

## Award Partnerships

CMS VATAVARAN Indian and International award partnership offer a unique opportunity to associate your brand with the much coveted CMS VATAVARAN 2013 Awards. The partners get an opportunity to title the awards after their organisation's name for significant recognition in front of a diverse audience and gain from a vast number of other festival benefits.

The best fiction or non-fiction documentaries, feature films, animations, PSAs highlighting range of environment and wildlife issues will be awarded in the gala award nite on Dec 7, 2013. There are 14 Indian Awards including Prithvi Ratna Award and 12 International Awards. The Prithvi Ratna Award is the highest CMS honour conferred on to a filmmaker for his/ her outstanding contributions to nature and conservation which has resulted in perception, practice and policy change.

The film entries are subjected to three-tier rigorous selection process in which more than 40-50 eminent personalities from different sectors will dedicate their valuable time and expertise to recognise high quality films; thus raising the standards in every competitive festival. Legends from Indian cinema and eminent personalities like Dada Saheb Phalke Awardee Shri Shyam Benegal and Shri Adoor Gopalakrishnan have been the Jury Chairperson of CMS VATAVARAN in the previous editions. In the 2011 CMS VATAVARAN have received 316 films from 27 countries and 22 Indian states out of which 28 films won the coveted CMS VATAVARAN awards.

### No of Opportunities: 1 each

Award Title	Award Money (₹)		Benefits
	Indian	International	
<b>Prithvi Ratna</b>	7.5 Lakhs	-	<p><b>Exclusive Premium Benefits</b> (for Prithvi Ratna and Best of Festival Awards)</p> <ul style="list-style-type: none"> <li>Exclusive press release about the award, the partner's green endeavours and the partnership</li> <li>Partner's representation: Press conferences   Media interviews</li> <li>Prithvi Ratna and Best of Festival awards partner: 2 complimentary passes for Award Nite</li> </ul> <p><b>Premium Benefits</b></p> <ul style="list-style-type: none"> <li>Award will be titled after the partner's name</li> <li>Partner's representative will present the award</li> <li>Participation in the adjudication of the award as the final jury to be held in September 2013</li> <li>A complimentary copy of the award winning film</li> </ul> <p><b>On-Site Branding</b></p> <ul style="list-style-type: none"> <li>Opportunity to insert pens and note pads in the delegate bag   Display your publicity material</li> </ul> <p><b>Publicity Mileage</b></p> <ul style="list-style-type: none"> <li>Logo branding on the trophy and citation</li> <li>Partner's name on the projection screen and acknowledgment from dias during the Award Nite</li> <li>Logo presence: Outdoor Promotion   Media Exposure   On-ground Promotion   On-line (Social Media) Promotion   Festival Collaterals   Festival Merchandising   On-site Promotion   Festival décor</li> <li>On line visibility on partner page: acknowledgment on festival website   Hyperlink   Brief write up</li> </ul> <p><b>Media Exposure</b></p> <ul style="list-style-type: none"> <li>Endorsement and recognition in <i>select</i> media exposure including social media</li> </ul> <p><b>Delegate Registration</b></p> <ul style="list-style-type: none"> <li>One complimentary pass for Award Nite</li> </ul>
<b>Best of Festival</b>	5 Lakhs	4.5 Lakhs	
<b>Biodiversity</b>	5 Lakhs	3.5 Lakhs	
<b>Climate Change and Sustainable Technologies</b>	5 Lakhs	3.5 Lakhs	
<b>Environmental Conservation</b>	5 Lakhs	3.5 Lakhs	
<b>Water for All</b>	5 Lakhs	3.5 Lakhs	
<b>Films for Children</b>	5 Lakhs	3.5 Lakhs	
<b>Livelihoods</b>	5 Lakhs	3.5 Lakhs	
<b>Feature Film</b>	5 Lakhs	3.5 Lakhs	
<b>Series; Newcomer; Animation; Public Service Announcement</b>	5 Lakhs	3.5 Lakhs	
<b>Technical and Creativity Excellence: Editing; Cinematography; Story</b>	5 Lakhs	-	

