



9557106720

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GSTIN - 05BMBPS3972H2ZU

Durga City Centre, Bareilly -Nainital Rd,
Near MBPG Degree College Haldwani,
Nainital, Uttarakhand 263139

Dear,

SPONSORS

SUBJECT: PROPOSAL FOR SPONSORSHIP PARTNERSHIP – SIVANYA EVENTS & ENTERTAINMENT PRESENTS DANPUR PRODUCTION HOUSE MR. & MISS KUMAON 2025 "THE NEXT SUPERMODEL SEASON 2" AT FORTUNE WALKWAY MALL - MEMBER ITC HOTELS' GROUP, HALDWANI, NAINITAL.

ABOUT DANPUR PRODUCTION HOUSE & SIVANYA EVENTS & ENTERTAINMENT

Danpur Production House and Sivanya Events & Entertainment (GSTIN - 05BMBPS3972H2ZU) are both leading names in the entertainment industry of the Kumaon region, Uttarakhand. Over the past five years, we have successfully executed a diverse range of high-profile events in collaboration with Ads Wala (TM - 6218583), including Mr. & Miss Kumaon – Next Supermodel Season 1, corporate events, trade fairs, exhibitions, celebrity shows, weddings & large scale cultural festivals across the Kumaon region.

With over 20+ trusted brand collaborations, 55+ iconic events & a creative team of VJs, voice artists & technical experts, we take pride in delivering grand scale events that seamlessly blend professionalism, creativity & impact.

ABOUT THE EVENT – DANPUR PRODUCTION HOUSE MR. & MISS KUMAON 2025 THE NEXT SUPERMODEL (SEASON 2)

After the phenomenal success of the 2024 Season 1, "Danpur Production House Mr. & Miss Kumaon 2025 – The Next Supermodel" returns, bigger & better than ever.



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This prestigious annual event, hosted in Haldwani, provides a glamorous platform for young aspirants to showcase their talent, charisma & leadership, while celebrating regional art, fashion & tourism.

For Season 2 (2025), we are anticipating an even greater footfall, with participation & viewership from colleges & institutions across Uttarakhand. The event is proudly organized by Danpur Production House in association with Sivanya Events & Entertainment.

EVENT HIGHLIGHTS

1. Audition featuring contestants & celebrity guests.
2. Grand Finale Night featuring top finalists, celebrity guests & live performances.
3. Grooming & Training Sessions conducted by industry experts.
4. Comprehensive Media Coverage across local TV, digital platforms, FM radio & print media.
5. Vast Audience Reach – youth, families, and professionals from Kumaon and nearby cities.
6. Venue is one of Kumaon's largest & most prestigious event locations in Haldwani.

WHY YOU SHOULD SPONSOR MR. & MISS KUMAON "NEXT SUPERMODEL SEASON 2"

Partnering with Mr. & Miss Kumaon 2025 gives your brand the opportunity to:



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1. Biggest Glamour Event of Kumaon Region - Be part of the most anticipated fashion and talent show that draws huge crowds, media buzz & social attention across Uttarakhand.

2. Unmatched Brand Visibility - Your logo, banners & mentions across digital, print, and on stage promotions ensure your brand is seen, remembered & admired.

3. Massive Audience Reach - Connect with thousands of youth, fashion lovers, influencers, and local audiences both on ground & online.

4. Social Media Spotlight - Get featured across Instagram, YouTube & Facebook promotions with tagged posts, reels & shout outs from participants & media partners.

5. Celebrity & Media Association - Gain credibility by associating with renowned judges, performers & media houses covering the event.

6. Local & Regional Brand Impact - Strengthen your presence in the Kumaon market — the fastest growing hub for fashion, education & lifestyle.

7. Networking & Partnerships - Meet entrepreneurs, influencers & professionals from fashion, business & entertainment industries expand your connections while showcasing your brand.

8. Community & Youth Engagement - Support young talent, creativity, and empowerment & earn a positive brand image that resonates with today's generation.

9. Exclusive On Ground Branding - From stage backdrops to red-carpet moments, product stalls & photo walls, your brand will be everywhere.



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10. High ROI Marketing - Sponsorship here isn't an expense, it's an investment in visibility, prestige & local influence that lasts long after the event.

This Sponsorship is designed to benefit your brand & Sivanya Events & Danpur Production House firmly believes that our collaboration will create a powerful impact in the Haldwani market. With a growing audience base and a proven record of successful events, we are confident that this association will not only enhance your brand visibility but also strengthen your direct engagement with the youth & lifestyle segment of the region. We would be delighted to have our representative visit your campus to discuss the proposal in detail, understand your marketing goals & explore how we can together create a partnership that delivers maximum value and long term brand recognition.

This partnership ensures word of mouth promotion, youth connect, & long term brand recall in one of the fastest growing markets in Uttarakhand.

SPONSORSHIP CATEGORIES & BENEFITS

1. Title Sponsor (CONTRIBUTION AMOUNT INR 350000/-)

Exclusive branding rights as "Presented by your Brand's Name", logo on all event collaterals (stage backdrop, hoardings, posters, social media, print & FM ads), VIP seating, felicitation on stage, promotional booth at the venue & media mentions.

RETURN ON INVESTMENT (ROI)

a. Branded Commercial Music Videos (Rap Format) - BTS moments of the entire event will be produced as COMMERCIAL MUSIC VIDEOS under your brand's name, creatively presented in RAP format. The lyrics will be written by professional lyricists & the production work will begin only after receiving your approval.



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b. Professional Video Advertisements - High quality video advertisements will be produced in both Hindi & English, featuring professional voice over artists to enhance the brand's credibility & appeal.

c. Local & Regional Media Coverage - Extensive coverage will be ensured across Haldwani & surrounding regions including Radio FM advertisements (HINDI RAP JINGLES), local news portals & regional newspapers, creating a strong & positive impression among the youth audience.

d. Strong Student Reach - With Haldwani being one of the most prominent cities of Uttarakhand, the campaign guarantees substantial outreach among college students and young aspirants across the Kumaon region.

e. Brand Recall & Student Connect - Your brand will receive continuous exposure through auditions, grooming sessions & promotional tours across Kumaon. This will ensure enhanced brand visibility & stronger youth engagement.

2. Co Presenting Sponsor (CONTRIBUTION AMOUNT INR 300000/-)

Prominent logo placement on collaterals & social media, stage felicitation, on air mentions & digital promotion.

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3. Associate Sponsor (CONTRIBUTION AMOUNT INR 250000/-)

Logo on promotional materials, event banner placement & mentions during the event, Radio FM Voice Advertisement.

- a.** Logo placement on selected digital promotions, event backdrops.
- b.** Opportunity to display standees or promotional material at the event venue.
- c.** Interaction with a youth centric audience attendees from across the Kumaon region.
- d.** Verbal acknowledgment during the event by the host/emcee.
- e.** Access to connect with other sponsoring brands, media partners, and influencers.



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4. Supporting Sponsor (CONTRIBUTION AMOUNT INR 200000/-)

Logo on promotional materials, event banner placement & mentions during the event.

- a. Logo placement on event promotions, event backdrops, and social media announcements.
- b. Opportunity to display standees or promotional material at the event venue.
- c. Interaction with a youth centric audience attendees from across the Kumaon region.
- d. Verbal acknowledgment during the event by the host/emcee.
- e. Access to connect with other sponsoring brands, media partners, and influencers.

We invite you to join hands with Danpur Production House & Sivanya Events as a valued Sponsorship Partner for Danpur Production House Mr. & Miss Kumaon 2025 – The Next Supermodel (Season 2). Your association will not only elevate the event but also strengthen your University's brand positioning across the Kumaon region.

We look forward to your positive response & partnership in making this event a grand success.

Warm Regards,

Team Danpur Production House & Sivanya Events, Haldwani Nainital