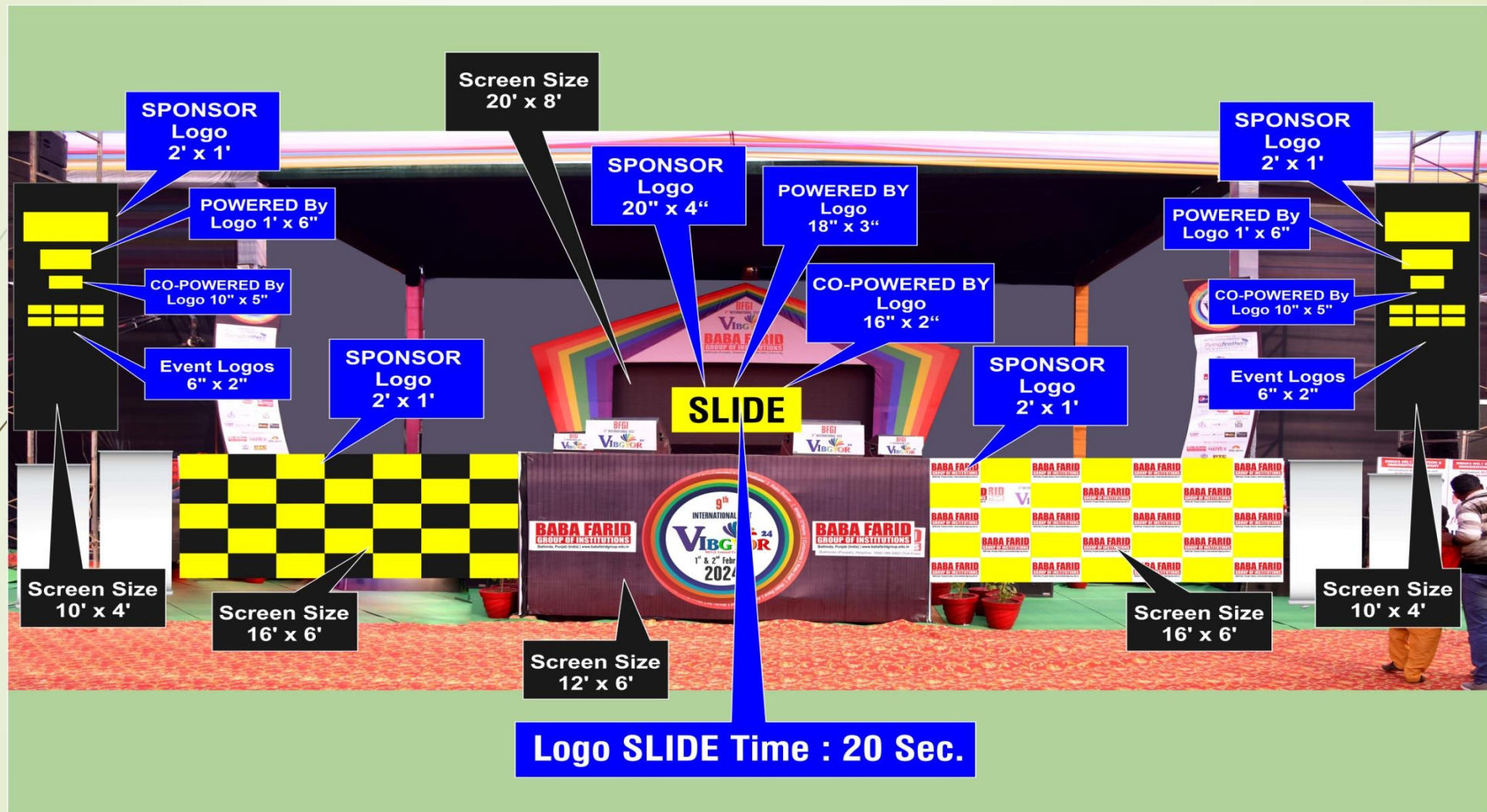
LOGO IN ADVT. IN 25+ NEWS PAPERS
(SUBJECT TO FINALIZATION OF SPONSORS)



SOME OF THE PATTERNS OF ADVERTISEMENT & PROMOTION FOR YOUR REFERENCE



MAIN STAGE (LED DISPLAY)



DIGITAL INVITATIONS

Invitation through E-mail/WhatsApp: 4 Lac



VIBGYOR GATE DESIGNS





DESIGN OF BUS FLEX



COVERAGE IN PRINT MEDIA



OUR SPONSORS

In Association with



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THANK YOU