

## Premium Partnerships

The premium partnerships are the highest level of CMS VATAVARAN 2013 partnerships which get the widest range of opportunities and benefits across 7<sup>th</sup> CMS VATAVARAN. For the first time we offer an exclusive and unique opportunity to associate your prestigious brand name with the most credible and renowned Environment & Wildlife Film Festival and Forum of India.

As the title and the principal partner you get the most exclusive exposure and direct benefits at the pre and during festival promotions. The theme of 2013 CMS VATAVARAN is mainstreaming biodiversity conservation and as a theme partner you will be supporting and contributing to the thematic contemporary discourses through film screenings (more than 150), workshops, experts talks/ deliberations, exhibitions, musical nites, green haat, film store and eco-trips.

The Country Partner gets an opportunity to enhance their country's profile by participation of their experts, filmmakers, organisations in festival and forum programmes. The thematic sessions are highly significant for the success of 7<sup>th</sup> CMS VATAVARAN wherein the decision makers will discuss and deliberate on the topical issues of concern for shaping and influencing global conservation action.

Partnership Title	Title Partner (Exclusive)	Principal Partner	Theme Partner	Country Partner	Associate Partner	Session Partner
<b>Amount (₹)</b>	<b>85 Lakhs</b>	<b>50 Lakhs</b>	<b>35 Lakhs</b>	<b>25 Lakhs</b>	<b>15 Lakhs</b>	<b>2–3.5 Lakhs</b>
<b>Premium Benefits</b>						
7 <sup>th</sup> CMS VATAVARAN will be titled after the partner's name ( <i>in all collaterals</i> )	✓	X	X	X	X	X
One of the seven main programme lawns will be titled after the partner's name ( <i>exclusive branding</i> )	X	✓	X	X	X	X
Partner's promotional umbrella(s) at the venue with exclusive branding	8	6	4	2	X	X
Involvement & engagement in curating festival and forum programmes ( <i>as expert advisory panel/ jury member</i> )	✓	✓	✓	✓	✓	✓
Partner representation: Inaugural ceremony dias (IC)   Awards presentations (AN)   Sessions/ screenings/ workshops (SSW)	IC   AN	AN   03 SSW	AN   02 SSW	AN   01 SSW	02 SSW	01 SSW (exclusive)
Complimentary CMS VATAVARAN membership for fixed 2 years term	4 Delegates	3 Delegates	2 Delegates	1 Delegate	X	X
<b>On-Site Branding</b>						
Complimentary exhibition stall space	Diamond	Platinum	Gold	Silver	Bronze	Copper
Partner's a/v on festival screens	10 (All)	7	5	3	2	X
Opportunity to insert pens and note pads in the delegate bag   Display your publicity material	✓	✓	✓	✓	✓	✓
<b>Publicity Mileage</b>						
Logo presence: Outdoor Promotion   Media Exposure   On-ground Promotion   On-line (Social Media) Promotion   Festival Collaterals   Festival Merchandising   On-site Promotion   Festival décor	Premium in all	Prominent in all	All	All	Select	Limited
On line visibility: Acknowledgement on festival website   Hyperlink   Brief write up	On every page	On every page	Home page   Partner page	Home page   Partner page	Partner page	Partner page
Complimentary advertisement in the 2013 festival directory ( <i>print run 2000, four colour, printed on chlorine free, wood free baggase and recycled paper</i> )	Spread	Full page (C2/ C3)	Full page (Separator)	Full page (Inside)	Half page	X
<b>Media Exposure</b>						
Endorsement and recognition in all media exposure including social media	Premium in all	Prominent in all	All	All	Select	Limited
Exclusive press release about partner's green endeavours and the partnership	✓	X	X	X	X	X
Partner's representation: Press conferences   Media interviews	✓	✓	✓	✓	X	X
<b>Delegate Registration</b>						
Complimentary passes ( <i>access to ceremonies, sessions, musical nites and meals</i> )	3 Passes x 5 days	2 Passes x 5 days	1 Pass x 5 days	1 Pass x 4 days	1 Pass x 3 days	1 Pass x 1 day
<b>Other Benefits</b>						
Complimentary thematic package(s) of 10 years award-winning films	5	4	3	2	1	X
Complimentary greening young minds film package (10 films in Hindi and English)	4	3	2	1	X	X