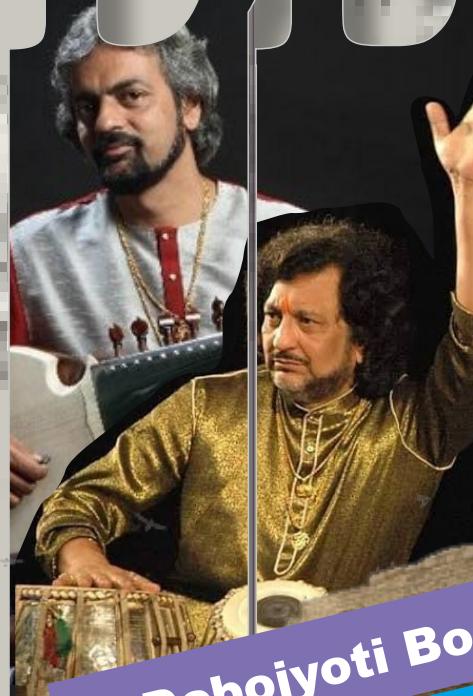




# DEEPIK



Pt. Debojyoti Bose  
Pt. Kumar Bose



Shubha Mudgal  
Sabri Brothers

Anupam Kher

Powered by  
**BIOANI**

Monday  
16th March

5:00 pm



**KAMANI AUDITORIUM**  
where legends perform..



# About

## IHFFOI

Innovation Hope & Faith Foundation of India (ihffoi) was initiated in 2022 when a group of friends came together with the intention of giving back to the society. We are a not-for-profit organisation that builds capacity of communities to ensure empowerment for marginalised women, girls & Working for the welfare of older persons of India. Our sustainable and holistic interventions in Health, Livelihood, Education , provide innovative solutions to deep-rooted development problems. Along with access to the international confederation of expertise, we integrate internal knowledge and strong network of partnerships to deliver outcomes at scale to varied stakeholders. On our way, we had to make many difficult choices and constantly innovate – whether it was choosing to work on the ground through a service-delivery approach, practicing management principles and adopting a business-like approach in the development sector, creating a unique resource modeling keeping businesses at the centre, or promoting the concept of civic driven change. Yes, we almost always took the road less travelled, and as they say, that has made all the difference!



# Event



## Aarambh

### A Cultura Navrang

The ARAMBH has begun. This is the ARAMBH of our Indian culture and festivals. This is the celebration of our Art of Music , the beauty of our India. This is the joy of our empowerment. INNOVATION HOPE AND FAITH FOUNDATION OF INDIA is going to start "AARAMBH" A CULTURA NAVRANG . This event is going to be held **16th of March 2026** at **Kamani Auditorium,1 Copernicus Marg, Mandi House, New Delhi - 110001**. In this event, along with live music, performances, there are going to be explosive cultural programs. So let's celebrate the colors of our culture with Aarambh.



### Overview

Name: Aarambh - A Cultural Navrang

Dates: 16th March 2026

Location: Kamani Auditorium

Expected Footfall: 650+

Event Purpose : to support women empowerment



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# Event

## Highlights

(To be updated)

### Expected Star Performances

SHOBHA MUDGAL

Pt. DEBOJYOTI BOSE

Pt. KUMAR BOSE

SABRI BROTHERS



## Highlights

### TALK SHOW

ANUPAM KHER

SAMBIT PATRA

KUMAR VISWAS

SAURABH DWIVEDI



# Featured

## Event

### Instrumentals:

Debrojyoti Bose

Kumar Bose

### Music Events:

Shobha Mudgal

Sabri brothers

### Talk Show

Anupam Kher

Sandeep Patra

Kumar Viswas

Saurabh Dwivedi



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# Why Sponsor

## Aarambh?

### Massive Reach:

Expected footfall of over 650 attendees, including students, families, and professionals.

Digital outreach to 3M+ through online promotions, including social media, email campaigns, and influencer collaborations.



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### Cultural Impact:

Associating with a prestigious private cultural event builds strong emotional connections with target audiences.

### Targeted Visibility:

Audience demographics ranging from 16+ years, ensuring relevant brand exposure.

### Comprehensive Promotion:

Extensive offline visibility with 700+ banners across Delhi NCR. Collaborations with FM radio, newspapers, and digital influences.

### Private Engagement Zones :

Sponsors can host personalized interactions, demos, and activations in the dedicated sponsor activation area.

### Government Support:

Supported by relevant ministries, ensuring credibility and visibility



# Sponsorship

## Avenues



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### Title Sponsor - INR 15 Lakhs

- Event will be publicized as "Aarambh presented by [Title Sponsor]."  
"Extensive branding on collaterals, including:
  - Flexes and banners prominently placed across the venue (up to 60 ft x 15 ft).
  - Logo on entry tickets, wristbands, and event passes.
  - Custom drop-down banners from event entrance structures.
- Exclusive branding on stage visuals and promotions.
- Logo on all merchandise, including staff T-shirts, giveaways, and audience memorabilia.
- Opportunity to include promotional materials in welcome kits distributed to all attendees.
- Invitation for company representatives to join as VIP guests and deliver opening/closing addresses.
- Exclusive promotions:
  - Personalized digital campaigns with targeted reels and hashtags.
  - Mentions across social media platforms with 3M+ digital outreach.
- Participation in post-event media, including logo placement in the official after movie and press mentions.
- Access to attendee data for marketing purposes (subject to applicable regulations).



# Avenues



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## Co Host Sponsor - INR 10 Lakhs

Branding as "[Sponsor Name] presents "AARAMBH".

"Focused online and offline campaigns promoting Nirvana Night, including:

- Exclusive stage branding during performances.
- Prominent standee placement near the main stage.
- Logo integration into all promotional creatives.
- Mentions in Nirvana Night-specific press releases and media coverage.
- Customized audience engagement activities in collaboration with the sponsor.
- Opportunity to include branding in event-related digital campaigns.

## Platinum Sponsor - INR 8 Lakhs

Publicized as "Aarambh powered by [Platinum Sponsor].

"Key branding placements:

- Logo on posters, banners, and promotional materials.
- Logo placement on merchandise distributed to attendees.
- Premium stall for interactive brand activations and audience engagement.
- Social media collaborations, including shoutouts, posts, and live event coverage.
- Opportunity for exclusive promotional activities, including product demonstrations.
- Access to curated attendee demographics for post-event outreach.



# Sponsorship

## Avenues



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### Supporting Sponsorship :

Supporting sponsors play a vital role in adding value to Aarambh.

With a sponsorship range between INR 1-5 Lakhs, they enjoy the following benefits:

- **Digital Presence:**

- Logo placement on Aarambh's official website and select digital banners.
- Inclusion in event-related email campaigns.
- Mentions in social media posts and stories across Aarambh's official handles.

- **On-Ground Visibility:**

- Logo inclusion on select event signage and banners at key event locations.
- Mentions during specific event activities by emcees.

- **Audience Engagement:**

- Opportunities to distribute promotional materials at the venue.
- Collaboration options for unique on-ground activations to engage attendees.

- **Customized Benefits:**

- Tailored branding options based on sponsor requirements (e.g., co-branded photo booths, giveaways).
- Reserved access to sponsor zones or backstage (subject to sponsorship tier).



# Sponsorship

## Avenues



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### • Media Coverage:

- Mentions in post-event press releases and reports.
- Opportunities for inclusion in select media partnerships (if applicable).

### • In-Kind Sponsorship

Flexible partnership options tailored to in-kind contributions, such as:

- Food and beverage provisions.
- Hospitality services for artists and VIPs.
- Merchandise like T-shirts, gift hampers, or give aways.

● Media and videography support.

- Deliverables for in-kind sponsors include:
- Logo placement on relevant promotional materials.
- Mention in event announcements and press releases.
- On-site branding opportunities.

#### Particulars of bank account:

a) Name : **INNOVATION HOPE & FAITH FOUNDATION OF INDIA**  
b) Name of branch : **HDFC BANK,**  
c) Branch code: **9416**  
d) Address: **Shop No. 14&15, Raj Place, G.T. Road, Ghaziabad**

e) Type of account (current/saving etc): **CATRS**  
g) Account Number: **5020080918721**  
h) RTGS IFSC code of the bank branch: **HDFC0009416**  
i) NEFT IFSC code of the bank branch: **HDFC0009416**



# Deliverables

# Aarambh



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Sponsorship Options	Title	Platinum	Gold
Aarambh Sponsor Flex and venue flexes ,backdroping	✓		
Biggest Logo on All Aarambh-Related Graphics	✓		
Logo on Passes	✓	✓	✓
Standees on Nirvana Night Near to Stage	✓	✓	✓
Logo on Aarambh Merchandise	✓	✓	✓
Logo on the Backstage Video of Nirvana Night & promotions during all events on LED	✓	✓	✓
Logo on Aarambh Posters/Posts	✓	✓	✓
Exclusive Dropdowns in event area	✓		
Stalls in Fest Area	✓	✓	✓
Promotional Event in event area	✓	✓	✓
Welcome Gate Branding	✓	✓	✓
Logo on the Opening Page of Aarambh Website	✓	✓	✓
App Downloads and registrations	✓	✓	✓
Access to the Database	✓	✓	✓
Logo on the Backstage Video of Events Stage	✓	✓	✓
Advertisement through Projectors in Events Area	✓	✓	✓
Logos on All the Promotional Videos	✓	✓	✓
Logo on Entry Tickets/Bands to Aarambh	✓	✓	✓
Exclusive Customized Events	✓		





— for More info



**Innovation  
Hope & Faith  
Foundation of India**

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