



Annual Convention of FICCI & 93rd AGM

Theme : "Inspired India"

December 11-12, 2020

Sponsorship Categories & Benefits

Category	TITLE SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	ASSOCIATE SPONSOR	CORPORATE SPONSOR	SESSION SPONSOR
Sponsorship Amount in (INR)	1 Crore	75 lakhs	50 Lakhs	25 Lakhs	10 Lakhs	5 Lakhs	4 Lakhs
	Exclusive Slot	Two Slots	Four Slots	Six Slots	Multiple Slots	Multiple Slots	Multiple Slots
BENEFITS							
BRAND EXPOSURE							
Highlight Brand along with Conference Title as "Powered by"	√	X	X	X	X	X	X
Dedicated Sponsors Session	√	√	√	X	X	X	X
AV Content to be played in loop 10 - 15 seconds each along with other Principal Sponsor while entering the virtual platform and in main Lobby area. (Content Subject to Approval by FICCI)	√	√	√	√	X	X	X
A dedicated Virtual Banner in the main lobby of convention and other prominent area of FICCI's Virtual Platform	√	√	√	√	X	X	X
Color Advertisement in the Conference E-Souvenir which will be free to download for all participants (Proofs and Positives by the Partner)	One Full page (Back Cover)	One Full page (Front Inside/ Back Inside)	Double Spread	Double Spread	Full Page	Full Page	Full Page
Banner Advertisement on FICCI website (starting from 1st Jan 2021)	One Year	Six Months	Four Months	Two Months	X	X	X
One-page Article in FICCI Business Digest from Partners Top Management (CDM/MD/CEO) Content Subject to Approval by FICCI	2 Articles between Jan - Dec 2021	1 Article between Jan - Dec 2021	1 Article between Jan - Dec 2021	X	X	X	X
Colored Full Page Advertisement in FICCI Business Digest (Proofs and Positives by the Partner)	12 Months	Six Months	Four Months	Three Months	Two Months	One Month	One Month
Screening of Corporate Film in FICCI's Annual Convention 2020 (Up to 20 Sec during the Session break) Content Subject to Approval by FICCI	√	√	√	X	X	X	X



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BENEFITS							
Opportunity of participating at FICCI FAST FORWARD - Fireside chat with Business Leaders @ FICCI YouTube Live	√	√	√	X	X	X	X
Exclusive Branding for ONE Year at FICCI's Virtual Expo 2020 platform.	√	√	√	√	X	X	X
LOGO VISIBILITY							
Branding on Conference E-Backdrop in the Virtual Auditorium	Side Panel	Side Panel	Side Panel	Side Panel	X	X	X
Physical Branding at Venue of the Annual Convention	√	√	√	√	√	√	√
Annual Convention Website/Webpage/Landing Page of the Virtual Platform (FICCI BIKE)	√	√	√	√	√	√	√
E-Brochure and Marketing Collaterals	√	√	√	√	√	√	√
Social Media pages of FICCI	√	√	√	√	√	X	X
Thank you Sponsors Page, available throughout the FICCI Bike Virtual Platform	√	√	√	√	√	√	√
Acknowledgment in the newspaper advertisement in leading economic daily	√	√	√	√	√	√	X
Exclusive Session Sponsors Branding in the Virtual Auditorium	X	X	X	X	X	X	√
FICCI ANNUAL EXPO							
FICCI's Virtual Exposition to display Products/Services	Virtual Pavilion at the exhibition hall for 1 Year	Virtual Pavilion at the exhibition hall for 1 Year	SIX Virtual booths at the exhibition hall for 1 Year	FOUR Virtual booths at the exhibition hall for 1 Year	TWO Virtual booths at the exhibition hall for 1 Year	ONE Virtual booth at the exhibition hall for 1 Year	ONE Virtual booth at the exhibition hall for 1 Year

GLIMPSES FROM THE 92nd Annual Convention December 20-21, 2019, Hotel Taj Palace, New Delhi



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Our Partners

PLATINUM PARTNERS

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