

Indoindians Diwali Bazaar Sponsorship benefits

| Sponsorship Category | Platinum | Gold | Silver | Bronze | Online |
|---|-------------|------------|------------|------------|-----------|
| Sponsorship Amount (IDR million) | 100 million | 60 million | 30 million | 15 million | 7 million |
| Recognition as presenting partner | ★ | | | | |
| Invite for inauguration of event | ★ | | | | |
| branding on event banners | ★ | ★ | ★ | ★ | ★ |
| sponsor standing banners & signage | ★ | ★ | ★ | ★ | ★ |
| VIP hospitality lounge for sponsor guests | ★ | ★ | | | |
| dedicated space for product activation | ★ | ★ | | | |
| recognition in event related media & advtg | ★ | ★ | ★ | ★ | |
| Digital Presence and Social Media Shoutouts | ★ | ★ | ★ | ★ | ★ |
| logo on event backdrop | ★ | ★ | ★ | ★ | |
| merchandise/ product samples to attendees | ★ | ★ | ★ | ★ | |
| goodybags | ★ | ★ | ★ | ★ | |
| Online Brand amplification | ★ | ★ | ★ | ★ | ★ |
| VIP tickets (100) | ★ | | | | |
| VIP tickets (50) | | ★ | | | |
| VIP Tickets (25) | | | ★ | | |
| VIP Tickets (15) | | | | ★ | |
| VIP Tickets (5) | | | | | ★ |

| S | Benefits | | Platinum | Gold | Silver | Bronze | Online |
|----------------------------|---|--|------------------------------|-------------------|-------------------|-------------------|-----------|
| | Sponsorship amount | | 100 million | 60 million | 30 million | 15 million | 7 million |
| At Event promotions | | | | | | | |
| 1 | Logo placement in all online promotions | | powered by | Y | Y | Y | Y |
| 2 | Marketing stall | | Prominent Location Table - 4 | Premium table - 2 | Premium table - 1 | Premium table - 1 | |

| | | | | | | | |
|--------------------------|---|--|---|--|---|---|---|
| 3 | Branding opportunity at the venue | | Premium position 1 nos. (Banner/poster to be supplied by the sponsor) | 1 nos. (Banner/poster to be supplied by the sponsor) | 1 no. (Banner/poster to be supplied by the sponsor) | 1 no. (Banner/poster to be supplied by the sponsor) | |
| 4 | VIP Invite to Bazaar | | 100 | 50 | 25 | 15 | 5 |
| Online promotions | | | | | | | |
| | Particulars | Visibility | | | | | |
| 5 | Brand advertorial 1000 words with 2-3 images on IndoIndians website with | 100,000 unique visitors every | 2 | 1 | 1 | 1 | 1 |
| 6 | Brand banner on IndoIndians homepage 330px X 150 px till Dec 2024 | 100,000 unique visitors every month | 2 | 1 | 1 | 1 | 1 |
| 7 | IndoIndians Facebook & Instagram post/story. Insta post image 1000px X 1000px | approx 50,000 followers and post reach | 10 | 5 | 2 | 1 | 1 |
| 8 | Insta Reel | approx 50,000 followers and post reach | 5 | 3 | 2 | 1 | 1 |
| 9 | Header or footer Banner 800px X 400px in Newsletter. | 20,000 newsletter | 3 | 2 | 1 | NA | 1 |

| | | | | | | | |
|----|--|------------------------|---|---|----|----|---|
| 10 | Custom brand emailer 200-400 words and 2-3 images to indoindians subscribers | newsletter subscribers | 2 | 1 | NA | NA | 1 |
|----|--|------------------------|---|---|----|----|---|

