



# Holi Blast Festival

**EXCLUSIVELY MARKETING BY**

**Shabnam Singhal**  
Managing Partner, Sirius D&E

**21<sup>st</sup> MARCH 2019**  
**KALAGRAM, GARDEN OF FIVE SENSES**  
**New Delhi**



Smokin' Aces Entertainment in collaboration with Delhi Tourism is thrilled to host its 4th annual Holi Blast Festival with a blend of Music, Art & Colors. Thousands of people, dressed in white, come together to share in music, dance, performance art and visual stimulation.

Holi is the biggest & widely celebrated festival of India. It's a Festival of Colors, Happiness & Madness and that's what u get @Holi Blast! Festival. Last year Holi Blast was a huge success attracting over 4,000 attendees. As such, we are truly motivated to deliver another outstanding event this year with more than 6,000 people. Gates will open at 9:30 AM, and the festival will run from 10AM to 10PM.

Entertainment is also a part of the Festival with evenings filled with EDM, Techno and Live music to be played on 3 different Stages. As well as the huge range of drinks on offer, the Festival also offers the visitors the chance to enjoy some fantastic Delhi's popular cafe's, street food and snacks.



### **About Sirius D&E**

Website : [sirius-ed.com](http://sirius-ed.com)

Sirius D&E, a seasoned brand honed with over a decade of business experience, is the leading global player in creating and managing high-end realty assets. The name behind India's most coveted luxury malls, retail destinations and opulent residencies, we currently enjoy the position of a preferred real estate consultant for domestic and international luxury projects. Having truly demonstrated our flair across all stages of a real estate project including conceptualization, planning, execution, positioning, marketing and management, Sirius D&E has emerged to be a comprehensive service provider with an all encompassing approach and unmatched experience.

### **About Sirius Luxury Affairs**

Website : [siriusluxuryaffairs.com](http://siriusluxuryaffairs.com)

Sirius Luxury Affairs offers those planning an wedding, an exhilarating blend of élan, extravagance and the modern day aficionado's penchant for luxury. Like a page out of a self- written fable. Sirius Luxury Affairs presents bespoke comprehensive wedding solutions that celebrate the most important day of your life. Apart from weddings, Sirius Luxury affairs presents comprehensive solutions for all sorts of events that you plan to host. Our Bespoke approach ensures that your events transpire your personal style, elegance and class apart patterns.



- ❖ Shabnam Singhal is the Managing Partner of SIRIUS D&E which is a luxury International Property Consultant belonging to Singhal group of companies.
- ❖ Singhal belongs to top 100 families of India having a strong political and business background.
- ❖ Sirius D&E is a part of a multi diversified Singhal group of companies involved in various fields such as Biotechnology, Software Developments, Real Estate. Our Group companies are i.e. Biotech International Ltd., Computronics International Ltd., Chemical International Ltd, Vipps Centre, Manvi Investment among others.
- ❖ Ms Singhal has diversified experience in the group of companies and has been in the industry for over 2 decades and achieved success in product development and marketing.
- ❖ Sirius D & E also have an exclusive mandate for Delhi One Luxury retail (Four Seasons Retail) and now mandated for Four Seasons Pvt Residencies and various other luxury hotels and malls. It is the largest Four Season project on this side of the planet.
- ❖ Under Singhal's leadership Sirius has pioneered the Luxury real estate in India is now diversified into the exclusive realm of Luxury events with Sirius Luxury Affairs.
- ❖ Sirius Luxury Affairs offers customized services for quintessential luxury weddings, events & soirees that are designed to resonate with individual's personal style, elegance and standards.

## About OUR EXCLUSIVE MARKETING PARTNER



**Ms. Shabnam Singhal**  
Managing Partner/Owner  
Sirius D&E and Sirius Luxury Affairs  
[www.sirius-ed.com](http://www.sirius-ed.com)  
[www.siriusluxuryaffairs.com](http://www.siriusluxuryaffairs.com)





# **HOLI BLAST! 4.0 OVERVIEW**

- 3 Stages | 10 Hour Non-stop Music | 6000+ people
- Organic Colours | Water Guns
- Celebrity Guests | Celebrity DJs | 50+ Artists
- Dhol Dhamaka | Bhangra Acts | Russian Acts
- Rain Dance | Splash Pool Paradise | Water Slides
- Thandai | Holi Snacks
- Camel Rides | Games | Photo Booths
- Food-Stalls | Bar | Holi Flea Market
- Commercial Stage | Electronic Stage | Bollywood Stage
- Beautiful Holi Décor | Photo booth
- Professional video coverage of the event
- VIP lounge | Family lounge | Kid Zone
- Media coverage
- WiFi | Mobile Charging Station

# ATTENDEE PROFILE



**50:50**

FEMALE -  
RATIO



**18 - 35**

YEARS  
OLD  
**80%**



**35** YEAR  
OLD

LOVED  
**10%**



INTERNATIONAL  
CROWD

**10%**



WELL  
EDUCATED  
&

CORPORATE  
CROWD



MUSIC  
LOVERS  
&

BEER  
LOVERS



INCOME

**Rs. 30,000**



LIVING  
IN

**DELHI NCR**



EXPATS,  
DIPLOMATS  
&

TRAVELLERS



# ABOUT US



Smokin' Aces Entertainment started in Dec' 2015 organizes theme based events and music festivals across North India.

List of festivals we have managed/ organized sofar:

## 2016

1

### New Year Tour - RISHIKESH ( 250+ Travelers)

Our first happening event to let people celebrate New Years away from home and in the refreshing environment of the city.

2

### Valentine's Festival - RISHIKESH ( 200+ Travelers)

A romantic getaway organized specially for couples for a memorable romantic weekend getaway in Rishikesh.

3

### Holi Blast! Season 1 - GURGAON ( 1500+ Attendees)

The first season of Holi Blast Festival was a huge success with blend of Music, Colors & Art.

4

### Himalayan Music Festival - KASOL

Our one of the most happening festivals which was held in Kasol and was attended by around 1,500 backpackers.

5

### Old School Gathering - KASOL

4,000 music lovers showed up to enjoy performances by great International DJs from Russia, UK, Israel and other places across the world for two days.

6

### Aquaholic - DELHI

It's a one day Pool Party at The Park, C.P. to find a rescue from the scorching heat of Delhi.

## 2017

7

### Kasol Music Festival – KASOL

was another popular music festival to celebrate New Year's in mountains, with more than 1500 people.

8

### Holi Blast! 2.0 - DELHI

Held for the first time at Jawaharlal Nehru Stadium, Delhi with a gathering of over 2000 attendees.

9

### Great India Beer Festival – DELHI

India's biggest ever first Beer Fest was celebrated at JLN stadium by 15,000+ beer lovers with International & local artists.

10

### Holi Blast! 3.0 - DELHI

With more than 3500 people, we celebrated the third season of Holi Blast at JLN stadium.

11

### Silent Disco Music Festival – MCLEOD GANJ

A silent headphone party organized for a trekking tour of 200 people.

12

### FABeer – DELHI

Hosted live screening of FIFA' 2018 at Aqua, The Park, C.P. for 10 days.

## 2018

**Our vision is to become India's Biggest entertainment company with more than 24 recurring music festivals in our portfolio, along with artist management, corporate events, app based entertainment solutions, concerts, IP's, travel solutions and exhibitions.**

# WHAT'S IN IT FOR THE YOU?



Celebrating 4<sup>th</sup> season of Holi Blast Festival, the festival will provide one day of entertainment from international and local artists to thousands of attendees. Your business name will be promoted for a month leading up to the event with mentions on social media, the festival website, posters, radio, television advertising and signage at the festival. Our sponsor package includes VIP passes, so you'll enjoy the festival from the comfort of the VIP lounge which includes complimentary beers. VIP passes also include preferred section near the stage.



## MARKETING IMPRESSIONS

Total online/ offline marketing impressions of your brand : 25-50 Million (approx.)

Total Marketing Value : INR 3-4 Million

Naming Opportunity : Title Sponsor/ Powered By/ Associate Sponsor

On-site Placement of brand : Lounge/ Activity Area/ On stage/ Entry Gate/ Banners/ Posters/ Tickets/ Entry Bands etc.



## BRANDING

Brand Ad running on super wide LED screen on the Main Stage / Pamphlets / Bill Boards / Media Coverage / Sponsor Named coupon kit / Hot air balloon / Name on the Invitation Card / Name on the entry bands / Wi-Fi Name after sponsor / Name on the Charging Stations / On Stage Brand name mentions by Celebrity guests, DJs and Anchors & much more.

A Private VIP Lounge near Main Stage with Food and Beverages. 100 Complimentary Entries worth Rs. 3 Lac.



# PROMOTIONAL PLAN



Promotional Event Teasers & After – Movie of the Festival.

Channel Partners

Social Media Marketing: Facebook, Instagram, Twitter and YouTube, LinkedIn

SMS & Email marketing.

Corporate marketing.

Hoardings, Pamphlets and Flyers

Google ad-word (SEO)

Media Partners and Radio Partner

Celebrity Guests and Artists

Pubs, Lounges & bar activities.

Event Promoters - 60+

Newspaper Ads – 15 days prior to the event in Delhi NCR.

Press Releases.

Blogs, Contests, YouTubers & Influencers.



# MEDIA PLAN



25 billboards placements at prime locations in Delhi-NCR for a period of 15 days prior to the event.

Promotional activities in more than one hundred restaurants/ Pubs/ Clubs/ Corporates with standees & tent cards

Radio Promotion : 10 spots/ day + RJ Mentions and contests one month prior to the event

Promotions via Social Media : Facebook, Instagram, LinkedIn, YouTube ( Outreach : 10Mn+ people)

Promotions via Social Media handles of artists, corporates, blogs, etc. : 5Mn+ outreach

Promotion on all Delhi Tourism online & offline portals. Cross promotion with major brands

100+ promoters, channel partners will promote the event in colleges, malls, markets & corporates/ MNC's. Promotions via Youtubers/ Influencers.

Listing of event on all premium ticketing & entertainment websites/ apps : 10Mn+ Outreach

One Million push notifications, emails, SMS & WhatsApp shootouts.

Ads in leading newspapers, magazines, television, cinemas for two weeks prior to the event

1Lac printed posters to be put in strategic locations

Media coverage – News channels/ Lifestyle channels/ Bloggers



# SPONSORSHIP BENEFITS



Your logo/ name on stage signage

Logo inclusion on six sponsored towers located throughout the festival site

Your logo/name on the website home page and sponsor page  
Logo/ Name on flyers distributed at festival booth

Large logo and premier placement on festival poster

Complimentary space for promotion at the festival

Logo/ name inclusion on all TV advertisements

Logo/ Name on entrance signage

Logo/ name inclusion on all Print advertisements

Lounge signage

Name inclusion in all Radio advertisements

Social media recognition

Email/ SMS marketing recognition

Complimentary VIP lounge tickets

Large logo/name on back of volunteer T-shirts  
(print run 200)

Verbal announcements highlighting sponsors during opening & closing night ceremonies

Large logo/name on custom made banner on stage

Logo recognition on Digital billboards

Mentions in social media recognition

Logo recognition on Table umbrellas

On site Banner Display



# PRESENTS BY SPONSOR BENEFITS

Following are the branding & value driven benefits for the Presented By Sponsor

- **Logo on Tickets**
- **Social Media Branding on Official Event Page**
- **Brand Presence on Event shoutout by all Artists**
- **Logo presence in BTL Activations**
- **Logo branding on transit media**
- **Brand Mention in Radio promotions**
- **Logo presence in Print Ads**
- **Logo presence on 50+ Hoardings**
- **Brand mention in influencer activities**
- **Logo placement on Event Stages**
- **100 Complimentary Passes**
- **15 Brand Standees to be placed on Event Date**
- **Logo would be flickered 30 times on LED Screen**
- **15 Dedicated Brand Shout outs on Official Social Media Page**
- **Brand Presence on 2,00,000 Flyers**
- **Brand Presence on 50,000 Posters**
- **Brand Presence on 200 Standees**
- **Logo presence on Press Conference/ Chequered Box Backdrop**
- **Access to VIP F&B Lounge**
- **Logo on Video Teasers**



# POWERED BY SPONSOR BENEFITS

Following are the branding & value driven benefits for the Presented By Sponsor

- **Logo on Tickets**
- **Social Media Branding on Official Event Page**
- **Brand Presence on Event shoutout by all Artists**
- **Logo presence in BTL Activations**
- **Logo branding on transit media**
- **Brand Mention in Radio promotions**
- **Logo presence in Print Ads**
- **Logo presence on 50+ Media Hoardings**
- **Brand mention in influencer activities**
- **Logo placement on Event Stage Backdrop**
- **80 Complimentary Passes**
- **10 Brand Standees to be placed on Event Date**  
**Logo would be flickered 20 times on LEDScreen**
- **12 Dedicated Brand Shoutouts on Official Social Media Page**
- **Brand Presence on 1,00,000**
- **Flyers Brand Presence on 25,000 Posters**
- **Brand Presence on 100 Standees**
- **Logo presence on Press Conference/ Chequered Box Backdrop**
- **Access to VIP F&B Lounge**
- **Logo on Video Teasers**

# CO-POWERED BY SPONSOR BENEFITS

Following are the branding & value driven benefits for the Presented By Sponsor

- **Logo on Tickets**
- **Social Media Branding on Official Event Page**
- **Brand Presence on Event shoutout by all Artists**
- **Logo presence in BTL Activations**
- **Logo branding on transit media**
- **Logo presence in Print Ads**
- **Logo presence on 25 Hoardings**
- **Logo placement on Event Stages**
- **50 Complimentary Passes**
- **10 Brand Standees to be placed on Event Date**  
**Logo would be flickered 20 times on LED Screen**
- **10 Dedicated Brand Shoutouts on Official Social Media Page**
- **Brand Presence on 1,00,000 Flyers**
- **Brand Presence on 30,000 Posters**
- **Brand Presence on 100 Standees**
- **Logo presence on Press Conference/ Chequered Box Backdrop**
- **Access to VIP F&B Lounge**
- **15 VVIP Parking Access Tickets**
- **Logo on Video Teasers by the Stars**





# SPONSORSHIPS CATEGORIES



TITLE SPONSOR : 20  
LAC

CO-POWERED BY :  
5LAC

POWERED BY : 10  
LAC

ASSOCIATE SPONSOR :  
5LAC

HOSPITALITY  
SPONSOR

TICKETING  
PARTNER

MEDIA  
PARTNER

REALTY  
PARTNER

BEVERAGE  
PARTNER

MEDIA  
PARTNER

LIFESTYLE  
PARTNER

COVERAGE  
PARTNER

DIGITAL  
PARTNER

PRODUCTION  
PARTNER

CELEBRITY  
PARTNER

MULTIPLEX  
PARTNER

FOOD  
PARTNER

RADIO  
PARTNER

**YOU GET:** A waterproof domed tent with electricity / Brand mentions on all online and offline marketing mediums / Brand mentioning on various Social Media platforms through posts and blogs.



**SIRIUS D&E**

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