

THE TRAVELLING KITCHEN

INDIA HERE WE COME

FUN FIT FEST FEAST

About

THE TRAVELLING KITCHEN

- ◆ Carefully Curated Culinary Roadshow
- ◆ Coveted F&B brands from Tier-1 Cities
- ◆ Food that clicks because its different
- ◆ A Fun-Food-Fest-Feast over 3 Days in some of the fastest developing cities
- ◆ Targeting both, 'Mass' & 'Niche'
- ◆ Celebrating the Spirit of Community with various activities tied together by the core element of food





About **OUR FOUNDER**

Quotient Consultancy Services – one of the country’s most coveted brand management firms -as the founding entity behind the ‘The Travelling Kitchen!’ project with former senior freelance journalist & Brand Consultant Bharat Atwal at the helm

Powered by a team of Brand Development professionals & Partnering with area-specific influencers to help establish and drive brand recognition & identity development

About
**OUR EXCLUSIVE
MARKETING PARTNER**

- ❖ 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.



Ms. Shabnam Singhal
Managing Partner/Owner
Sirius D&E and Sirius Luxury Affairs
www.sirius-ed.com
www.siriusluxuryaffairs.com

Why

THE TRAVELLING KITCHEN



- ◆ We love what we do... Can it get any better?
- ◆ Backed by key influencers who drive the beat of the city
- ◆ Tremendous outreach via rigorous marketing & PR tools
- ◆ A unique platform to engage the market at large
- ◆ The perfect 'dip-stick' into a market being explored by various brands
- ◆ More than just a place to eat - a destination to bond at with your friends and family
- ◆ Tie-ups with the community driven CSR initiatives



Our AUDIENCE

- ◆ Age Group - Just About Everyone!
- ◆ Targeting footfalls of 10,000 to 15,000 each day.
- ◆ How?
 - ◆ Hoardings, Standees and other ‘placed’ mentions at locations with high footfalls
 - ◆ Television Tie-ups & Print Advertisements
 - ◆ Radio Platform Engagement
 - ◆ Key Influencer Engagement across various TGs
 - ◆ Outreach via – emailers, fliers, flash mobs etc.
 - ◆ Schools and colleges
 - ◆ Clubs & Entrepreneur organisations, amongst others...





KIDS



RETAIL



MUSIC



FOOD!

Highlights **TTK**

A festival that Celebrates the Spirit of a Community tied together by everyone's' love for food! Music, Activities for Kids, Retail, Food (Of course!) and much much more...

- ❖ Nutrition Classes with Celebrity Speakers
- ❖ Activities Focused on Overall Development
- ❖ Story-Telling Classes by Established Authors
- ❖ Fun Rides galore!
- ❖ Painting, Dance Choreography, Plays and More..





- ❖ A list of trendy retail outlets as carefully curated as our food brands
- ❖ Catering to a niche each time
- ❖ Curated in collaboration with established retail exhibition brands

- ❖ We have a Voice! Children Take the Stage
- ❖ Live Band Performances
- ❖ Renowned DJs
- ❖ Vocalists
- ❖ Genres from Jazz to Soul & Rock and Roll

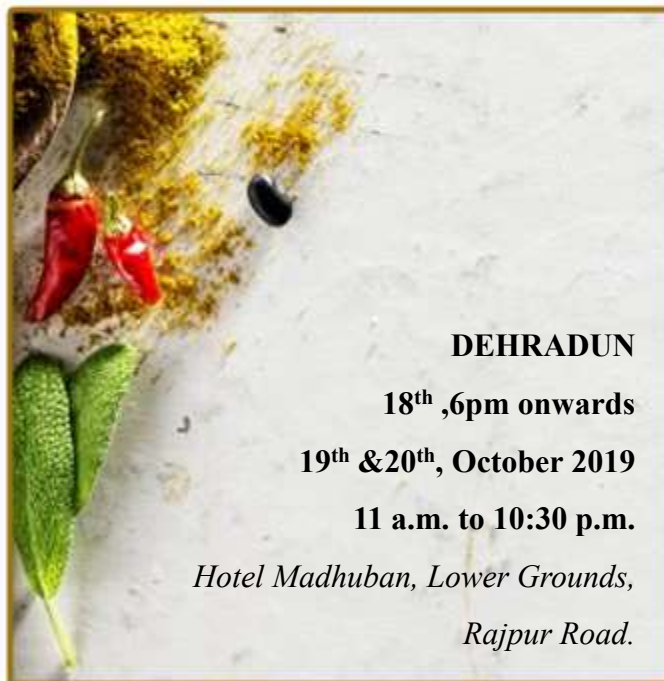


- ❖ Meditation for your Soul
- ❖ Yoga your Mornings
- ❖ Zumba with the Best
- ❖ Dance –Feel the Burn
- ❖ Nutrition – Food that's be - 'FIT' - ing

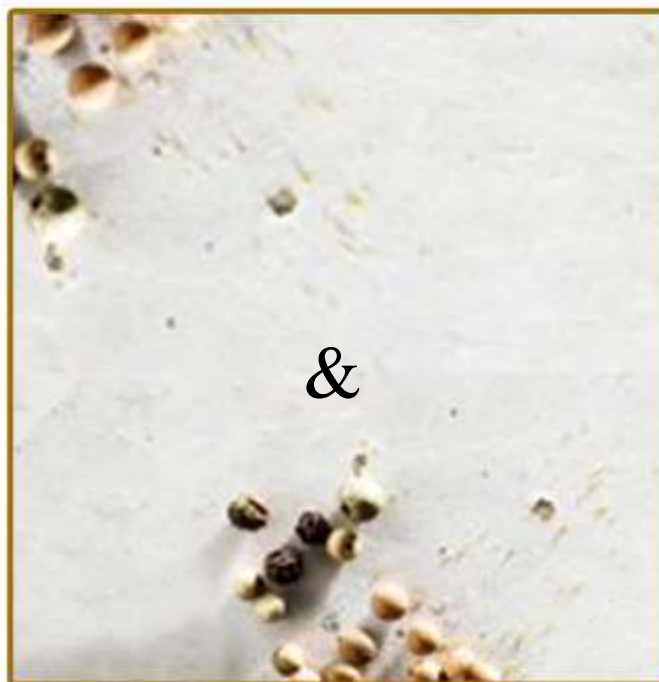


India

HERE WE COME



DEHRADUN
18th ,6pm onwards
19th &20th, October 2019
11 a.m. to 10:30 p.m.
*Hotel Madhuban, Lower Grounds,
Rajpur Road.*



CHANDIGARH
17th to 19th, January 2020
11 a.m. to 10:30 p.m.
Venue To be Decided

Our

PARTICIPATION FEE

15 ft. x 15ft.

INR 50,000 + TAXES

8 x 8 ft.

INR 25,000 + TAXES

FOOD TRUCK

INR 20,000 + TAXES

1. In the event of brand participation in more than one city, a discount is applicable.
2. The above amounts are inclusive of cost of electricity provided (within certain limits).
3. Terms & Conditions Apply.

Pr & Marketing



Mise-en Place

A whisper here and a mention there would certainly makes our meals more-square. And what better way, to host a day when the event is still a month-or-so away!

With our tri-city event around the corner, the team at, The Travelling Kitchen begins to put things in place to stir the pot with Pre-Event Mise en Place activities – From Blogger Meets to Press Conferences, From Mini Masterclasses to Focus Food Talks & More!

DEHRADUN

CHANDIGARH



Pre EVENT



- ◆ The Pre Event *Mise en Place*
- ◆ Unveiling of Logo + Map of India highlighting the regions in first edition... Tag Line – ‘India – Here we Come!’
- ◆ Sneak Peek stories in key media space by food influencers
- ◆ ‘The Travelling Kitchen’ Logo Placement on social media by social influencers & Bloggers
- ◆ Radio messages – City Specific
- ◆ Stickers On City Transport Mediums– Sometimes is good to catch people in a jam!
- ◆ Making heads turn the old fashioned way - Moving Announcements in English and Hindi with a tasteful voice over
- ◆ Radio RJ Announcement & Jingles

Cont...

Pre EVENT

- ◆ Billboards (With Media Partner) – 15 Days Prior
- ◆ Times of India Online – To Run a week Prior
- ◆ Advertorials (With Media Partner) – 3 Days Prior + Fliers in News Papers
- ◆ Rigorous Social Media Campaign - Video Blurbs, posts etc. Facebook Page + Instagram
- ◆ ‘The Travelling Kitchen’ Signage on standees at key locations
- ◆ Pre Buzz Stories by various social influencers + Bloggers before kick-off
- ◆ Tie-Up with schools & colleges for on-board placements and internal circulars – Discounts for students
- ◆ Whatsapp Groups, Community Message Forums & Much Much more to organically Spread The Word!



Post EVENT



- ◆ Live feeds from our Radio partner booth
- ◆ 'The Travelling Kitchen' Passport for all participants and/or independent vouchers by restaurants for the following day or when used at home-city locations
- ◆ Laser Lights to Showcase Location
- ◆ A Daily Lucky-Draw
- ◆ Showcase of Food & Participants – Photo op in front of the entire media universe
- ◆ Live Blogger Feeds
- ◆ The first concert night to go viral on media platforms owing to the 500 key high-net worth attendees & media from within the city who will be invited by the promoters



Our SPONSORS

CATEGORIES

◆ PRESENTING

INR 20 Lakhs ('Presents')

◆ POWERED BY

INR 15 Lakhs

◆ ASSOCIATE PARTNERS

(Travel, Hospitality etc.)

INR 5 Lakhs

◆ PROMOTIONAL PARTNERS

INR 2 Lakhs



Presenting

SPONSORS

CATEGORIES

◆ **PRESENTING**

INR 20 Lakhs ('Presents')

◆ **POWERED BY**

INR 15 Lakhs

◆ **ASSOCIATE PARTNERS**

(Travel, Hospitality etc.)

INR 5 Lakhs

◆ **PROMOTIONAL
PARTNERS**

INR 2 Lakhs

- Presenting Sponsor expressed as Your Logo / Brand presents 'The Travelling Kitchen'
- Centrally Placed Sponsor Stall to showcase primary position of Presenting Sponsor Category
- Name and logo will be displayed prominently throughout the Show venue as presenting Sponsor of the event on sponsor panels, gateways, banners, buntings, etc.
- Opportunity to deliver the Welcome Speech during the kick-off at the concerts each evening
- 2 banners at key locations within the event venue & Company Logo on all marketing & show related collaterals
- Company Logo in all AtL / BtL activities of our advertising and publicity campaign, which will include print ads in leading newspapers, radio space etc
- Special acknowledgement during the radio campaign & Central show-box within the venue for products
- Promotional material provided by your company shall be distributed at key locations within the venue
- Home page banner on the 'The Travelling Kitchen' website
- Full page Color ad in the festival booklet
- 100 complimentary passes to 'The Travelling Kitchen' through the day and for the evening performances



- Company Logo to appear as ‘The Travelling Kitchen’ – Powered by ‘Sponsor Name’
- Company banner at a key location within the event venue
- Company Logo on marketing & show related collateral wherever possible
- Company Logo in all AtL / BtL activities, wherever possible, of our advertising and publicity campaign, which will include print ads in leading newspapers & radio space, hoardings at key locations, a social media campaign, direct mail, and school & mall promotions
- A generously sized space at a prime location within the venue
- Home page Company Logo on ‘The Travelling Kitchen’ Website
- Company profile, listing, and logo in the Festival Booklet
- Full page colour ad in the Festival Booklet
- 75 complimentary passes to the ‘The Travelling Kitchen’ through the day and for the evening performances

Powered SPONSORS

CATEGORIES

◆ PRESENTING

INR 20 Lakhs (‘Presents’)

◆ POWERED BY

INR 15 Lakhs

◆ ASSOCIATE PARTNERS

(Travel, Hospitality etc.)

INR 5 Lakhs

◆ PROMOTIONAL PARTNERS

INR 2 Lakhs



Associate

PARTNERS

CATEGORIES

◆ **PRESENTING**

INR 20 Lakhs ('Presents')

◆ **POWERED BY**

INR 15 Lakhs

◆ **ASSOCIATE
PARTNERS**

(Travel, Hospitality etc.)

INR 5 Lakhs

◆ **PROMOTIONAL
PARTNERS**

INR 2 Lakhs

- Branded sponsor 15ft by 15ft stall for the duration of the festival
- Ideal platform for mass engagement within TG of each city
- Logo to appear below 'The Travelling Kitchen' in a smaller font compared to 'Presenting and Powered by' Sponsors
- Company Logo on marketing & show related collateral + Company profile, listing, and logo in the Festival Booklet
- Company Logo in all AtL / BtL activities, wherever possible, of our advertising and publicity campaign, which will include print ads in leading newspapers & radio space, hoardings at key locations, a social media campaign, direct mail, and school & mall promotions
- Easy access to roads encouraging test drives by walk-ins' + 25 complimentary passes to the 'The Travelling Kitchen' through the day and for the evening performances



- Branded sponsor stall 8FT BY 8FT for the duration of the festival
- Ideal platform for mass engagement within TG of each city
- Logo to appear on the final strip of 'The Travelling Kitchen' promotions in a smaller font compared to other Sponsors
- Company Logo on marketing & show related collateral + Company profile, listing, and logo in the Festival Booklet
- Company Logo in all AtL / BtL activities, wherever possible, of our advertising and publicity campaign, which will include print ads in leading newspapers & radio space, hoardings at key locations, a social media campaign, direct mail, and school & mall promotions
- Easy access to roads encouraging test drives by walk-ins' + 10 complimentary passes to the 'The Travelling Kitchen' through the day and for the evening performances

Media

PARTNERS

CATEGORIES

◆ PRESENTING

INR 20 Lakhs ('Presents')

◆ POWERED BY

INR 15 Lakhs

◆ ASSOCIATE PARTNERS

(Travel, Hospitality etc.)

INR 5 Lakhs

◆ PROMOTIONAL PARTNERS

INR 2 Lakhs





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