

2025



श्री सिया राम लीला कमेटी  
द्वारका (रजि. )

*Sponsorship Proposal*

जय श्री राम



जय श्री राम

# THE EXCLUSIVE RAMLEELA & MELA

Organized By

SHREE SIYA RAM LEELA  
COMMITTEE DWARKA (Reg.)



22<sup>nd</sup> of September to 02<sup>nd</sup> of October

VENUE:

DDA Ground, Dwarka, Sector-21, New Delhi.  
Opposite Dwarka Sec - 21 Metro Station.

TIMING:

Mela Timing: 06 PM to 12 AM Midnight



# THE BIG FAIR

Mela is a Sanskrit word meaning 'gathering' or 'to meet' or a 'fair'. It is used in the Indian subcontinent for all sizes of gatherings and can be religious, commercial, cultural or sport-related.

In recent times "Mela" also popularly refers to shows and exhibitions. It can be theme-based, promoting a particular culture, art or skill. Generally in "melas" people can find eateries, entertainment activities, shops and games.

We take pleasure in introducing

ourselves as "Shree Siya Ram Leela Committee Dwarka (Reg.)" which is a registered Social religious organization. The society has been organizing 1st Ramlila in 2025 on big scale in Dwarka Sector 21 New Delhi.

More than 200 Social, religious activities of the area are the main strength of the society. Every year, hundreds of people from different field are felicitated for their valuable contribution in the event.





# PROGRAMME FORMAT

**Ramlila Manchan: 10 Days**

**Timing: 06:00 PM to 12:00 PM Midnight Everyday**

**Date: 22nd of Sept. to 02nd of Oct.**

**Mela Timing: 06:00 PM to 12:00 AM**

**Venue: DDA Ground, Dwarka, Sector-21,  
Opposite Dwarka Sec. - 21 Metro Station, New Delhi.**

## LIVE ON

**Facebook Page, Youtube, Website, Whatsapp etc...  
Daily all Newspaper and TV News Channel Media Coverage.**

**Approx 1 Lac People Will Visit The Fair Daily.  
On Dussehra 3 Lac People Will Visit The Fair.**

# 1ST RAMLEELA MANCHAN



ENTRY GATE

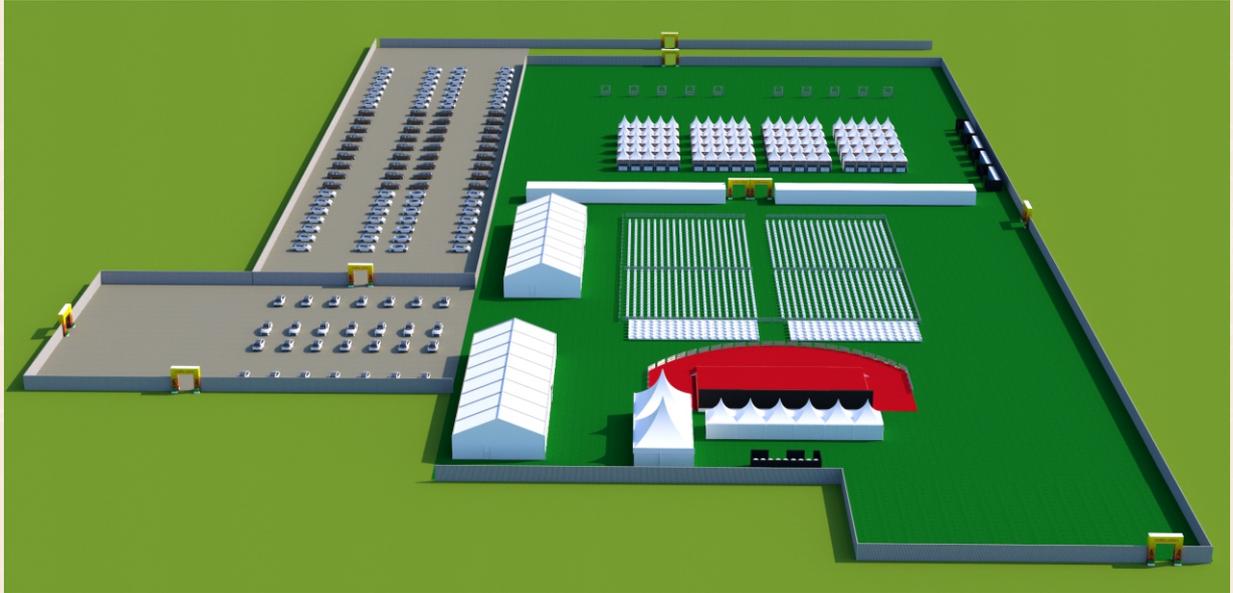


STAGE



SHREE SIYA RAM LEELA COMMITTEE DWARKA (Reg.)

SITE LAYOUT



SHREE SIYA RAM LEELA COMMITTEE DWARKA (Reg.)

## BRAND SUPPORT

SHREE SIYA RAM LEELA COMMITTEE DWARKA (REG.)

Organized By :

# The Big Fair 1st RAMLILA MANCHAN

22nd of September to 02nd of October  
DDA Ground, Dwarka Sector-21,  
Opposite Dwarka Sec - 21 Metro Station, New Delhi..

Sponsored By :



## CAR DISPLAY



SHREE SIYA RAM LEELA COMMITTEE DWARKA (Reg.)

# ADVERTISING DISPLAY



# BRAND STALL DISPLAY



SHREE SIYA RAM LEELA COMMITTEE DWARKA (Reg.)



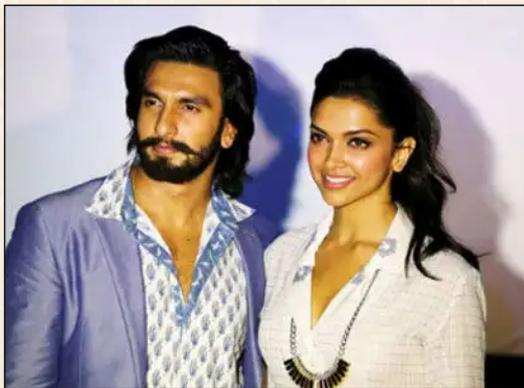
## HOARDINGS



## BALLON ADV.



## FILM PROMO.



## MEDIA COVERAGE



## ELECTRIC POLE



## ALBUM PROMO.



SHREE SIYA RAM LEELA COMMITTEE DWARKA (Reg.)

THE BIG MELA



SHREE SIYA RAM LEELA COMMITTEE DWARKA (Reg.)

PROPOSED DESIGN



SHREE SIYA RAM LEELA COMMITTEE DWARKA (Reg.)



## SPONSORSHIP OPPORTUNITY

Shree Siya Ram Leela Committee Dwarka is an excellent opportunity to take you and your brand to a huge and coveted cultural and social platform. This is the platform that can help your brand in reaching the next level in almost no time. We strongly believe that an effective sponsorship must-

- Serve the business interest of the sponsoring company
- Serve the best interest of the event and its participants
- Have a positive impact upon the sponsor's direct consumers
- Benefit the consumers who the product or services



To achieve the desired goals for sponsors and the organisers, we have laid out a marketing and media plan that will not only create acceptance for the event but also take the sponsors' brand communication to the desired target audience in an appropriate way.



# SPONSORSHIP PACKAGES

## DIAMOND SPONSOR

OPPORTUNITY ONLY FOR 1 EXCLUSIVE SPONSOR

**Amount: Rs. 25,00,000**

### BRANDING BENEFITS:

- VVIP main Entry Gate & on other Gate 2 no. Archs (6.5'x8' both sides of gate)
- 25 Arch in Event ground Wall
- 20 sec TVC advertisement 6 times every day during program on main stage screen
- Special invitation for opening & closing ceremonies.
- Coverage with Media along with organizer
- 1 page advertisement in Ramlila Souvenir (Cover Back)
- 3 no. of stall in Prime Location at Mela Ground (size 10'x10')
- Company's logo placement on invitation card (one lakh)
- 100 VVIP passes, 200 VIP passes
- Stage announcement of sponsor during the event
- Felicitation of company's representatives on stage
- Logo on social Media (twitter, facebook, Linkdin, mailings etc.)
- Branding on security stands
- Logo on all hoardings/banners/posters of Ramlila committee

SHREE SIYA RAM LEELA COMMITTEE DWARKA (Reg.)



# PLATINUM SPONSOR

OPPORTUNITY ONLY FOR 2 SPONSOR

**Amount: Rs. 20,00,000**

## BRANDING BENEFITS:

- VVIP main Entry Gate & on other Gate 2 no. Archs (6.5'x8' both sides of gate)
- 20 Arch in Event ground Wall
- 20 sec TVC advertisement 6 times every day during program on main stage screen
- Special invitation for opening & closing ceremonies
- Coverage with Media along with organizer
- Full page advertisement in Ramlila Souvenir (inside page)
- 2 no. of stall in Prime Location at Mela Ground (size 10x10')
- Company's logo placement on invitation card (one lakh)
- 75 VVIP passes, 100 VIP passes
- Stage announcement of sponsor during the event
- Felicitation of company's representatives stage
- Logo on social Media (twitter, facebook, Linkdin, mailings etc. Branding on security stands
- Logo on all hoardings/banners/posters of Ramlila committee



SHREE SIYA RAM LEELA COMMITTEE DWARKA (Reg.)



## **GOLD SPONSOR**

**OPPORTUNITY ONLY FOR 5 SPONSOR**

**Amount: Rs. 15,00,000**

### **BRANDING BENEFITS:**

- Public Entry Gate & on other Gate 2 no. Archs (6.5'x8' both sides of gate)
- 10 Arch in Event ground Wall
- 20 sec TVC advertisement 6 times every day during program on main stage screen
- Coverage with Media along with organizer.
- Half page advertisement in Ramlila Souvenir (inside page)
- 1 no. of stall in Prime Location at Mela Ground (size 10'x10)
- Company's logo placement on invitation card (75 thousand)
- 50 VVIP passes, 75 VIP passes
- Stage announcement of sponsor during the event
- Felicitation of company's representatives on stage
- Logo on social Media (twitter, facebook, Linkdin, mailings etc.
- Logo on all hoardings/banners/posters of Ramlila committee



**SHREE SIYA RAM LEELA COMMITTEE DWARKA (Reg.)**



## **SILVER SPONSOR**

**OPPORTUNITY ONLY FOR 10 SPONSOR**

**Amount: Rs. 10,00,000**

### **BRANDING BENEFITS:**

- 05 Arch in Event ground Wall
- 20 sec TVC advertisement 6 times every day during program main stage screen
- Coverage with Media along with organizer
- Half page advertisement in Ramlila Souvenir (inside page)
- 1 No. of stall in Prime Location at Mela Ground (size 10"x10")
- Company's logo placement on invitation card (50 thousand)
- 25 VVIP passes, 50 VIP passes
- Stage announcement of sponsor during the event
- Felicitation of company's representatives on stage
- Logo on social Media (twitter, facebook, Linkdin, mailings etc.)
- Logo on all hoardings/banners/posters of Ramlila committee



**SHREE SIYA RAM LEELA COMMITTEE DWARKA (Reg.)**

## **OPPORTUNITY ONLY FOR 30 SPONSOR**

**Amount: Rs. 5,00,000**

### **BRANDING BENEFITS:**

- One of stall in Prime Location at Mela Ground (size 10x10)
- 2 Arch in Event ground Wall
- Quarter page advertisement in Ramilla Souvenir (inside page)
- 5 VVIP passes, 20 VIP passes
- Felicitation of company's representatives on stage

## **ADVERTISEMENT**

**Amount: Rs. 3,51,000**

- Electric Pole at Mela - 10 Banner (Size 1\*1.5feet)
- Outdoor (Ground Boundary) 5 Banner (Size 6\*8 feet)  
(Ground Boundary Near Main Gate)

## **ADVERTISEMENT**

**Amount: Rs. 2,51,000**

- Outdoor - 5 Banner (Size 6\*8 feet)  
(Ground Boundary Near Main Gate)
- Electric Pole at Mela - 05 Banner ( Size 1\*1.5 feet)

## **ADVERTISEMENT**

**Amount: Rs. 51,000**

- Outdoor (Ground Boundary) 1 Banner (Size 6\*8 feet)

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**SHREE SIYA RAM LEELA COMMITTEE DWARKA (Reg.)**



# SHREE SIYA RAM LEELA COMMITTEE DWARKA (Reg.)



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