**THE PRIDE. THE BIGGER. THE HONEST**

**VVIP EVENTS OF THE PINK CITY**

**ONE SPONSORSHIP FOR THE WHOLE YEAR FOR FIVE ACTIVITIES/EVENTS**

**TOTAL VISITORS: ONE LAKH (Offline and Online)**

**TOTAL EXPENSES 3.00 CR. +**

**TOTAL DAYS OF ALL FIVE ACTIVITIES: 15 DAYS +**

The pink city of Jaipur was earlier known internationally for its historic monuments like ‘Hawa Mahal’ (palace of wind) and ‘Jantar Mantar’ (stone observatories). It is now emerging as a hub of cinema, art, culture and literature.  **The Jaipur International Film Festival -JIFF** has become regular annual event in the pink city since 2009.

Taking a step further, we are now bringing world’s largest conference series to be witnessed in coming years in **Jaipur Film Market-JFM**. This will boost the industry, the economy & the tourism.

JFM will be organized on a bigger scale then previous years from **18th to 20th January 2020, at Jaipur**. The dates for JIFF are 7th to 11th January 2022), where more than 1,00 professionals would participate. Here, more than 50 production companies and more than 1,00 new projects would be discussed. More than 200 films would be screened on this platform of JFM/JIFF and more than 10 meets / workshops would take place. More than 15 speakers and expertise across the world would have a dialogue with the film enthusiasts.

**Some of our hearts touching guests in previous years:**Sri Ashok Gehlot Ji, Smt. Jaya Bachchan Ji, Smt. Hema Malini Ji, Smt. Sharmila Tagore Ji, Ms. Asha Parekh Ji, Sri. Marc Baschet Ji (Oscar winner from France), Sri Shaji N Karun, Sri. Om Puri, Sri. J. P. Chowksey, Smt. RaveenaTandon Ji, Ms. Diya Mirza, Ms. ShakshiTanwar Ji, Sri. Prem Chopra Ji, Late Sri. Jag Mohan Mundara Ji. Sri. ArunDutt Ji (Son of late Sri Guru Dutt), Ms. IlaArun Ji, Sri. Andrew Vial Ji (Australia), Ms. Nita Frenando Ji (Srilanka) etc.

The Lifetime Achievement Award Category was introduced in the Third Jaipur International Film Festival in 2011. Since then we have been giving this award regularly. The 1st Award in this category was presented to noted film actress Ms. Asha Parekh, 2nd award was presented to Smt. Jaya Bachchan, 3rd award was presented to Smt. Sharmila Tagore, 4th award was presented to Rajshri Productions, 5th award was presented to Sri Dilip Kumar (National) and Sri Majid Majidi from Iran was the first person of word fame outside India to get this award, the 6th award was presented to Sri Prakash Jha in JIFF 2016, the 7th award was presented to Sri. Ramesh Prasad in JIFF 2017 and the 8th award was presented to Sri. Surendra Bohra In JIFF 2018, in JIFF 2019 the award was won by Mr. Robin Bhatt and and the 9th award was presented to Padmashree Shri Shaji N Karun and Evergreen Start Achievement Award presented to Prem Chopra in JIFF 2020 last year.

We request you for the collaboration by way of associating itself as a partner (one to three years and more) for the JIFF 2022 and for all activities. We ensure sufficient publicity and exposure of your company in lieu of your sponsorship in our publicity matters/banners.

Summary: for branding & promotion for JIFF/JFM only- 1 Lakh+ local and national e-Invites I 1 Lakh Delegates/visitors (offline and online) I 1.00 lac monthly e-flyers I news around 300,000 film makers all over the world I 200 countries I Paper ad I Outdoor hoardings I 50000 e-festival booklet I Welcome gate I Radio jingle I Direction boards I Frequently announcement I On Screen Advertising I Official site I Social media I Press meet I Campaign in school/colleges etc. Find the attached more details.

We sincerely hope to receive sponsorship as partner from your organization to run these events successfully.

Your generous support means a lot to this project. We wish to thank you in advance for taking your precious time to read this email/document.

**Hanu Roj**

**Founder Director**

+91-800 39 37 961 (WhatsApp)

**The Pride. The Bigger. The Honest**

VVIP Events of the Pink City

**ONE SPONSORSHIP FOR THE WHOLE YEAR FOR FIVE ACTIVITIES/EVENTS**

Total visitors: One Lakh **(Offline and Online)**

Total expenses 2.00 Cr. + Total days of all five activities: 15 Days +

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Name of the event** | **Type/For** | **Dates** | **Visitors** | **Visitors (Expected)** | **Venue** |
| Jaipur International Film Festival-JIFF  New Delhi Film Festival | Film/Culture  For all | 7 – 11 January 2022 | 15000 | 100000**+**  **(Offline and Online)** | Inox (GT) and many more |
| Jaipur Film Market-JFM | Business of Cinema  For Industry |  | 600 | 1000 | Inox (GT) and many more |
| Aryan International Children’s Film Festival of Jaipur | Cultural  For Students |  | 16000+ | 50000+ | School Auditoriums |
| World Record Film Festival | Film/Culture  For all |  |  | 25000 | Multiple Venues |
| World’s Largest and Most Secure Film Library & International Cinema Centre | Art/Film  For whole world |  |  |  |  |

**SPONSORSHIP PACKAGES for all five activities/events**

**For Jaipur International Film Festival Trust registered under 80G**

**TITLE Sponsor / Presenter**

INR 15.00 Lakh (for one year) & INR 40.00 Lakh (for three years)

**Powered by / In Association with**

INR 8.00 Lakh (for one year) & INR 21.00 Lakh (for three years)

**Co-Sponsors and Educational Partner**

INR 3.00 Lakh (for one year) & INR 7.50 Lakh (for three years)

**For more**

For JIFF - [http://jiffindia.org](http://jiffindia.org/)

For JFM - [http://jaipurfilmmarket.org](http://jaipurfilmmarket.org/)

For Library/Centre - [http://worldslargestfilmlibrary.org](http://worldslargestfilmlibrary.org/)

**MARKETING STRATEGY**

|  |  |
| --- | --- |
| **MEDIA SOURCE** | **FOR ALL 4 EVENTS** |
| **EXCLUSIVE PRINT COLLATERALS now online** | 100000 Invitation |
| **PRESS**  Leading Newspapers (Half And Quarter Page Ads Each) | Advertisement and logo on festival e booklet (50000 copies online) to be distributed in India and Abroad. |
| **Internet**  Mention On JIFF Website/Face Book Page | The official site; with links to sponsors & partners websites. Blogs, Forum & Newspapers will be available in order to build a strong communication & interaction among public, the partners & the organization. |
| **Radio**  Promotional Ads/  Event Mention By RJ | The promotions will be based on radio spots & a local presence during the event. |
| **OUTDOOR Roadside Hoardings/**  **Hoardings On Prime Locations** | 5-15 hoardings |
| **JIFF mailing list** | JIFF will promote your company/name through JIFF mails, we have more than 1.00 lac+ mails  **You can verify also from us** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Package** | **Presenter** | **Powered by** | **Co-Sponsor** |
| Naming the event |  | X | X |
| Sponsor’s logo on Podium Mic/Interview Mic |  |  | X |
| Banner surface for main event |  |  | X |
| Participation in 100,000 messages sent during the course of event |  |  |  |
| Participation in Press meet prior to the festival |  |  |  |
| Radio Jingles on Prime FM stations |  |  |  |
| Sponsor’s logo highlighted on the stage Backdrop |  |  |  |
| Sponsor’s logo on Welcome Gate |  |  |  |
| Sponsor’s logo on all Print Communication |  |  |  |
| Sponsor’s logo on all Media Communication |  |  |  |
| Sponsor’s name & logo on 50-150 standees and banners |  |  |  |
| Announcement slots of the Sponsor’s name as Sponsor/Co-Sponsor during the event |  |  |  |
| Sponsor’s logo on Merchandizing items |  |  |  |
| On Screen Advertising |  |  |  |
| VIP Lounge available |  |  |  |
| VIP Passes | 15 | 10 | 5 |
| Outdoor Publicity |  |  |  |
| Posters and Flex Hoardings outside the screening Halls. |  |  |  |
| Sponsor’s logo on Auditorium screen after every film screening |  |  |  |
| Back stand – Plastic (Transparent) logo near the seats of film makers and film makers interview cabin |  |  |  |
| Full page/Half Page Ad and logo on 50000 Festival e-booklets being distributed in India and abroad | Full page | 1/2 page | 1/2 page |
| Sponsor’s advertisement for 1 year through festival’s website : [www.jiffindia.org](http://www.jiffindia.org) |  |  |  |

**Sponsorship Benefits**