



Ride on the
back of success,
with CHETAK 



CHETAK FESTIVAL

SARANGKHEDA

14th to 29th December 2024

SPONSORSHIP DOCKET

Chetak Festival

The Chetak Festival Sarangkheda 2023 is a grand celebration of cultural heritage, tradition, and modern entertainment. Here's a detailed overview to help you understand

Cultural Significance:

The Chetak Festival Sarangkheda stands as the epitome of Maharashtra's rich heritage, dating back over 350 years. It's a vibrant spectacle of diverse equestrian traditions and cultural opulence.

The festival has a profound historical connection, tracing its origins to the era of the esteemed Chhatrapati Shivaji Maharaj, who sourced war horses from this fair. Over the years, it has become a cultural landmark, magnetizing horse enthusiasts, traders, & even dignitaries like the Nizams.

Sarangkheda's Rich Legacy :

Historically, Sarangkheda has been a melting pot for the convergence of cultures and commerce, nestled near the Tapi River. It has been a haven for traders and visitors from Balochistan, Arabia, and various regions of India, making it a melting pot of diverse equestrian breeds.



Audience Diversity & Footfall

Approximate Footfall :

The Chetak Festival Sarangkheda attracts an astounding footfall of around 1.2 million attendees over 18 days, making it one of the most significant cultural gatherings in the region. Chetak festival is one of the festivals in "Bharat", which attracts visitors from more than 12 states. Visitors come from states like Punjab, Rajasthan, Haryana, Delhi, Madhya Pradesh, Gujarat, Hyderabad, Telangana, Tamil Nadu, Karnataka, etc.

Audience Diversity:

The attendee base is highly diverse, encompassing individuals from all walks of life, including

- Members of Royal Families from Maharashtra and other states.
- Notable Bollywood celebrities and artists.
- Business magnates, industrialists, and entrepreneurs.
- Top political figures and government officials.
- Horse enthusiasts, farmers, traders, and artisans from various regions.
- Local communities and international tourists seeking cultural exposure.

This diversity offers a unique opportunity for your brand to engage with a broad spectrum of audiences, reaching across various socio-economic cultural backgrounds.

Audience Insights

1. Visitor Demographics :

| Age Groups :

The festival attracts a wide demographic range. There's a mix of young audiences, especially in the age range of 18-35, intrigued by cultural experiences and social events. However, the festival also appeals to families, adults, and seniors due to its varied activities and offerings.

| Interests :

The visitors hold a shared interest in cultural heritage, equestrian events, and local traditions. Younger attendees are

captivated by music, entertainment shows, and social gatherings. Families, on the other hand, show interest in the carnival-like atmosphere and diverse food experiences.

| Purchasing Power :

Attendees showcase diverse purchasing powers. The festival witnesses a range of spending capabilities, from those who enjoy street food and cultural experiences to affluent individuals interested in equine-related products, art, and luxury.

2. Visitors' Geographical Data :

● Metropolitan Cities :

The major chunk of attendees travels from metropolitan cities like Mumbai, Delhi, Bangalore, Hyderabad, and Kolkata. These visitors often seek unique cultural experiences and look forward to engaging with local traditions.

● Tier II Cities and Districts :

Additionally, there's a significant contingent from Tier II cities such as Nagpur, Indore, Jaipur, and other regions within Maharashtra and neighboring states. These groups come for leisure, cultural exploration, and to learn about traditional practices.

| Local and Rural Areas :

Local and rural areas of Maharashtra and neighboring regions constitute a substantial portion of the audience. These individuals celebrate their cultural heritage and take pride in local traditions.

By leveraging insights into visitor demographics and geographical data, your brand

can tailor its engagement strategies to resonate with various age groups, interests, and purchasing powers. This data opens avenues for customized brand engagement activities and ensures targeted and impactful interactions with a wide and diverse audience.

Why This

Opportunity is Unique :

The Chetak Festival Sarangkhedha isn't merely an event but an immersive journey into Maharashtra's rich cultural landscape, preserving its historical legacy and vibrant traditions.

By associating with this grand celebration, your brand has the unique opportunity to align with a cultural and historical spectacle that unites communities and stands as a beacon of Maharashtra's heritage and identity.



Benefits for the Brand

Audience Reach

- ▮ **Potential Audience Engagement :**
With over 1.2 million visitors across 18 days, the festival offers an extensive audience to engage with, making it a grand platform to directly interact with a vast and diverse demographic. Your brand will have an unprecedented opportunity to reach out to a varied audience base from metropolitan cities, tier II areas, and local communities, showcasing the brand to different consumer segments.

Brand Visibility & Exposure :

- **Comprehensive Exposure :**
Engage with festival attendees at various strategic points, such as experiential zones, promotional stands, or through branded activities and performances. It includes comprehensive branding in high-traffic zones and event-specific sites, resulting in heightened visibility and recall value for your brand.
- **Diverse Marketing Channels :**
Leverage branding across digital & traditional channels, including social media, print, radio, & TV ads that cover a widespread audience, extending your brand's visibility beyond the festival grounds. The festival presents an excellent opportunity to broadcast the brand to millions of households & online users across India.



Association with Heritage :

- ▮ **Aligning with Tradition and Culture :**
The festival holds immense cultural significance, commemorating Maharashtra's heritage. By associating your brand with the Chetak Festival Sarangkheda, your brand exhibits an inclination toward traditional values and local customs. This alignment fosters a positive image, showcasing a commitment to preserving rich cultural heritage.
- **Cultural Legacy :**
Sponsoring or participating in this culturally-rich event contributes to the festival's sustenance and promotes a local legacy, enhancing the brand's reputation as a patron of culture and heritage. This association adds depth to the brand's identity and resonates positively with consumers appreciative of tradition and legacy.
- **Leveraging these benefits will not only provide the brand with extensive exposure but also underline its commitment to culture and tradition, culminating in a unique and fruitful engagement opportunity.**



Brand Engagement Activities

Interactive Brand Zones :

- **Brand Activation Zones :**

Designate specific areas as interactive zones, where festival-goers can engage directly with the brand's offerings or experiences. These zones could host interactive stalls, VR experiences, or hands-on product demonstrations, allowing attendees to immerse themselves in the brand's world.

Additionally, feature engaging displays or thematic corners that reflect the brand's unique identity, attracting visitors to explore and learn more about the brand's products or services.

Exclusive Offers & Experiences :

- **Unique Festival Experiences :**

Develop unique experiences exclusive to the brand that add value to the attendees' festival experience. This could include special backstage tours, meet-and-greets with celebrities or performers, or VIP access to specific events for patrons using the brand's services or products.

- Engaging in such activities will not only ensure a broader reach but also forge meaningful connections with the audience, enhancing brand recall and establishing the brand as an integral part of the festival experience.

Sponsored Events

- | **Sponsorship of Cultural and Sportive Segments:** Align with festival segments, such as equine competitions or cultural performances, as a sponsoring brand. For example, consider the 'Equine Premier League' where the brand could be the primary sponsor or create a brand-related competition as part of the festival's program. This would present the brand's association with engaging and culturally significant events, enhancing its visibility while contributing to the festival's content.



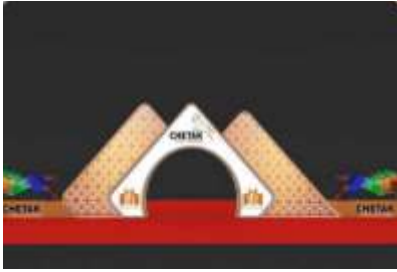

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 FESTIVAL SARANGKHEDE
Layout

1. Horse Stable
2. Race Corse
3. Competition and Cultural Event
4. Agri / Auto Exhibition area
5. Handicraft Exhibition
6. Mela Point



7. Covered Gallery
8. Horse Photo Gallery
9. Food Court
10. Festival Office
11. Horse Entry Gate
12. Ambulance & Fire Extinction Van

Sponsorship Docket



Gate



Pole Kiosk



Event Hoarding



Walkway Branding



Bunting



LED Wall



Balloon Branding



Registration Desk



Vehicle Branding



Police Barrification



Stage



Water Bottle



T-Shirt



Cap

Festival Activities & Attractions

Cultural Shows & Events :

▮ Horse Shows :

Illustrate the magnificence of the equestrian shows, showcasing various horse breeds, their agility, beauty, and the significance of these displays in celebrating Maharashtra's rich heritage.

▮ Carnivals :

Emphasize the vibrant and diverse cultural carnival experiences, including local handicraft displays, traditional performances, and street food, reflecting the true spirit of Maharashtra's culture.

▮ Equine Premier League :

Highlight the competitive spirit and excitement of equine sports and

competitions within the festival, offering thrilling events that captivate both the audience and potential brand sponsors.

● Live Shows and Concerts :

Emphasize the high-energy performances and entertainment that will attract diverse audiences, enhancing the festival's appeal.

Exhibitions

- ▮ Discuss the importance of the exhibitions indicating that it's a hotspot for brands to engage directly with a large audience. This expo could offer a platform for product showcases, demos, and sales, thereby strengthening the brand's visibility among potential consumers.

Take way and Benefits

Brand Awareness and Loyalty :

- **Brand Awareness :** Illustrate the potential for significant brand visibility and resonance by being a key sponsor, reaching diverse audiences at a cultural and heritage festival. This exposure is critical in creating lasting impressions and generating brand recall among attendees, fostering awareness even post-event.
- **Brand Loyalty :** Emphasize the impact of participation on establishing brand loyalty, as festival-goers often remember and appreciate brands supporting cultural events, leading to positive brand sentiments and enhanced customer trust and engagement.

Networking Opportunities

- ▮ **Influencer Connections :** Showcase the opportunity for direct engagement with festival attendees, including celebrities, influencers, and industry leaders, offering a chance for networking and potential brand endorsements.
- ▮ **Targeted Audience Interaction :** Highlight the ability to directly interact with a diverse audience, understanding their preferences, and forging potential long-term relationships.

Unique Marketing Opportunities :

Creative Marketing Initiatives :

Illustrate the potential for brand-specific marketing initiatives, such as sponsored events, exclusive brand activations, or experiential marketing, enhancing the brand's exposure and connecting with the audience in unique, innovative ways.

Personalized Engagement :

Show how the festival environment presents a platform for creating personalized, one-on-one brand experiences, engaging attendees in memorable and interactive brand activities.

Brand Sustainability :

CSR and Sustainable Practices :

Discuss how associating with a cultural & heritage festival reflects the brand's commitment to CSR and sustainability. Detail how the festival's efforts toward cultural preservation & social impact resonate with the brand's own sustainable ethos, aiding in maintaining a positive brand image.

Sponsorship Details

No.	Medium	Reach
1	Website	All brands will get visibility on our website as per their associations
2	Social Media Marketing	All brands will get visibility on our FB, Instagram, Youtube & LinkedIn Accounts as per their associations
3	OOH	All brands will be seen via OOH in Mumbai, Nandurbar, Dhule, Nasik, Pune, Surat, Indore, Lucknow, Delhi, and Chandigarh
4	Canter Activity for Event Promotions	100 Km Radius from the venue
5	Print Media, Radio	PAN INDIA

Particulars	Main Sponsor	Co-Sponsor	Associate Sponsor	Event Sponsor
Gate	✓	☒	☒	☒
Walkway Flexes	*	*	*	*
Pole Kiosk	*	*	*	*
Hoardings	*	*	*	*
LED Wall Displays	✓	✓	✓	✓
Stage	✓	☒	☒	✓
Buntings	*	*	*	
Police Barrications	✓	☒	☒	☒
May I Help YOu Desks	*	☒	☒	☒
Exhibition area facade branding	*	*	*	☒

* - Max mileage as per the sponsorship amount

Sponsors : Main Sponsor • Powdered By Sponsors • Co-Sponsors
• Associate Sponsors • Event Sponsor

- Please note
- Sponsors logo to be present on all Festival Collaterals
- Social Media Posts, Event Hoardings, Event Banners, T-shirts, Caps, Water Bottle & many more..
- With the above media plan, we intend to reach over 30 crore eyeballs garner maximum attention from audiences across India and help the event and brand grow together.
- Kind Attention : For Hoarding Branding for Sponsors to be in 70:30 ratio. Where in, 70% of branding will be of event, & 30% will be of sponsor.

Cost of Participation



Main Sponsor

Primary brand visibility in all festival communications, major brand presence, and exclusive promotional privileges.



Co-Sponsor

Significant brand visibility and promotional exposure throughout the festival, shared sponsor benefits, & medium level branding.



Associate Sponsor

Substantial brand exposure with specific event or activity sponsorship and limited promotional privileges.



Cultural Event Sponsors

Individual event sponsorship for cultural events during the festival, offering focused brand visibility during the specified activity.

- We understand the need for flexibility and customization in sponsorship packages to align with diverse brand preferences and financial constraints. Therefore, further tailored sponsorship options can be crafted to specifically suit your brand's unique requirements and available budget.
- We believe that your brand's association with the Chetak Festival Sarangkhedha 2023 will not only provide extensive exposure and engagement opportunities but will also mark a significant milestone in establishing a lasting and meaningful connection with your target audience. The value we offer is not merely in visibility but in the unique engagement and branding opportunities that will catalyse your brand's growth and exposure in front of a diverse, engaged audience.
- We look forward to the possibility of a partnership that will not only be mutually beneficial but also one that will elevate the Chetak Festival Sarangkhedha to greater heights of success and recognition. Your participation in this grand celebration of culture, heritage, and unity will undoubtedly be a decision that reflects your brand's commitment to making a lasting impact.

OUR PREVIOUS


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MAHARASHTRA TOURISM

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