



## On Ground Branding and Television Sponsorship Package for IFFI 2017

### Event Details:

- Ground Event: IFFI at Panjim Goa from 20<sup>th</sup> to 28<sup>th</sup> November 2017.
- TV Episodes starting from 16<sup>th</sup> November to 28<sup>th</sup> November
- Telecast Dates: TV episodes from 16<sup>th</sup> to 28<sup>th</sup> November 2017 and Opening Ceremony and Closing Ceremony on live DD National on 20<sup>th</sup> and 28<sup>th</sup> November 2017
- Telecast Time: Opening Ceremony and Closing Ceremony 1 hour 30 minutes Duration and One hour thirty minutes of recorded programme daily on DD National

### Deliverables to the Associate Sponsor- OnGround Branding and Television Air Time

**FCT Entitlement : 3000 seconds on DD National (based on availability)**



### **Additional Exposure & Entitlements** (Based on availability)

Tags to run as.... proud to be associated with  
Logo Branding at the Red Carpet Area  
Logos on LED screens at the venue  
Hoardings at the Stadium Venue  
Logo Branding at VIP lounge  
Twitter/Social Media exposure  
Coverage of opening and Closing ceremony by National and  
International Media  
10 Complimentary passes including VIP passes  
Sponsor Interview at the Red Carpet

Status of Client : Co-Presenting  
Gross Package : ₹ 3.00 crs  
GST @18% extra : ₹ 0.54 crs  
**Total Cost of Package: ₹ 3.54 crs**

**\*\*The above value is exclusive of taxes, all the applicable taxes to be paid over and above the deal value.**

Proposals may be sent at the following address:

Festival Director, IFFI

NFDC, 4<sup>th</sup> Floor, Soochana Bhavan, New Delhi – 110003.