





## **ARY Family Festival 2013** **“Let’s meet them directly”.**

**ARY Family Festival 2013** will be held in Karachi on 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> June 2013 at The TDAP Expo Centre Karachi.

❖ **Karachi:** Friday 14<sup>th</sup>, Saturday 15<sup>th</sup>, & Sunday 16<sup>th</sup> June 2013.

With the growing trend and yet deficit events in Karachi, ARY Marketing Team has taken the pledge to provide brands an opportunity to get maximum mileage and exposure by investing minimum budgets and cope up with Radio FM 105, ARY Zauq, Nick, ARY NEWS, ARY Digital and ARY Music and convey their message to the masses as well as directly interact with the consumers.

We have initiated a yearly general event for families, young generation and brands to deliver their brand message.

Let’s make the most out of the event that requires humongous planning, to meet the purpose and maximize your direct consumer approach. We have unique plans and customized solutions for your brand based on your brand’s personality, feel free to contact me on: (92-21) 32294437, cell: (0324) 2098201 (0321) 2000326 & email: faisal.magnus@gmail.com

Sincerely yours,

**Faisal Baig**  
C.E.O





## **Event Rundown**

A three day event as per the dates mentioned above, where consumers of all age groups will get a chance to enjoy the theme and the Activities.

### **Theme:**

The event comprises of four major themes supported by Décor and Lighting that will highlight each stall separately:

#### **Kitchen:**

A set designed by ARY Zauq which will be placed in the outer area or the main entrance of Expo Karachi.

Backdrop branding opportunity available.

#### **Activities:**

Chefs from ARY Zauq will prepare popular recipes in front of an immense audience.

#### **Music:**

A separate stage to be placed on the outer area of Expo center dedicated to music and musical show, having music system and high powered speaker pairs placed on it.

PS: Backdrop branding opportunity available.

#### **Activities:**

Renowned artists shall be performing. A talent hunt competition will be held where the participants can prove their hidden talent in front of an immense audience. These events will be covered by ARY Musik and on-aired a week after the event.

**Nick's activities for Kids:**

Mascots of nickelodeon Sponge Bob, Maruin Marvin, Power Rangers and others will welcome kids in the play area with soft ball pools and other kids carnival activities.

**Activities:**

Here kids will have a chance not just to meet their favorites but also to have a fun time with them.

**Sport Activities:**

Mini Golf Course, Cricket Arena in the outer area of expo.

Branding opportunity Available.

**Other Activities: (Celebs)****ARY Zauq:**

Tahira Mateen, Saadat Siddiqui, Maida Rahat, Sameena Jaleel, Afzal Nizami, Sarah Riaz, Chef Mehboob,

**ARY Digital:**

Nida Yasir, Nabeel, Hina Dilparezi (Momo),

**ARY News:**

Waseem Badami,

## **ARY Muzik:**

VJ Fati, Anoushey, VJ Ahmed, VJ Urwa, VJ Kanza, VJ Shahzad, VJ Sehrish, VJ Sumi, Waqar Zaka,

## **Live cooking**

Exclusive event Coverage by ARY Zauq, ARY News, ARY Digital and ARY Music

Four Exhibition halls 1,2, 3 and 4.

Music Competition Judged by Singers arranged by ARY Music

## **Food Court**

Outside the exhibition hall, outdoor food area with stalls selling a variety of food items.

## **Event hype**

### **Billboards**

- Around sixty billboards to be placed across Karachi, highlighting the event.

- **ARY Network**

- Ticker Placement On ARY Network 15 days prior to the event
- Mentions of the event by the chefs of ARY ZAUQ on their respective shows
- Mentions and Promotions of the event at ARY Music
- A Dedicated Morning Show related to the event at ARY Digital and ARY News
- Continuous promotions of the event by mentions on the morning show hosted on ARY Network
- Promotion of the event through advertisement on ARY network at least 8 days before the event

### **FM 105**

- Mentions of the event 15 days prior to the event
- Endorsement of the event by the RJ's of FM 105
- Activities by FM105 at the event

## **Expected Crowd**

Around 250,000 attendees per day



## PACKAGES:

### Package D – Rs. 125,000/-

- ❖ **One (1)** 3sqm x 3sqm stall in Karachi.
- ❖ Package on ARY Zauq or ARY Music ( as per brand's Requirement )
- ❖ Brand interview on FM 105.

Stall description: Octonorm – inclusive of 1 counter, 2 chairs along with 3 spotlights

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### Package C – Rs. 215,000/-

- ❖ **One (1)** 3sqm x 6sqm stall in Karachi.
- ❖ Package on ARY Zauq or ARY Music ( as per brand's Requirement )
- ❖ Brand interview on FM 105.

Stall description: Octonorm – inclusive of 1 counter, 2 chairs along with 4 spotlights

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### Package B – Rs. 650,000/-

- ❖ **One (1)** 6sqm x 9sqm marked bare space in Karachi
- ❖ Package on ARY Zauq or ARY Music ( as per brand's Requirement )
- ❖ Brand interview on FM 105.

Stall description: Bare space with area marked

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### Package A – Rs. 750,000/-

- ❖ **One (1)** 6sqm x 9sqm marked bare space in Karachi
- ❖ Package on ARY Zauq or ARY Music ( as per brand's Requirement )
- ❖ Brand minutes interview on FM 105
- ❖ Prominent logo Placement on all **Sixty (60)** billboards

Stall description: Bare space with area marked

