

A R R A H M A N
L I V E A T G R E E N F I E L D

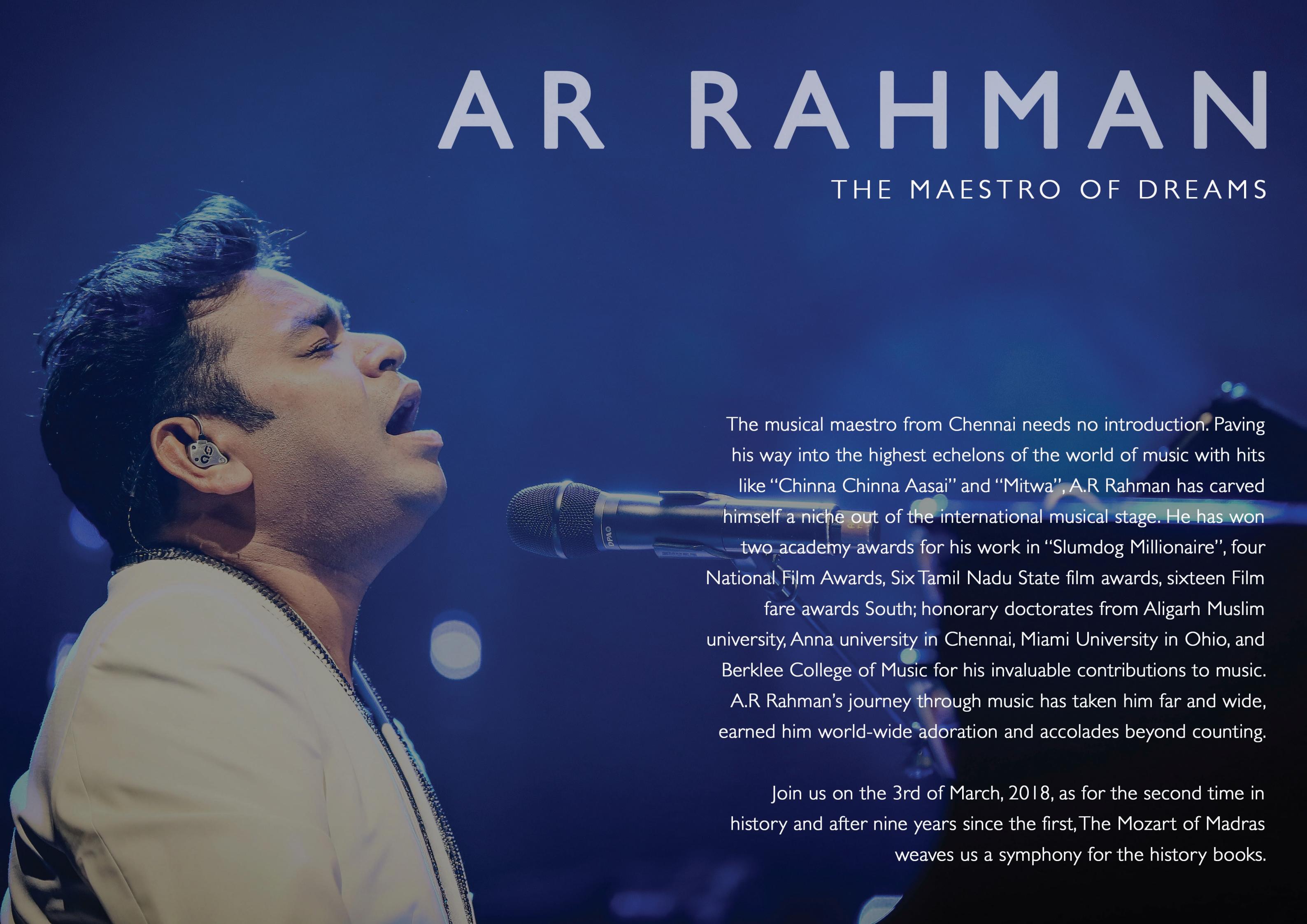
MARCH 3 2018



SPONSORSHIP PROSPECTS

AR RAHMAN

THE MAESTRO OF DREAMS

A black and white photograph of A.R. Rahman performing on stage. He is shown from the side, looking upwards with his eyes closed, singing into a microphone. He has a small earpiece in his left ear. The background is dark with stage lights creating a dramatic atmosphere.

The musical maestro from Chennai needs no introduction. Paving his way into the highest echelons of the world of music with hits like "Chinna Chinna Aasai" and "Mitwa", A.R Rahman has carved himself a niche out of the international musical stage. He has won two academy awards for his work in "Slumdog Millionaire", four National Film Awards, Six Tamil Nadu State film awards, sixteen Film fare awards South; honorary doctorates from Aligarh Muslim university, Anna university in Chennai, Miami University in Ohio, and Berklee College of Music for his invaluable contributions to music.

A.R Rahman's journey through music has taken him far and wide, earned him world-wide adoration and accolades beyond counting.

Join us on the 3rd of March, 2018, as for the second time in history and after nine years since the first, The Mozart of Madras weaves us a symphony for the history books.

SHREYA GHOSHAL



An extremely talented singer blessed with an angelic voice, Shreya Ghoshal rose to fame after her melodious performances in various Indian languages. A Recipient of numerous State and National Film fare Awards, she has brought Indian Music into global fame and is one of the most sought out performers across the world.

Accompanying Artists:
Various other popular artists such as Jonita Gandhi, Haricharan Seshadri, Sid Sriram, Neeti Mohan, Benny Dayal, etc and DJ Nucleya shall also be accompanying A R Rahman for the musical performance, with the entire concert spanning over 3 hours.

INTERNATIONAL STADIUM

55000
SPECTATORS

Located in Kariavattom (Trivandrum), Greenfield International Stadium recently bore witness to the 35th Indian National Games, and much more recently, to the T20I match between India and New Zealand earlier this month. Designed by College of Design, Mumbai, Greenfield is a beacon of hope for Sports and Games development in South India. Curated to the highest standards, Greenfield stadium boasts capabilities for seating up to 55000 spectators, and parking for over 2000 vehicles at a time – perfect conditions for any event, be it a sports match or a music concert.

WHY?

Almost 9% of all children in India are orphans. Adoption Rates in India have been plummeting in recent years, down by up to 50 percent in the last five years. Education in most states face a reverse bottleneck, with good support for higher education but with a quickly eroding foundation in Primary education. Social welfare schemes are losing momentum, and the future of India's Children is beginning to look bleak.

How much direr must the situation be for the thousands of children without homes or guardians? A large part of the proceeds from this concert will go into providing safety and equal opportunity to underprivileged children under 16 years of age.

The event will be conducted in partnership with The Kailash Satyarthi Children's Foundation for further implementation of the project.

Help us, help them.



KAILASH SATYARTHI

CHILDREN'S FOUNDATION



A large part of the proceeds from the concert will be used for the accomplishment of various projects under The Kailash Satyarthi Children's Foundation. The KSCF, established in 2004 under the leadership of Nobel Peace Laureate Shri Kailash Satyarthi, works on the mission of establishing a child friendly world. Bal Mitra Gram and Bachpan Bachao Andolan are the two major projects that would be implemented in Kerala in association with the charity concert. The projects work towards providing safety and equal opportunity to the underprivileged children in the state.

WHO WE ARE

The organising team is a diverse group of Engineering students from various colleges in Trivandrum with ample experience organizing large-scale events.

A part of this team organised Dhwani, the annual cultural fest of College of Engineering, Trivandrum. Dhwani is the flagship cultural event of CET, an event spanning three days showcasing the cultural aptitudes laying dormant in each and every student. Dhwani is also an opportunity for various groups to bring their artforms to a wide and varied audience.

Over 15000 people attended Dhwani.





TITLE SPONSOR

(INR 75,00,000)

- Event will be known as <Title sponsor> presents Charity Concert in association with <Associate sponsor> co-presented by <Co-presented by sponsor>
- Promotion through radio, Facebook page, website, mobile application, media, emails and messages.
- Logo on tickets and volunteer badge. Logo in all printed and media communications. Live Mentions.
- Advertisements at main entrance and main spots of venue.
- Provision for a stall of maximum size 20*20 ft. at specified place outside the venue.
- Provision for volunteers to promote your company during the event.
- Provision for distributing any advertising medium in the venue.
- Name and logo in signage.
- Honour of presenting award to the performers. - VIP access to seating area.
- Free pass and tickets.

ASSOCIATE SPONSOR CO - SPONSOR

(INR 50,00,000)

(INR 35,00,000)

- Second association with title of the event.
 - Event will be known as <Title sponsor> presents Charity Concert in association with <Associate sponsor> co-presented by <Co-presented by sponsor>
 - Promotion through radio, Facelooook page, website, mobile application, media, emails and messages.
 - Logo on tickets and volunteer badge. Logo in all printed and media communications. Live Mentions.
 - Logos and banners at specific spots of venue.
 - Name and logo in signage
 - VIP access to seating area.
 - Free pass and tickets.

- Event will be known as <Title sponsor> presents Charity Concert in association with <Associate sponsor> co-presented by <Co-presented by sponsor>
 - Promotion through radio, Facebook page, website, mobile application, media, emails and messages.
 - Logo on tickets and volunteer badge. Logo in all printed and media communications. Live Mentions.
 - Logos and banners at specific spots of venue.
 - VIP access to seating area.
 - Free pass and tickets.

PLATINUM SPONSOR

(INR 25,00,000)

- Promotion through radio, Facebook page, website, mobile application, media, emails and messages.
- Logo on tickets and volunteer badge. Logo in all printed and media communications.
- Live Mentions.
- Logos and banners at specific spots of venue.
- VIP access to seating area.
- Free pass and tickets.

SATELLITE PARTNER

- Exclusive coverage of event and media rights.
- Promotion through radio, Facebook page, website, mobile application, media, emails and messages.
- Logo in all printed and media communications. Live Mentions.
- Logos and banners at specific spots of venue.
- VIP access to seating area.
- Free pass and tickets.

SPONSORSHIP CATEGORIES

TRAVEL PARTNER

- Manage transport for invitees and guests
- Promotion through radio, Facebook page, website, mobile application, media, emails and messages.
- Name and logo in signage
- Special mention as our travel partner

TICKETING PARTNER

- All online ticketing transactions through your website or mobile application.
- Promotion through radio, Facebook page, website, mobile application, media, emails and messages.
- Name and logo in signage
- Special mention as our ticketing partner

BEVERAGES PARTNER

- Promotion through radio, Facebook page, website, mobile application, media, emails and messages.
- Your beverages are made available in the food stall
- Name and logo in signage
- Special mention as our beverage partner

BANKING PARTNER

- Promotion through radio, Facebook page, website, mobile application, media, emails and messages.
- Name and logo in signage
- Special mention as our banking partner



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