



Chat or Cheat
— Raise your Voice —

GLOBAL LAUNCH

DREAMLAND

Holi Festival 2021

Magic of Colors



DRAVMO VENTURES

EST. 2020



ABOUT DREAMLAND 2021



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2 DAYS
FESTIVAL



DATES : 27TH
MARCH and
28TH MARCH
2021



TIMING :
11 AM TO
10 PM



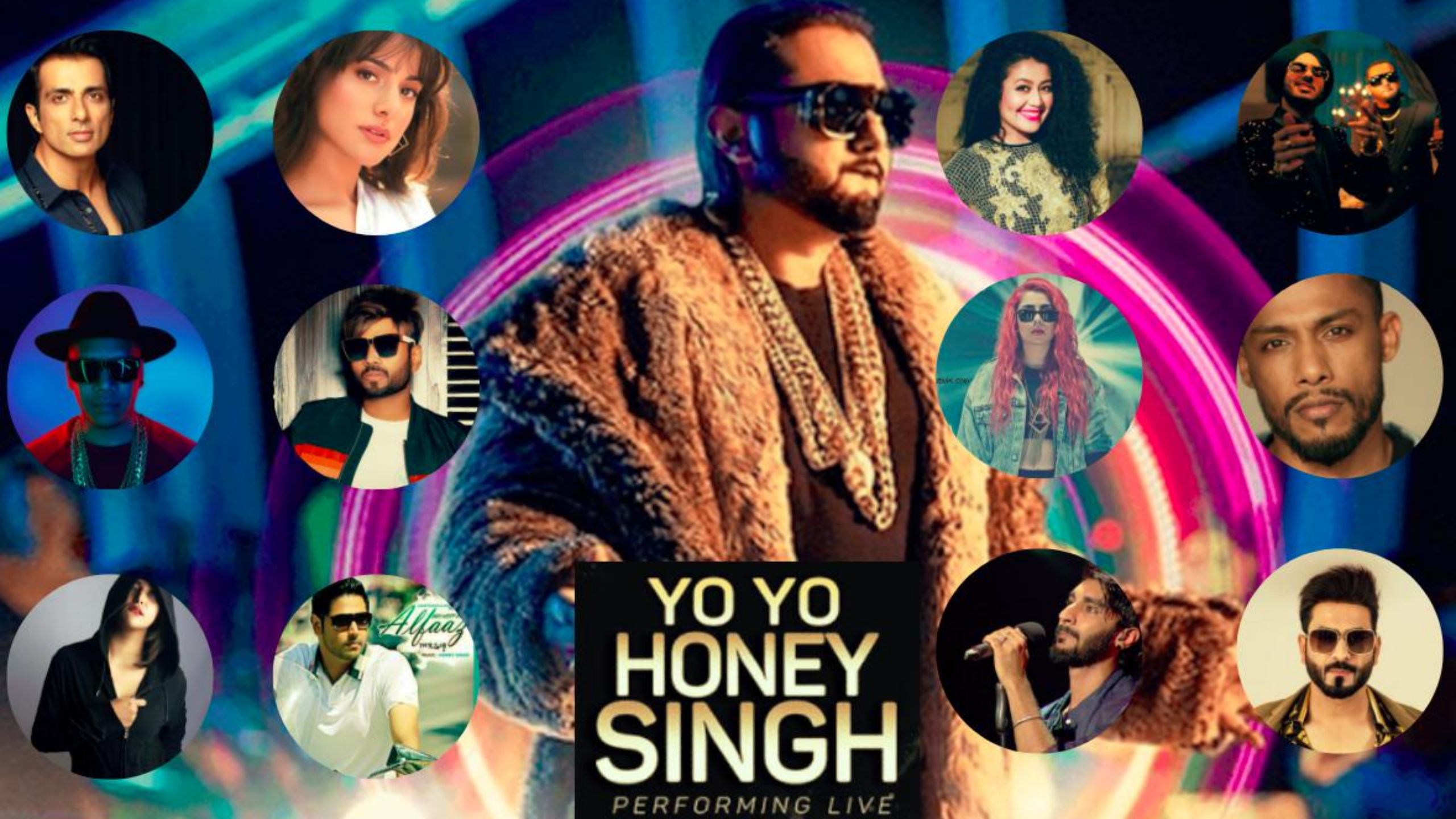
EXPERIENCE
ZONE :
CURATED BY
Dravmo and
COC



MULTIPLE
ZONES - FOOD
STALLS,
GAMES, RAIN
DANCE SETUP,
UNLIMITED
COLOURS ETC

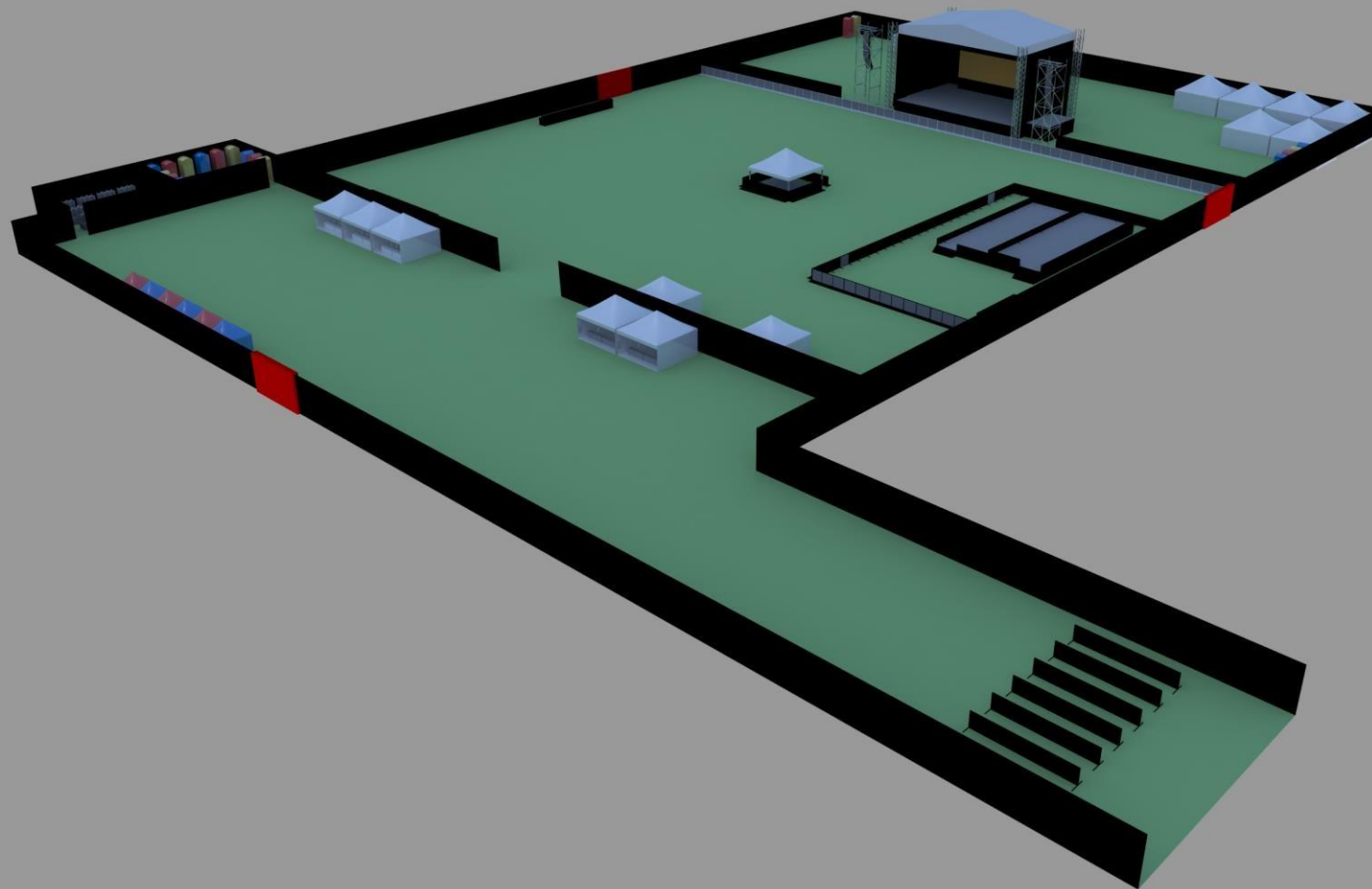


MULTI Digital
STAGE FOR
THE 1ST TIME
IN
BANGALORE.



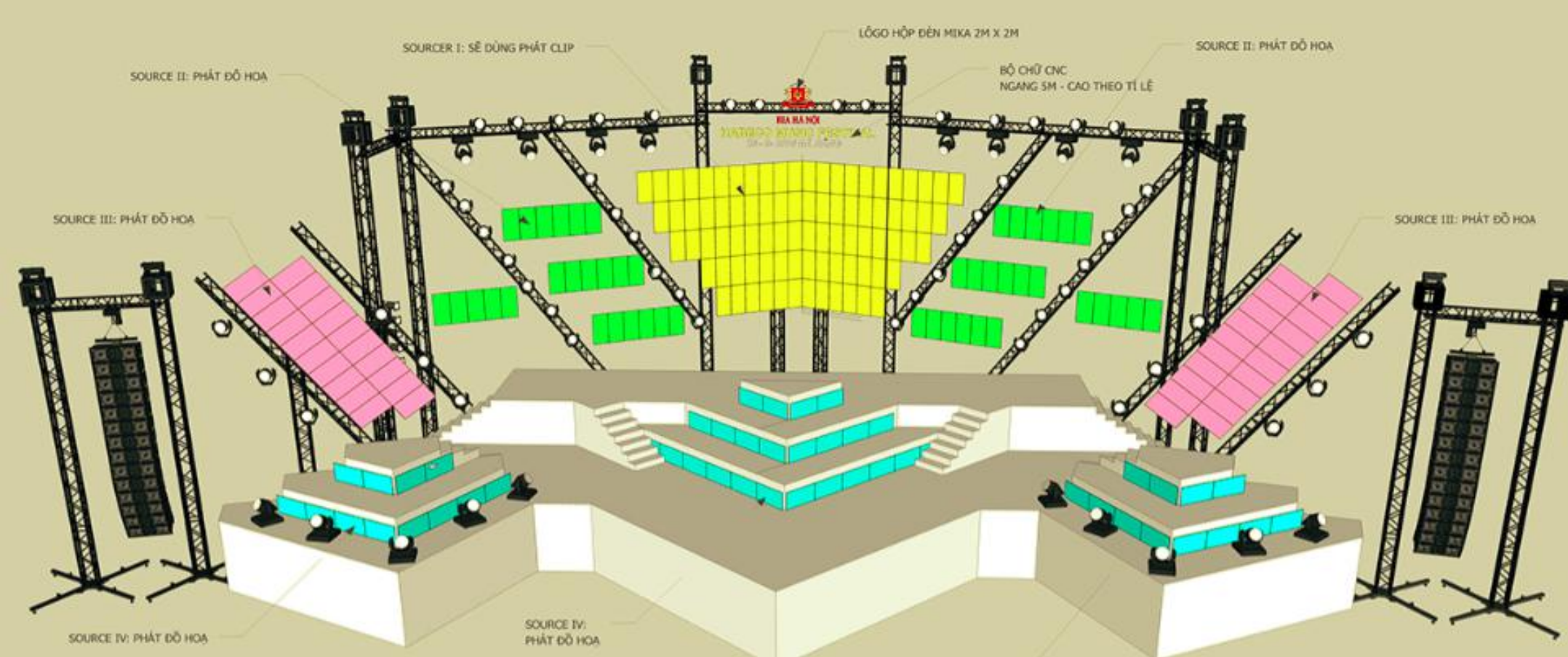
YO YO
HONEY
SINGH
PERFORMING LIVE

LAYOUT PLAN- SAMPLE



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STAGE DESIGN

CURATED BY Systematic Team INC

COC LAUNCH ON TOUR 2021



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Global Media Coverage



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Media - Global	Domestic	Hindi	Local
Forbes World	Zee News	News 18	TV 9
Forbes India	DNA	One India	News 9
USA Today	ZEE Business	NBT	Suvarna TV
Entrepreneurs	India.com	Nav Bharat Times	Sun Net Works
NY Times	Bollywood Life	Amar Ujala	Star Kannada
Midday	DD English	News Nation	
Hindustan Times	Live Mint	HariBhoomi	
TOI	The Week	News Track	
Yahoo News	Indian Express	Filmy Mantra	
Bloomberg	The India Saga	PTI	

MEDIA		DURATION	PARTICULARS
Times of India / Hindustan Times		Pan India	• Print Ads • Times Digital (Seo & social Media) • Times Local • Times Media • Exclusive Media
RADIO		Pan India	• 25 Spots per day • 15 RJ Mentions per day • Contests
DIGITAL HOARDINGS	20 Days		• 20 hoardings across the city for 4 weeks
PRINT AD	10 Print Ads		• 10 Exclusive TOI Ads
DIGITAL	(Pre event & Post event promotions)		• Exclusive content uploads • Mailers • Cross promotion of Tour through artist page • Digital and Social media advertising • UGC Contest and Content Uploads campaign • Artist content cross posting • Blogger and influencer campaign
Whats App & SMS BLAST	10 rounds (Pan India Data)		• 10 rounds of SMS blast to database
Kingfisher PROMOTIONS	Pan India		• Banners , emailers , PNs ,newsletters (Digital)
INFLUENCER & BLOGGERS	20 Days (across 4 weeks)		• 60 Influencer & Bloggers posts
HOTSTAR	20 Days		• : 30 seconds 15 spots per day • Static branding • Digital Posters • Mute Promos
BUS BACKS	20 Days		• 50 across the city
CABS	20 Days		• 100 Cabs across city + 2 road shows
PROMOTER PROMOTIONS	20 Days		• Promoter network promotions
OUTLET ACTIVATIONS	20 Days		• 30 prime outlets across the city for 4 weeks
PRE Event to Lanuch App	2 SHOWS (Road to Launch)		• 1 Pre event and 1 Post event
PR			• Dedicated pre event / during and post coverage All local media newspaper and magazines



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MEDIA		DURATION	PARTICULARS
Niel patel Digital		Worls's 1 Digital Expert	• SEO • Youtube • Facebook • Google Ads • App Download
RADIO – Fever / Red FM		70 Station (India)	• 25 Spots per day • 15 RJ Mentions per day • Contests
Ganna/ Wink/Spotify	Pan India		• Digital Campaign
Phone Pe	Pan India		• Ads and Bannner in app
ICICI		Pan India	• All Branches Campaign • Websitie Banner • App Banner • Digital and Social media advertising • Mailer and notification to all account Holders • Whats app Blast • Corporate Tie ups
Google Pay	Pan India		• Ads and Banner in app
Truecaller Campaign	Pan India		• Banners , emailers , PNs ,newsletters etc
Starliv	Pan India		• promotions
NGO/ Famous People		Pan India	• Partnership and Awareness • Taking support from famous People
Local News	Pan India		• 100 across the city
Local Womnen Group	Pan India		• Awareded to all women groups
Top 5 Youtubers	Pan India		• Promoter network promotions
Moj	Pan India		• Banners
Chingari	Pan India		• Banner Promotion
Insta Reels / Women College Campaign			• Dedicated pre event / during and post coverage - artist interviews, Profiling



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Rs 35 Lakhs

TITLE SPONSORSHIP PLAN:

- 200 free passes to be given as giveaways.
- Branding on stage.
- Branding on top of the entry arch.
- 20 x 20 Experience Zone.
- Branding on hand bands.
- Branding on all promotional collaterals (online and offline).
- Custom made content before , during and post event in collaboration with the brand.



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Rs 15 Lakhs

ASSOCIATE SPONSORSHIP PLAN:

- 100 free passes to be give as giveaways.
- 5 Prominent 10 x 10 Branding Spaces.
- Branding on side arches of the entry.
- 10 x 10 Experience Zone.
- Branding on all promotional collaterals (online and offline). Cost: Rs 12 Lakhs

Rs 5 Lakhs

POWERED BY PLAN:

- 50 free passes to be given as giveaways.
- 2 Prominent 5 x 5 Branding Spaces.
- Mention in the entry arch.
- 5 standees across the venue.



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Recipient of Karnataka
State Award - 2006 for
the yeomen social work
& Kempegowda 2012



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LET'S PARTNER

FESTIVAL And LAUNCH CURATED BY
DRAVMO NUTRIMENT VENTURES PVT
LTD in association with IDL Foundation

Fund Raising for Blind kids and Women
Safety and Empowerment

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