



A large, stylized yellow sun is positioned in the upper center of the image, casting a warm glow over a tropical scene. In the foreground, several dark blue palm trees stand against a bright orange and yellow gradient background. A thin blue horizontal line represents the ocean. Two small white birds are shown flying in the sky above the sun.

SUMMER
SUNDOWNER
FESTIVAL

COMING TO DELHI!!

SEPTEMBER 2023
MAJOR DHYANCHAND STADIUM
20+ ARTISTS - MUSIC - FOOD - FLEA - ENTERTAINMENT



About INGLU ?

It's a youth community which helps students in their holistic development by offering various training programs, workshops, bootcamps, webinars, seminars and conferences. We also work on E3 model which means **EXPERIENCE** = Education + Entertainment + Enhancement.

Basically whatever youth needs INGLU is there to provide them for better experience. In past 1 year we have organised, curated and have been part of 100+ College Events, JLN Events, India Tours and Big Concerts.

SISTER BRANCHES OF INGLU

INGLU EDUCATION

The segment focusing on the educational development of the youth.

INGLU TRAVELS

The segment that is focusing on organising the most amazing & unique youth trips.

INGLU CREATORS

The segment where the whole team is working tirelessly for the growth of budding creators.

INGLU EVENTS

The segment where we organise our own events and also partner with other happening events.

INGLU SOCIAL

The most amazing segment under the roof as its the NGO segment of INGLU GLOBAL

INGLU E-SPORTS

The segment where professional E-Sports Athletes train themselves to compete with the best ones.

SUMMER SUNDOWNER FESTIVAL

SUMMER SUNDOWNER - an exciting street food and music festival that celebrates a city's highlights and culinary diversity. This one-of-a-kind event is all about street cuisine, art, and music, featuring more than 100 participating restaurants and pop-ups that will take you on a journey back in time.

The festival promises to deliver captivating performances by renowned artists, making it the ultimate celebration of food, drink, and music in the midst of summer. So why not let the chill vibes of summer take over and relieve you from the stress of everyday life, at least for a weekend?

With a refreshing drink in one hand and the sweet sound of music in the other, you can enjoy the ultimate summer fest with your loved ones by your side. Come and experience SUMMER SUNDOWNER - the most exciting weekend event of the season!



IMPORTANT DETAILS

VENUE

The Venue is finalised:
Major Dhyanchand Stadium,
New Delhi

NUMBER OF STALLS

We will be having 100+ Food & Flea Stalls
with Bar counters and some companies
exhibitions

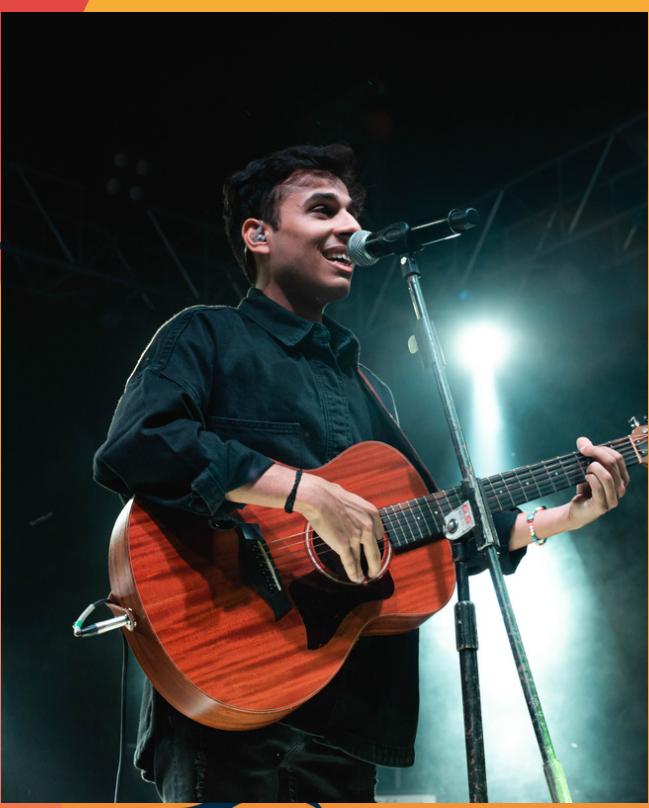
DATES

The Dates finalised are:
23 & 24 September 2023

TENTATIVE ARTIST



IMRAN KHAN



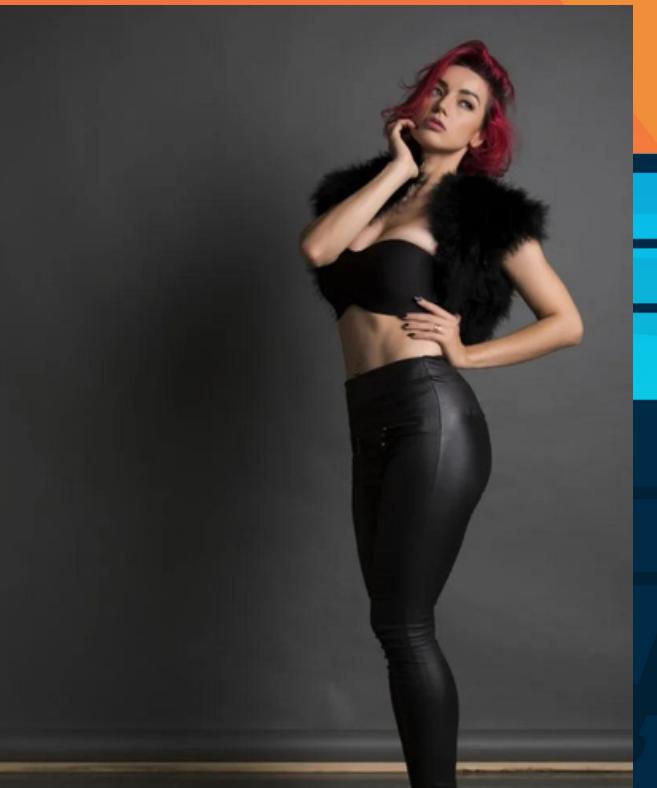
ANUV JAIN



PARADOX



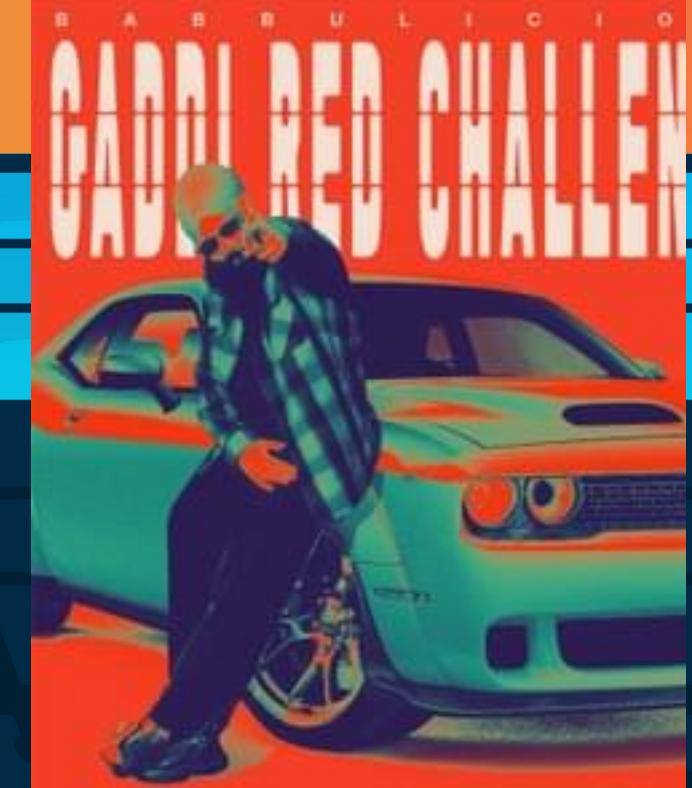
RAIR SAAB



OLLY ESSE



ADITYA RIKHARI



BABBULICIOUS

STATISTICS OF UNIFESTO HALFWAY

EXPECTED CROWD

The expected crowd reach for the event is around 20,000+ people for one day!

TICKET SIZE

The Ticketing for the event is as per :

General Access:

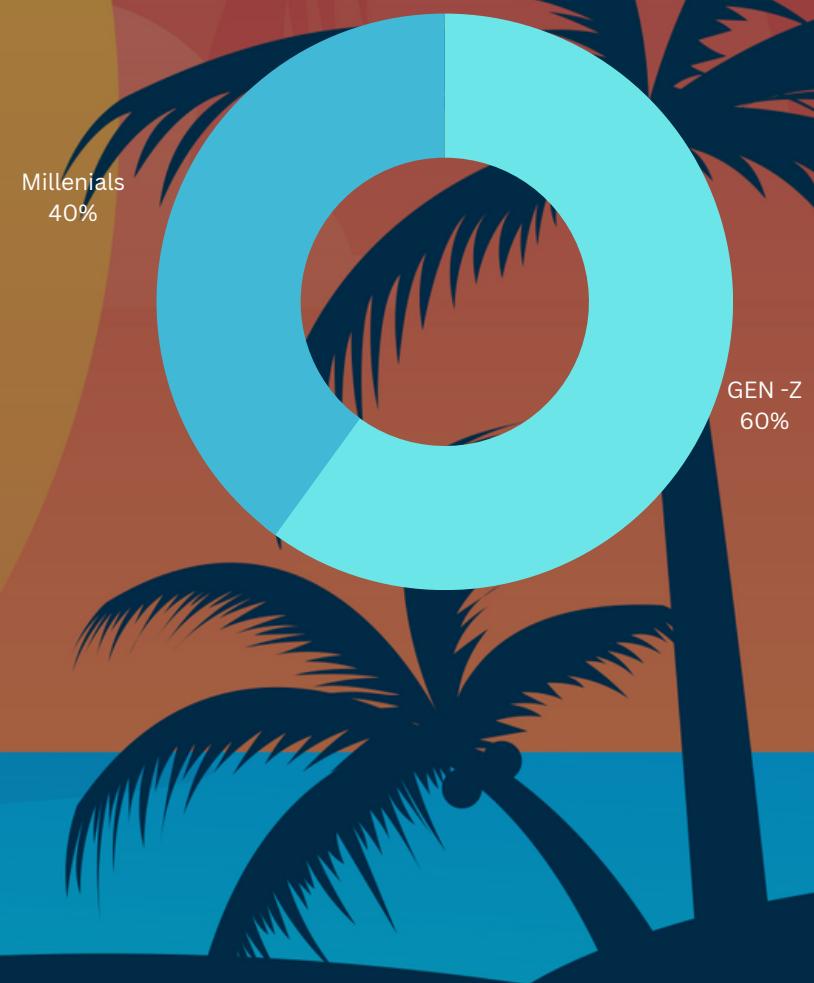
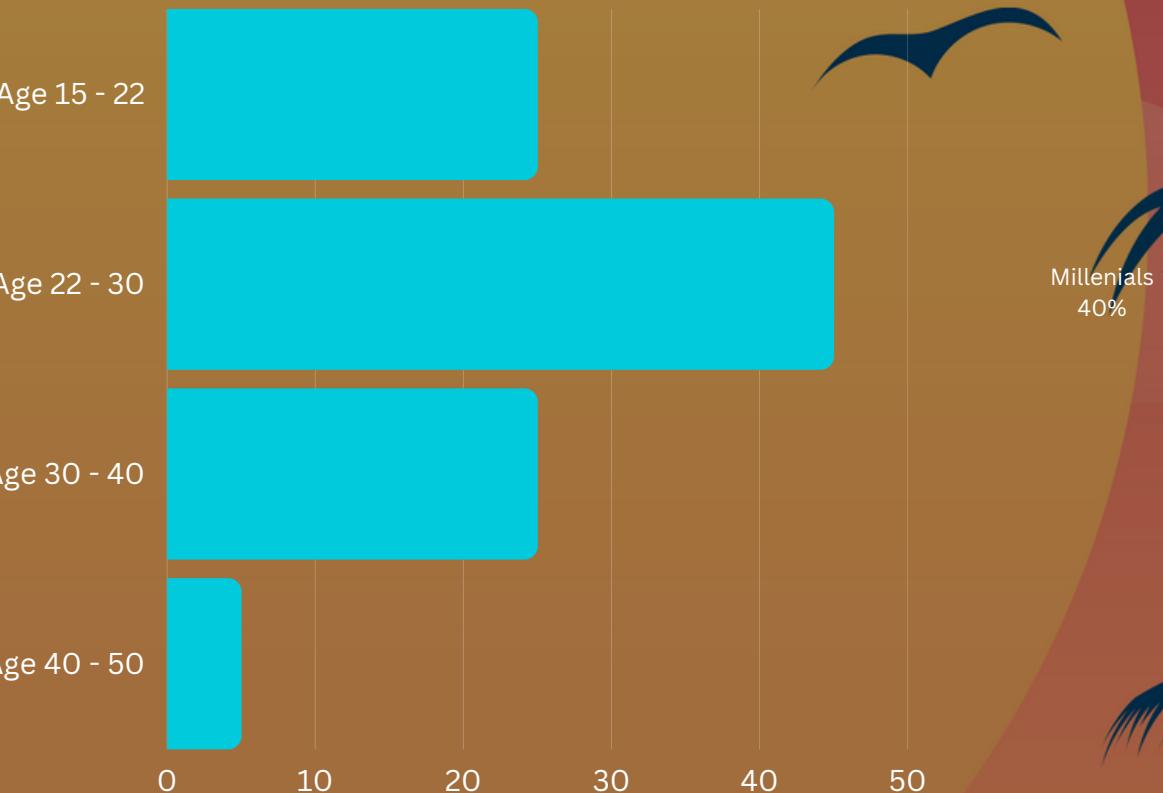
EARLY BIRD - INR 99

PHASE 1 - INR 199

PHASE 2 - INR 349

PHASE 3 - INR 499

TARGET AUDIENCE



MEDIA PLAN

DIGITAL MEDIA

- SOCIAL MEDIA POSTS ON THE ARTIST PAGE AND EVENT PAGE
- EXCLUSIVE POSTS/STORIES (ANNOUNCEMENTS/CONTESTS)
- ARTIST PROMO VIDEOS
- EVENT PROMO VIDEOS
- ARTIST SOCIAL MEDIA PAGE POST
- EMAILERS/WHATSAPP BLASTS
- META ADS
- TICKETING PLATFORM (BOOKMYSHOW/INSIDER) PARTNER PROMOTIONS
- INFLUENCER MARKETING
- SNAPCHAT ADS



MEDIA PLAN

NON - DIGITAL MEDIA

- TELEVISION (ADS)
- PRINT (NEWSPAPER ADS)
- RADIO
- OUTDOOR (DIGITAL HOARDINGS/ MALL ACTIVATIONS)
- CINEMAS
- RESTAURANT ADS
- SOCIETY ADS
- CLUB ACTIVATIONS
- CAB BRANDING



DELIVERABLES FOR SPONSORS

DIGITAL

- **Social Media posts on Artist and Event Page**
- **Logo presence across the digital plan**
- **Collab with the organization**
- **Welcoming on-board posts on the event page**
- **Brands will be tagged in every post and story**
- **Shoutout by opening acts artist**

NON DIGITAL

- **Logo Presence on OOH, OTT, TV, Radio, Print, Cinema and society ads**
- **Club Activation**
- **Road to Rema live - Pre-party branding**
- **Press conference / Private party - Chequered Backdrop**
- **Mention by RJ**

DELIVERABLES FOR SPONSORS

ON GROUND

- Branding at the venue
- Branding on the main stage
- Separate Window for Sponsors at Box Office
- Complimentary tickets
- Branding Cubes at Table-Top and Bar
- Exclusive branding at VIP Bar
- 2/3rd branding at General Bar
- Brand Film/Logos at LED Screen
- Chequered Backdrop
- Signages across the Venue
- Brand Flags
- Artist Green Room Branding

CUSTOMISED INTEGRATION IS POSSIBLE*



PLACEMENTS

TITLE SPONSOR

presents

SUMMER
SUNDOWNER
FESTIVAL

powered by

POWERED BY SPONSOR

in association with

ASSOCIATE SPONSOR

TITLE SPONSOR
INR 1 CR

POWERED BY SPONSOR
INR 70 LAKHS

SUMMER SUNDOWNER FESTIVAL

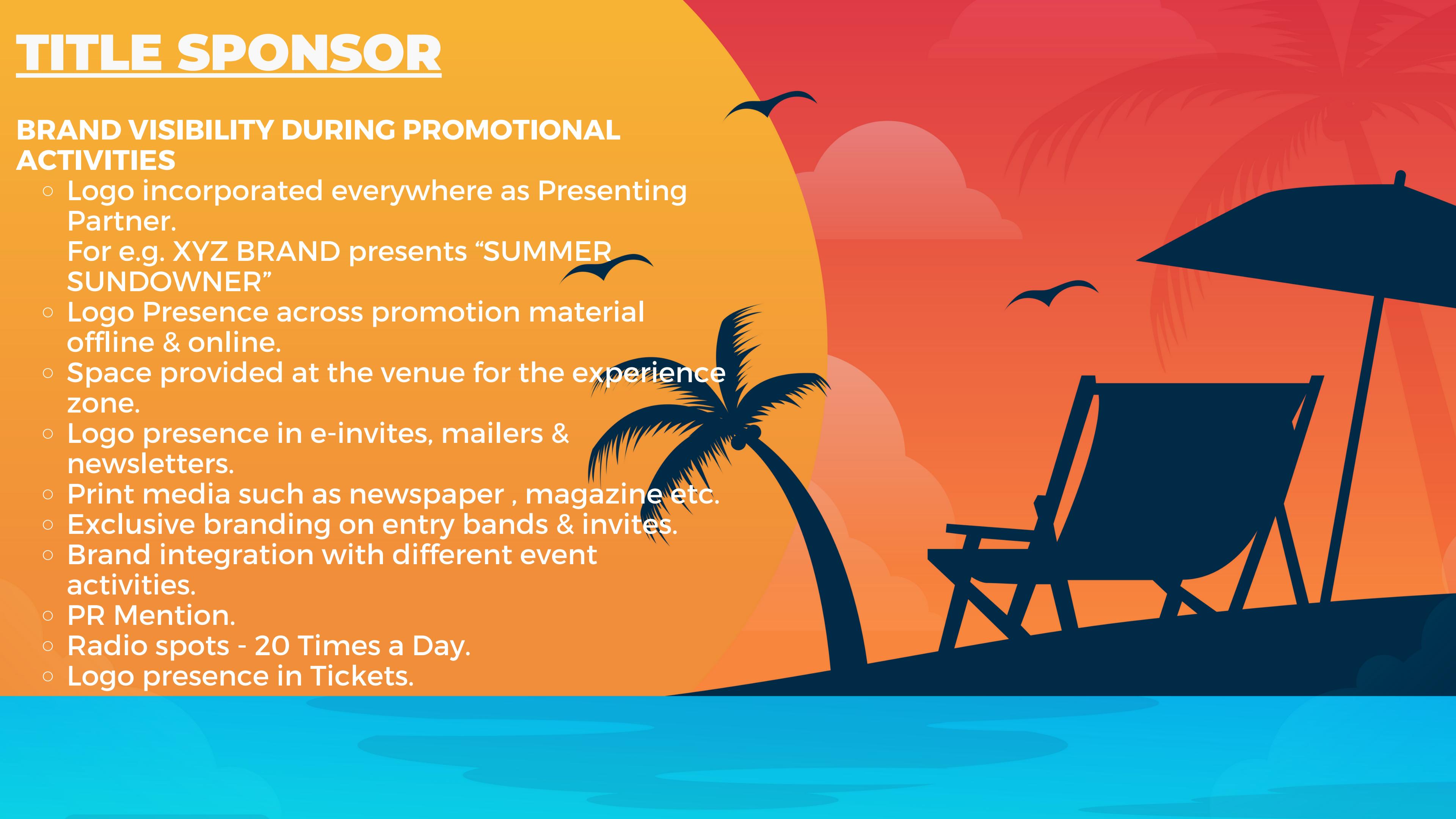
ASSOCIATE PARTNER
INR 50 LAKHS

CATAGORY PARTNER
INR 20 LAKHS

TITLE SPONSOR

BRAND VISIBILITY DURING PROMOTIONAL ACTIVITIES

- Logo incorporated everywhere as Presenting Partner.
For e.g. XYZ BRAND presents “**SUMMER SUNDOWNER**”
- Logo Presence across promotion material offline & online.
- Space provided at the venue for the experience zone.
- Logo presence in e-invites, mailers & newsletters.
- Print media such as newspaper , magazine etc.
- Exclusive branding on entry bands & invites.
- Brand integration with different event activities.
- PR Mention.
- Radio spots - 20 Times a Day.
- Logo presence in Tickets.



POWERED BY SPONSOR

BRAND VISIBILITY DURING PROMOTIONAL ACTIVITIES

- Logo incorporated everywhere as powered by
For e.g. “SUMMER SUNDOWNER” powered by
XYZ BRAND .
- Logo Presence across promotion material
offline & online.
- Space provided at the venue for the experience
zone.
- Logo presence in e-invites, mailers &
newsletters.
- Print media such as newspaper , magazine etc.
- Exclusive branding on entry bands.
- Brand integration with different event activities.
- PR Mention.
- Radio spots - 20 Times a Day.
- Logo presence in Tickets.



ASSOCIATE SPONSOR

BRAND VISIBILITY DURING PROMOTIONAL ACTIVITIES

- Logo incorporated everywhere as in association with by For e.g. “SUMMER SUNDOWNER” in association with XYZ BRAND .
- Logo Presence across promotion material offline & online.
- Logo presence in e-invites, mailers & newsletters.
- Space provided at the venue for the experience zone.
- Print media such as newspaper , magazine etc.
- Exclusive branding on entry bands.
- Brand integration with different event activities.
- PR Mention.
- Radio spots - 20 Times a Day.
- Logo presence in Tickets.

STALL PRICES

FOOD STALL -
INR 70,000

SIZE - 15*15

FOOD STALL -
INR 50,000

SIZE - 10*10

FLEA STALL -
INR 20,000

SIZE - 7*7

FLEA STALL -
INR 30,000

SIZE - 10*10

EXCLUSIVITY STALL -
INR 1,20,000

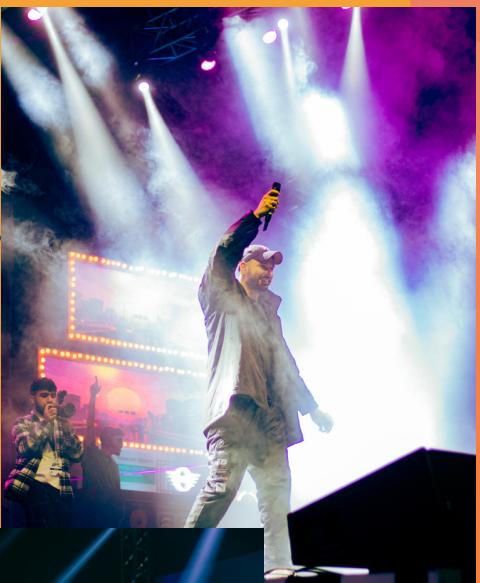
SIZE - 15*15

EXHIBITION SPONSOR STALL -
CAN BE DISCUSSED OVER CALL

SIZE - 15*15



PREVIOUS EVENTS GALLERY



**THANK
YOU**

