



KONNI **KARIYATTAM**  
AN INITIATIVE OF 'KAADU

2023 AUGUST 20-SEPTEMBER 3

# BRAND ASSOCIATION PROPOSAL



**1,00,000 SQFT SPACE**  
**8,00,000 + ATTENDEES**  
**200 + STALLS**  
**50 + SEMINARS**  
**JOB FAIR**  
**ENTERTAINMENTS**

## **15 DAYS OF EXTRAVAGANZA**

**ENTERTAINMENTS**  
**ADVENTURE ZONES**  
**BOWL BOAT RACE**  
**AMUZEMENT PARK**  
**HELICOPTER RIDE**  
**BIKE RALLY**  
**LUCKY DRAW**

**GAJAMELA**  
**KARIYATTOM**  
**LIMCA RECORD ATTEMPT**  
**BICYCLE MARATHON**



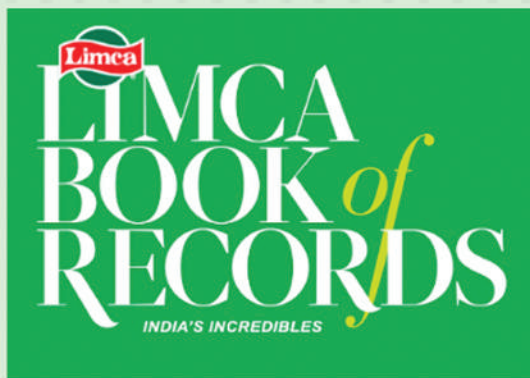


**SITHARA'S PROJECT MALABARICUS**  
**RIMI TOMY LIVE**  
**JASSIE GIFT**  
**ASHA SHARATH**  
**ROOPA REVATHI LIVE**  
**ATHUL NARUKARA**  
**KANAL BAND**  
**GUINES MEGA SHOW**  
**KALABHAVAN PRAJOSH**  
**ANWAR SADATH**  
**DURGA VISWANATH**  
**DEVI CHANDANA**  
**ULLAS PANDALAM**  
**CHEMMEEN BAND**



# RECORD ATTEMPT

*WE ARE ATTEMPTING FOR LIMCA BOOK OF RECORDS AND ASIA BOOK OF RECORDS FOR KARIYATTAM WHICH IS GOING TO BE PERFORMED FOR THE FIRST TIME IN THE GLOBE.*



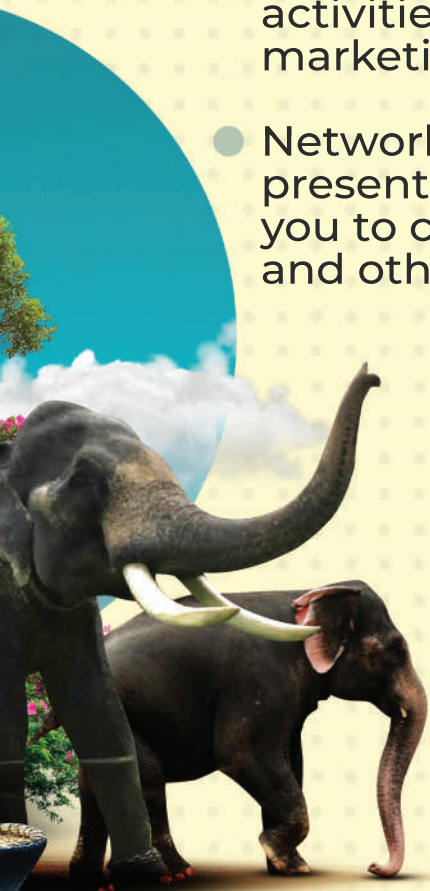
# SPONSORSHIP BENEFITS

## KEY TAKEAWAYS FROM THE EVENT IN CLUDE

- **Prominent Branding:** Your organization's logo and name will be prominently displayed on all event materials, including banners, flyers, brochures, posters, and the event website. This ensures that your brand gets significant exposure before, during, and after the expo.
- **Exclusive Naming Rights:** As the title sponsor, the expo may be named after your brand, such as "[Your Brand Name] KONNI KARIYATAM 2023," which strengthens brand recognition and association with the event.
- **Prime Exhibition Space:** You will receive the best exhibition space at the expo, strategically positioned to attract maximum foot traffic and visibility.
- **Opening/Closing Ceremony Recognition:** You will be acknowledged as the title sponsor during the opening and/or closing ceremony of the expo, giving your brand valuable exposure to all attendees.
- **Speaking Opportunities:** You may be granted speaking slots during the event's conference sessions or keynotes, allowing you to share insights, showcase your expertise, and connect with the audience.
- **Branding at Event Stages and Areas:** Your company logo will be displayed on stage backdrops, seminar rooms, lounges, and other high-traffic areas, reinforcing your brand's presence.



- **Social Media and Marketing Exposure:** Your organization will be featured prominently in the expo's social media campaigns, newsletters, and press releases, reaching a broader audience and increasing brand visibility.
- **VIP Hospitality:** You and your team may receive exclusive access to VIP lounges or networking areas, providing opportunities to interact with industry leaders, potential clients, and other influential attendees.
- **Brand Activation Opportunities:** You can create interactive experiences or activations at your booth to engage attendees and leave a lasting impression.
- **Inclusion in Event Marketing Collateral:** Your organization's profile and offerings will be featured in the expo's official guidebook, and other marketing collateral, providing additional exposure.
- **Media Coverage:** As the title sponsor, you may receive enhanced media coverage and interviews by event partners or media outlets, increasing your organization's visibility in the market.
- **Collaborative Opportunities:** The expo organizers may work closely with you to develop tailored partnership activities or co-branded initiatives that align with your marketing objectives.
- **Networking and Business Opportunities:** The expo will present numerous networking opportunities, allowing you to connect with industry peers, potential customers, and other stakeholders.



# SPONSORSHIP COST

DELIVERABLES	TITLE	PLATINUM	GOLD	SILVER	COPPER	BRONZE
COST	5000000	2500000	1500000	1000000	500000	200000
NAMING RIGHTS	YES	YES	YES	NO	NO	NO
LOGO PLACEMENT	ABOVE	CENTRE	BELOW	NO	NO	NO
WELCOME ARCH	YES	YES	YES	YES	YES	NO
WRIST BAND	YES	NO	NO	NO	NO	NO
STAGE LED	YES	YES	YES	YES	YES	NO
ADS IN VIDEO WALLS	YES	YES	YES	YES	YES	YES
BOOTH / STALL	10 * 5	5 * 5	5 * 2.5	2.5 * 2.5	2.5 * 2.5	2.5 * 2.5
LEAFLETS - 5 LAKH	YES	YES	YES	NO	YES	YES
BOARDS - 3 * 2 - 1000 NOS	YES	YES	YES	NO	NO	NO
SOVENIER - 3000 NOS	YES	YES	YES	NO	YES	NO
LUCKY DIP COUPON 1 LAKH	YES	YES	NO	NO	NO	NO
WEBSITE	YES	YES	YES	YES	YES	YES
SOCIAL MEDIA	YES	YES	YES	YES	YES	NO
VIP TICKETS	YES	YES	YES	NO	NO	NO
SPEAKER OPPORTUNITY	YES	NO	NO	NO	NO	NO

# **ENTERTAINMENT SPONSOR**

**DAY 1-DAY 15 - EVENINGS**



**PROGRAM A - 15 LAKHS**

**PROGRAM B- 10 LAKHS**

# YOUR MOVE NEXT



2023 AUGUST 20-SEPTEMBER 3



KERALA ATTRACTIONS AND ACTIVITIES DESTINATIONS UNLIMITED  
CO OPERATIVE SOCIETY LTD PT 339  
ROOM NO 1, KSRTC COMPLEX, KONNI PO, PATHANAMTHITTA 689691

**BEYOJ CHENNATT**  
PRESIDENT, KAADU CO OPERATIVE SOCIETY LTD  
☎ **9447084551**