

INITIATED BY



ORGANIZED BY



10<sup>TH</sup> & 11<sup>TH</sup> FEB 2024  
SAT & SUN 9 BORDI BEACH

Theme 2024

सप्तरंगी



SPONSORSHIP PROPOSAL

   CHIKOOFESTIVAL

[www.chikoofestival.com](http://www.chikoofestival.com) 



## EMPOWERING RURAL PROSPERITY

Step into the heart of rural Maharashtra at the Chikoo Festival, a vibrant celebration on 11th and 12th February 2024, at SR Save Camping Ground, Bordi.

This festival isn't just an event; it's a movement empowering local entrepreneurs, artists, and agriculturists. For Ten years, we've been weaving a story of resilience, sustainable agriculture, and rural prosperity.

**By sponsoring this event, you're not just supporting a festival; you're investing in a vision. Together, let's nurture eco-friendly living, promote sustainable occupations, and create a self-sustaining rural economy.**

**Join us in making dreams blossom at the Chikoo Festival**





## PROSPERITY, CULTURE, AND COMMUNITY SPIRIT

### Over 2 Lakhs Visitors

A captivating event expected to attract a massive audience of more than 2 lakh visitors over the span of two days.

### Economic Boost of INR 2.5 Crore+

Driving local prosperity, the festival aims to infuse over INR 2.5 crore into the regional economy, fostering growth and sustainability.

### Expansive Festival Area

Spanning across 1.5 lakhs+ square feet, the festival grounds offer a vast and immersive experience for attendees to explore and enjoy.

### Diverse Retail Stalls

Featuring 200 retail stalls, the festival provides a platform for businesses to showcase their products, promoting local entrepreneurship and creativity.

### Delectable Food Stalls

With 70 food stalls offering a diverse array of culinary delights, visitors can indulge in a gastronomic journey, savouring flavours from across the region.

### Diverse Workshops

Featuring engaging workshops on Warli painting, traditional crafts, and more, the festival encourages youth participation, nurturing talents and preserving culture.

### Engaging Activities

Offering 25 activities and a plethora of entertainment options, the festival ensures a lively atmosphere, catering to diverse interests and age groups.



# SPONSORSHIP OPPORTUNITIES FOR 2024



- **Colorwise Sponsorship Opportunity**

Sponsorship: 2.5 lacs per color.

Total Colors: 7 vibrant options (Red, Orange, Yellow, Green, Blue, Indigo, Violet)

- **Exclusive Presence in Individual Color Sectors**

Logo prominently displayed in the dedicated sector of each color.

Increased visibility with a unique presence in every color-themed area.

- **Branding on Stall Nameplates**

Logo featured on the nameplate of every stall within the sponsored color sector.

- **Custom T-Shirts for Sector Volunteers**

Volunteers in each color sector adorned in branded T-shirts, ensuring a cohesive and visually impactful presence.

- **Logo Placement on Color-Specific Arches**

Logo prominently displayed on the archway marking the entrance to each color-themed section.

- **Social Media Highlights & Countdown**

Exclusive posts across social media platforms highlighting each sponsored color.

Engaging countdown series building anticipation for the event.

- **Website Banners**

Logo prominently featured on the event website's banners.

Prime digital real estate for maximum online visibility.

- **Promotion on AV Screens**

Inclusion of sponsor logos in the audio-visual presentations during the event.

High visibility on large screens for a captivating presence.

- **Stage Announcements**

Regular on-stage announcements recognizing and thanking Colorwise sponsors.

Increased visibility and appreciation during key moments of the event.

- **Complete Event Sponsorship Package**

Exclusive package available for those wishing to sponsor the entire event.

Comprehensive brand exposure across all elements and activities.

Tailored benefits and recognition for complete event sponsors.



## WHY PARTNER WITH CHIKOO FESTIVAL

- **Top 10 Rural Festivals in India** Chikoo Festival is acknowledged as one of the top 10 rural festivals in India, attesting to its significance and cultural impact on a national level.
- **Unique Rural Extravaganza** As the largest rural festival in Maharashtra, it offers a distinctive blend of agriculture, art, tourism, and culinary experiences from the Palghar district, leading to profound economic upliftment in the region.
- **Ideal Platform for Brand Showcase** Chikoo Festival serves as a perfect stage for brands to connect and engage with a vast urban and rural audience. It provides a rare opportunity to showcase products or services to a diverse demographic, ensuring maximum exposure.
- **Massive Footfall** With an expected attendance of over 2 lakhs visitors during the two-day event, sponsors have the chance to interact with a massive audience, creating brand recognition and customer engagement.
- **Comprehensive Media Campaign** A 360-degree media campaign, encompassing Above The Line (ATL), Public Relations (PR), and digital mediums, will be executed across major cities including Mumbai, Nasik, and Surat. This extensive coverage guarantees widespread brand visibility and market reach.



# DIGITAL & MEDIA COVERAGE FOR ALL SPONSORS



## **Prominent Presence on Social Media**

- Regular posts featuring sponsors on official festival social media pages (Facebook & Instagram).
- Exclusive sponsor shout-outs on Instagram Stories, reaching out to a younger, engaged audience.
- Social Media Collaborations

## **Website Visibility**

- Inclusion in the sponsor section of the festival's official website with logo, description, and link to the sponsor's website.
- Acknowledgement in blog posts related to festival preparations, sponsor spotlights, and post-event coverage.

## **Comprehensive Media Coverage**

- Sponsor mentions in event-related articles, interviews, and features.
- Logo placement in digital advertisements and banners across online platforms.
- On-Stage Recognition during Key Events

INITIATED BY



ORGANIZED BY



# A DECADE OF UNITY

10 Years of Cultivating Connections and Cultures in 2024!



Your valued sponsorship lights the way as we embark on our **10th-anniversary journey in 2024.**

With heartfelt gratitude, we look forward to celebrating a decade of community, culture, and creativity together





The Rural Entrepreneurs Welfare Foundation (REWF) stands as a testament to the collective vision and determination of a group of like-minded entrepreneurs hailing from Dahanu and Talasari Taluka. United by their shared commitment to sustainable development, they have come together under the banner of REWF, dedicated to empowering the rural economy of their region.

Their objective is clear: to create impactful employment opportunities through ventures in agriculture, art, tourism, food processing, and local craftsmanship. With a deep-rooted belief in the potential of their community, REWF tirelessly works towards fostering growth, creativity, and economic vitality.

In the hands of REWF, the future of rural economic development is not just a dream but a tangible reality, driven by the spirit of collaboration and a shared vision for a prosperous tomorrow.

**TEAM REWF**

**+91 9820546484 / +91 9823707096**





# Chikoo Festival 2024



CHIKOOFESTIVAL



[www.chikoofestival.com](http://www.chikoofestival.com)

