



ASSOCIATION OPPORTUNITIES

PRESENTING PARTNER
VENUE PARTNER
SESSION PARTNER
MEDIA PARTNER
TRAVEL PARTNER
HOSPITALITY PARTNER



**3RD EDITION
BODH GAYA
GLOBAL DIALOGUES**

21-22 March 2020
Indira Gandhi National Centre for the Arts [IGNCA]
New Delhi

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www.deshkalindia.com



Presenting Partner

Presenting Partners are expected to contribute INR 50.00 Lakhs. The partner will be acknowledged as the presenting partner in all our promotional materials distributed before and during the Dialogues.

The Presenting Partner's logo will be displayed alongside the Deshkal Society logo. All print and online material will read: **“Deshkal Society in partnership with ‘Presenting Partner’s Name’”**

Moreover, the following benefits will also accrue to the Presenting Partner:

ADVERTISING AND LOGO PRESENCE

The Presenting Partner's *logo* will be featured in

- All advertisements and notifications for the Bodh Gaya Dialogues across digital portals, radio and in print as part of the official Dialogues logo as well as part of the official logo grid.
- All official print materials distributed before and during the Dialogues.
- All official communications concerning the Dialogues.

The Presenting Partner will have access to a *full page advertisement* in the Bodh Gaya Global Dialogues programme schedule brochure.

ON-SITE PROMOTION OPPORTUNITIES

The Presenting Partner's *logo* will be featured on

- All advertising and promotional materials distributed during the Dialogues.
- All signages, maps, and program billboards across the Dialogue venues for the entire duration of the Dialogues.
- All of the official Dialogues bags handed out to the speakers, delegates and other participants.

The Presenting Partner's *brand video* upto 30 seconds long will be shown twice a day across the three Dialogues venues.

ON-LINE PROMOTION OPPORTUNITIES

- The Presenting Partner's *logo* will be incorporated in the official Dialogues website.
- The Presenting Partner will be acknowledged in all social media activities relating to the Dialogues.
- The Presenting Partner's *logo* will feature in promotional mailings and/or e-blasts to the Dialogues database.

DIALOGUES PARTICIPATION OPPORTUNITIES

- The Presenting Partner will receive passes for the Opening and Closing Receptions as well as access to the Author Dining Area.
- The Presenting Partner will receive the official Festival Bag.

Associate Partners

The Partners will effectually receive upto a year's publicity, well beyond the event days of the Dialogue, in the form of print, electronic and digital media exposure all throughout the Dialogues' publicity campaign (extending over a year). Your logos can be displayed prominently around the programme and also in flyers, direct mail, brochures, video, website, electronic banners, signage, e-shots and social media. The Brand will receive recognition from all kinds of people participating in the Dialogues – from the attendees and the delegates to the decision makers. This will translate into increased brand awareness and trust across diverse stakeholders from sectors such as academia, government, international agencies and industry.

VENUE PARTNER

Partnership opportunity is available for upto three days at a given venue. Each venue will accommodate four sessions per day. Thus, the Venue Partner will benefit in terms of visibility over four sessions per day resulting in 12 sessions in total over the entire duration of the Dialogues.

COST

Single Day	INR 5.00 Lakhs
Three Days	INR 10.00 Lakhs



SESSION PARTNER

Partnership opportunity is available for a single session at any given venue. Each session is timed for exactly 90 minutes.

COST

Each Session INR 1.50 Lakhs

MEDIA PARTNER

The media partners, both print and electronic, will be part of the media coverage before, during and after the Dialogues.

COST

Kind in terms of coverage

TRAVEL PARTNER

The travel partner will associate with the organisers of the Dialogue to provide Complimentary tickets (train and flights) for the panellists, moderators, musicians, key speakers and key delegates.

COST

Kind in terms of tickets

HOSPITALITY PARTNER

The hospitality partner will associate with the organisers of the Dialogues to provide accommodation (including breakfast, lunch and dinner) for the panellists, the moderators, the musicians, key speakers and selected delegates.

COST

Kind in terms of accommodation and meals

CONTACT US



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