



Dear Sir/ Madam,

SUB: SPONSORSHIP PROPOSAL FOR CAROLS N CARNIVAL TO BE HELD ON 12TH DEC, 2020

Rotary City Cochin is one of the prominent clubs under Rotary International in Cochin Region. Chartered in 2006, the Club has several unique social service projects aimed at supporting the marginalized people in our society.

Rotary Cochin City is happy to announce that the 11th edition of **Carols and Carnival**, our Annual Mega Christmas Extravaganza, will be held on 12th of December 2020.

This event will usher in the festive season and the true Christmas spirit. We will have Carol Singing, Crib setting, Christmas tree decoration and Card making with Rotary clubs from various parts of India and abroad participating.

This year, the event will be held as an online program keeping in mind the pandemic and it will be aired in various social media platforms to ensure maximum participation and viewership.

Every year, as part of the event, we give a vocational excellence award towards outstanding personality from the field of Music. Some of the past awardees include, Usha Uthup, Arjunan Master, Gopi Sunder, And this year, we will be honoring an outstanding Musician with a Pan India presence.

The event is made possible by corporate sponsors and all the proceeds from the event will go towards the charitable initiatives of Rotary Club of Cochin City. We have been consistently utilizing the funds raised from the program for the following community service projects.

Vidhya Daan – The objective of the project is to provide educational support to the children of Prisoners. So far, we have distributed more than Rupees 2.4 million to the deserving students.

Paarpidom – We have been constructing houses for the deserving and needy for the last 3 years and have completed a dozen of them already.

Jeevan Jyothi – Jeevan Jyothi is a joint initiative with Government Medical College, Ernakulam, for providing free basic nursing, medicines and psychological support at the homes of underprivileged palliative care patients.

We genuinely look forward to your support as a valuable sponsor of Carols and Carnival and we assure you that all proceeds from the event will go towards the aforementioned humanitarian projects.

You are also welcome to contribute directly to our Projects as part of your Corporate / Personal Social Responsibility. The details are as follow: - A/c Name – Rotary Club of Cochin City Carols n Carnivals , A/c No. 027705003131, Bank – ICICI Bank, IFSC Code – ICIC0000277, Branch – Kadavanthara. We are enclosing the Sponsorship Proposals for Carols and Carnival which includes options, benefits and other details.

We look forward to the association with your brand and your participation for the Event.

CARNIVAL SPONSORSHIP OPTIONS

Over 1500 Rotarians and their families will be joining in on the program telecast on various Online platforms. This is an excellent opportunity to present your esteemed organization to an elite viewership of Rotarians and their families. Like the previous years, this year also there will be extensive coverage in leading TV Channels and other media.

Amount

Benefits @ Carols and Carnival

Rs. 2,00,000/-

Title Sponsor

1. Integration of Sponsor Logo with Cnc logo in all the attribute of the program, as also the event name.
2. Logo on the backdrop.
3. Logo Presence along with all correspondence of the program
4. Associates for all the four competitions.
5. M C mentioning during the program.
6. Name on awards and certificates
7. Multiple 20 second duration Ad film slot during the program
8. Direct mailer from Club president to 1000 Rotarians promoting the brand / Product along with details of some exclusive discount offers (if any) that the company is ready to offer.

Rs. 1,00,000/-

Event Co Sponsor

1. Logo on the backdrop.
2. Logo Presence along with all correspondence of the program
3. Associates for all the four competitions.
4. M C mentioning during the program.
5. Name on awards and certificates.
6. Multiple 20 second duration Ad film slot during the program.
7. Direct mailer from Club president to 1000 Rotarians promoting the brand / Product along with details of some exclusive discount offers (if any) that the company is ready to offer.

Individual competition branding

Rs. 75,000/-

Carols

Rs. 50,000/-

Christmas Tree Decoration

Rs.25,000/-

Crib Decoration

Rs.15,000/-

Card making Competition.

1. Logo display in Backdrop for respective competition Screen
2. Mention on award and Certificates.
3. Multiple 20 second duration ad film slot during the respective event.

Others

Rs. 25,000/-

1. Multiple 20 second duration ad film slot.

Rs. 15,000/-

1. Two 20 second duration ad film slot.

Rs. 5000/-

1. Scrolling logo displays

Warm regards,

Rtn. Sanjeev J Samuel

President

09446051612

Rtn Jacob Cherian

Chairman, Carol's n Carnival

09846940566

Rtn Abraham Mathew

Secretary

09846015398