

SUB
CINEMA

NUCLEYA

LIVE IN JAWAHARLAL NEHRU STADIUM DELHI

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NUCLEYA

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NUCLEYA

**EDM
PROGRESSIVE
HOUSE
ELECTRO HOUSE
DUBSTEP**

NUCLEYA

NUCLEYA, is an Indian music producer. He co-founded Bandish Projekt with Mayur Narvekar in 1998.

He has been frequently featured on BBC Radio 1's playlists.

He is noted for his genre bending productions, combining EDM along with traditional Indian musical instruments & ambient sounds.



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Details

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?

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Event

?

**EVIA EVENTS and
CLEARTRIP.COM**

Organizers

?

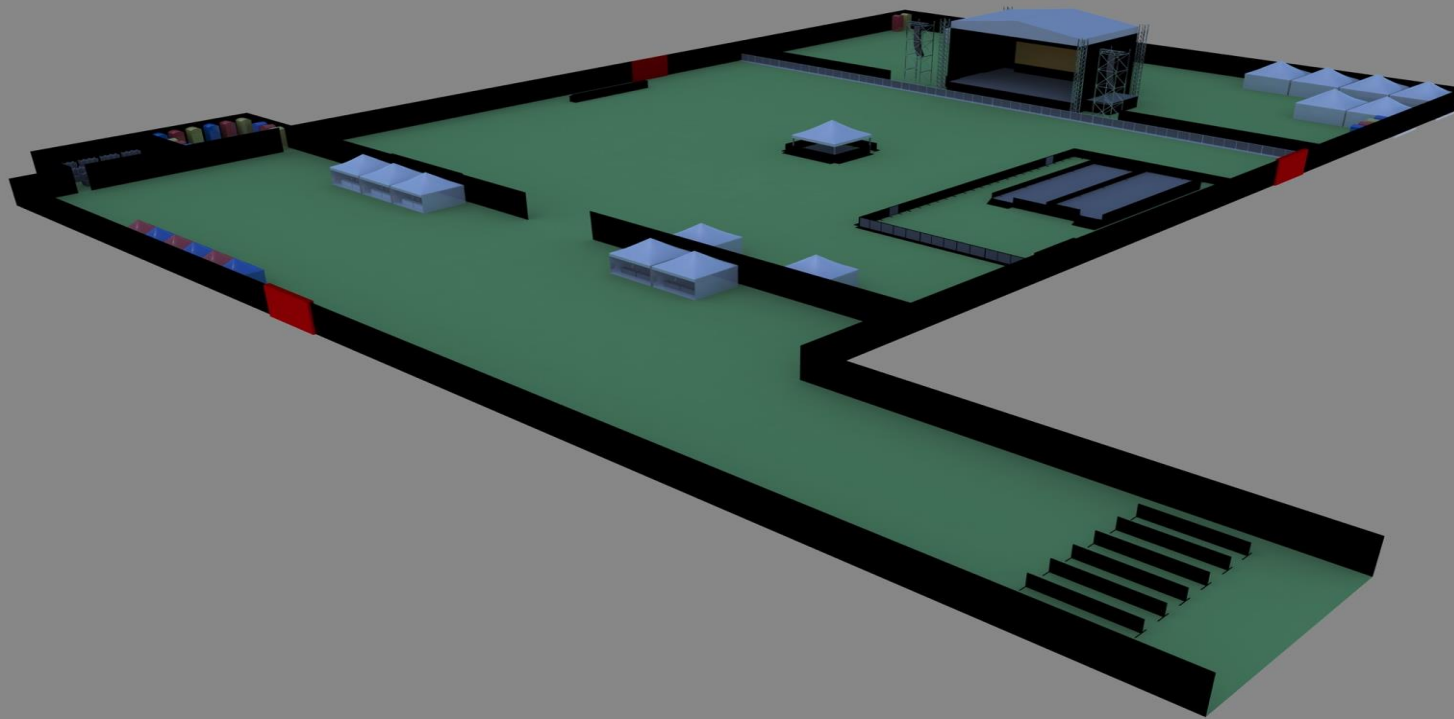
Presenting/Title Sponsor

Sponsorship Level

EVIA EVENTS AND ENTERTAINMENT

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Production Levels



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DEC 9
DELHI

Exclusive Ticketing Partner
 cleartrip LOCAL

EVIA EVENTS AND ENTERTAINMENT

Deliverable:

01

Branding on the Backdrop of main stage during the event.

02

Prominent Branding on the Hoardings, Posters, Entry tickets, Banners, Leaflets and Media inserts as the Sponsor of the event as per the slots acclaimed.

03

Your commercial ads (audio-visuals) will be run on the giant video screens at before the artist performs on the stage. (slab decided)

04

Mentions by artist/Emcee during regular intervals during the show.

05

Stall space at the venue at a prominent location in the sponsors zone.

06

Logo and/or artist mention of brand name in the pre-event and post-event videos.

07

Brand Logo on the co-branded entrance arch as Presenting sponsor of the show (the top part of the arc to be dedicated to the presenting sponsor and sides of arc to mention other sponsors).

08

Brand exclusive entrance arch at VVIP, VIP, normal and student space at the venue.

09

Branding at various lounge space at the venue.

10

Branding on stalls, stage, crew T-shirt , Logo on Event Website

Deliverable:

11

Brand mention in all media collaterals including radio, print, TV, hoardings, multiplex and digital media.

12

Logo presence in all ticketing portals and tickets as Title sponsors.

13

20 mins with the celebrity artist for meet and greet for 10 mins personnel with Nucleya and 15 mins personnel with all other artist.

14

Brand to be given 20 VVIP passes, 10 VIP passes and 30 Normal passes.

15

Mementos to be handed to the artist by senior officials from brand team on the main stage.

16

Brand exclusive wall (40ftX10ft) to be placed at a strategic location at the venue).

17

8 brand exclusive branding panels (8ftx8ft) to be placed at strategic locations at the venue.

Promotion Plan:

PROMOTIONAL TEASER AND AFTER MOVIE OF THE FESTIVAL
NEWSPAPER AD TWO WEEKS PRIOR TO THE EVENT
SOCIAL MEDIA MARKETING: FACEBOOK, TWITTER, INSTAGRAM
AND YOUTUBE WHATSAPP AND EMAIL MARKETING
CORPORATE MARKETING
PUBS, LOUNGES AND BAR ACTIVITIES
GOOGLE AD-WORD
MEDIA PARTNERS AND RADIO PARTNERS
CELEBRITY GUESTS AND ARTISTS
HOARDINGS/PHAMPLETS AND FLYERS PRESS RELEASES
BLOGS/CONTESTS



Marketing Impressions:

TOTAL CROWD ATTENDANCE – 20,000 plus at JLN STADIUM

TOTAL IMPRESSION OF THE FESTIVAL FOR MARKETING: 20-25 Million (APPROX.)

TOTAL MARKETING VALUE : Rs 40,00,000 – 50,00,000

NAMING OPPORTUNITY: DESIRABLE

ON SITE PLACEMENT OF BRAND: LOUNGE/ ACTIVITY AREA / ON STAGE / ENTRY BANNERS / POSTERS / TICKETS / ENTRY BANDS

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Sponsorship Label:

TITLE SPONSOR : Rs.25,00,000/-
CO-TITLE SPONSOR : Rs.18,00,000/-
ASSOCIATE SPONSOR : Rs.15,00,000/-
CO-ASSOCIATE SPONSOR: Rs.12,00,000/-
CO-SPONSOR : Rs.10,00,000/-
BEVERAGES SPONSOR : Rs.10,00,000/-
HEALTH PARTNER: Rs.5,00,000/-
CORPORATE STALL: Rs.60,000/-
FOOD STALL: Rs.40,000/-
LOUNGES : Rs.2,00,000/-



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Media Deliverable

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Particulars	Media Deliverables	Available	Promotion Details
Digital Media			
Event Website		Website name	Starting November
Facebook, Twitter, Instagram, YouTube	Paid Promotion Advertisement	Facebook & twitter url	Starting November
BTL Marketing			
	Mobile Van	Moving around the city at popular joints and Colleges	Starting from November
	College Activation	10 prominent college	Starting November
	Posters & Standee Placement	Corporate	140 corporate in Delhi

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Media Deliverable

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Particulars	Media Deliverables	Available	Promotion Details
TV Advertisement	Ad Promos in Regional TV Channels	PR (Exclusive coverage)	Starting November
	TV		
Radio Advertisement			
	Ad Promos (name of radio channel)	15 per Day * 30 Secs	Starting from Starting November
	RJ Mentions (name of RJ & Time Slot)	6 Per day	Starting from Starting November
	Contest on Radio		Starting from Starting November
	Artist Interview		On show day

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Media Deliverable

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Particulars	Media Deliverables	Available	Promotion Details
Leading Print Publications	Print Advertisement covering Delhi	The Hindustan / Times (4 ads)	Starting 10 days before the event
	Print Advertisement covering Delhi	Pre event release	Post event press release
	Print Advertisement covering Delhi	Exclusive post (Title only)	Print Advertisement covering NCR
Hoardings	NCR	11	Starting from November (10 days
Multiplex			
INOX	Static Multiplex Ads	Promotions in INOX Cinema for 4 shows every day. Amounting to an exposure of 240 movie shows.	Starting from august

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Thank You



 cleartrip LOCAL

Evia Events and Entertainment