

15th International Film Festival of Kerala: Details regarding sponsorship

- Scheduled to be conducted from the 10th to 17th Dec 2010 at Trivandrum, Kerala, India
- Inaugural and Closing Function at Nishagandhi Open Air Theatre in the presence of approx 10000 guests and luminaries from the film world. A captive audience of 18years and above
- 5 shows daily at 9 theatres in the city
- 10,000 registered delegates and media
- 150 foreign guests
- Extensive media coverage by Print and Electronic Media

The Kerala State Chalachitra Academy which organises this mega event for the Cultural Affairs Dept, Govt of Kerala solicits sponsorship of the various components of the event as well as a marketing plan to raise sponsorship for the various activities of the event.

The following areas are available for sponsorship. The sponsors will all be acknowledged as associates to the festival. *No brand sponsorship is offered.*

- 1) Website: extensively used. First for entry and regulations and subsequently for Delegate Registration, reservation, film information, blogging etc. Deadline for receiving advertisement matter: *Immediately.*
- 2) Tote Bags: Each delegate is provided with a bag. Bag order 10000 pieces. Deadline for receiving advertisement matter: *10th Sept 2010*
- 3) Registration Cards: 10000 Delegate cards, guest cards, official cards, volunteers etc Tags around the neck. Deadline for receiving advertisement matter: *20th Oct 2010*
- 4) Festival Catalogue: An international level publication which is given to all invited guests and then distributed world wide to filmmakers, film festivals, libraries etc. This is usual the souvenir of the festival that is preserved by most people. Advertisement space available. Print order 1500 copies. Deadline for receiving advertisement matter: *25th Oct 2010*
- 5) Festival Manual: Provided free of cost to each and every delegate. It is the ready-reckoner during the festival that is extensively referred to by all participants. Advertisement space available. Print order 10000 copies. Deadline for receiving advertisement matter: *25th Oct 2010*
- 6) Poster: An artistically designed poster that is displayed all over the city as well as in select places like libraries, colleges etc all over the State. Print order : 10,000 Deadline for receiving advertisement matter: *25th Oct 2010*
- 7) City publicity: including arches, hoardings, banners, standees etc Deadline for receiving advertisement matter: *25th Oct 2010*
- 8) Venues (including Hotels): Venue publicity including banners, gates, stalls , help desks etc Deadline for receiving advertisement matter: *30th Nov 2010*

9) Touring Talkies: A road show that begins one month in advance of the festival and travels the entire length of the State publicising the event. Deadline for receiving advertisement matter: *10th Oct 2010*

10) Daily Bulletin: A daily bulletin providing daily information on the festival events is printed and provided to each delegate every day. Print order 10000. Deadline for receiving advertisement matter: *5th Dec 2010*

11) Schedule: A date wise schedule is provided to each delegate before the festival begins. Print order 15,000. Deadline for receiving advertisement matter: *25th Nov 2010*

12) Invitations: For closing and opening events are issued all over the country and abroad. Print order 20,000. Deadline for receiving advertisement matter: *20th Nov 2009*

13) Airline Tickets: The Festival would require a minimum of 8 International and 10 Domestic Tickets. The Sponsor would be acknowledged as a partner. *Deadline for receiving 10th Nov 2010*

14) Exhibitions: Exhibitions are conducted during the festival for the General public. Deadline: *25th Nov 2010*

15) Communication Services: Internet services for theatre reservation and mobile phone communication among the organisers. About 5,00,000 SMS are despatched during this period. *The services will be required from the 5th Dec 2010*

16) **Advertisement shows in lobbies**: Giant screens can be constructed in the lobbies of the venues which will display advertisement films of a client. Cost of setting up the systems will need to be calculated. *Deadline December 9th 2010*

17) Two or three Premier shows can be provided to sponsors for their particular clients. This will need to be discussed in greater detail.

18) Stickers on vehicles and autorikshaws that ply for the festival. Very high visibility in the city of Tvm: *Deadline 30th Nov 2010*

19) Accessories like tee shirts, caps etc to be used by volunteers and other officials

Parties interested in soliciting sponsorship may use the above opportunities to develop a plan for submission to the Academy with a monetary estimate. **Last date for submitting an Expression of Interest is 18th August 2010.**