



Anjali International Children and Youth Festival

SPONSORSHIP OPPORTUNITIES 2024



+91-9238106667, 0674-2313313
A/98, Budhanagar
Bhubaneswar, Odisha
anjalifestival@swabhiman.org

OVERVIEW

Anjali International Children and Youth Festival (AICYF) is an annual inclusive celebration that surrounds children with the best of workshops, science, culture and performing arts from around the world!

For more than 23 years, the AICYF has presented a month-long celebration of the finest quality scientific shows, fun with numbers, theatre, dance and music for young people aged three and up. We also offer a variety of creative workshops and on-site activities to further captivate and engage our audience.

A 5 days in camp extravaganza of the finest quality of workshops, contests, performances for children aged 3-18.

THE FESTIVAL :

- ✓ **ATTRACTS BETWEEN 50000 AND 100000 SCHOOL CHILDREN, YOUNG ADULTS, THEIR FAMILIES, SCHOOLS, TEACHERS AND VISITORS, ANNUALLY.**
- ✓ Apart from this, AICYF's reach is more than 10,00,000 people through the means of various zonal and school level programs, Newspapers, Magazines, Social Media, Radio, T.V. Channels, Blogs, etc.
- ✓ Invites performers from across India who create an extraordinary cultural community for children and youth
- ✓ Has become the only professional, broad-based inclusive festival for young audiences across India and neighbouring countries.
- ✓ Has changed the lives of over **50,000** children since it commenced in 2001
- ✓ Starting from Bhubaneswar, has reached all 30 districts of Odisha, 25 states and UT of India and 7 countries.





SPONSORSHIP OPPORTUNITIES

THE AICYF GIVES BUSINESSES AND INSTITUTIONS THE OPPORTUNITY TO CONNECT WITH CHILDREN AND YOUTH WITH DISABILITIES AND THEIR FAMILIES.



Anjali Children and Youth Festival prides itself on the ability to bring the best in children’s activities to the community. Patrons enter the Festival sites and engage in interactive activities. One of our main goals, that all children have access to quality workshops and performing arts, is only possible with the continued support of sponsors like you.



BENEFITS

- ✓ **SHOWCASE** your brand and increase your brand awareness
- ✓ Directly **ENGAGE** with your target audience
- ✓ **PROMOTE** your latest product/ campaign with samples, trial offers, and demonstrations
- ✓ **STAND OUT** from your competitors
- ✓ Create new professional **RELATIONSHIPS** with other sponsors and vendors
- ✓ Provide employee **VOLUNTEER** opportunities
- ✓ **SUPPORT** a beloved and long-standing children’s festival in Bhubaneswar
- ✓ Give back to your **COMMUNITY** (and create enormous goodwill by doing so)



SPONSORSHIP LEVELS

Get in touch to design a sponsorship opportunity that suits your business objectives and goals.

Presenting ★

As the exclusive presenting sponsor of the AICYF, you are offered the highest level of visibility and exposure on-site and off. Your logo will appear next to the AICYF logo on our website as well as in all advertising and marketing materials (printed and digital). In addition, we are proud to offer our Presenting Sponsor a speaking opportunity at our inaugural and closing programs, as well as volunteer placement for your employees.

★ Stage Sponsor

This level of sponsorship entitles your company to brand one of our two stages on-site. This investment allocates logo placement at the stage entrance, mentions at the beginning of each performance, branding on the outside of the stage, logo placement in Festival advertising and promotional materials and much more...



Zone Sponsor ★

Tailored to your product/services. These zones will have a large footprint and will be well visited by attendees. As a Zone Sponsor, your company will have its logo/signage placed in a prominent 10' x 10' space for promotional materials/demonstrations and opportunities for direct interactions with our audience.

- Welcome Zone
- Guest Zone
- Workshop Zone
- Food Zone
- Game Zone
- Festival Zone



★ Volunteer Sponsor

More than 150 student and youth volunteers dedicate their time, services and expertise to the AICYF. As the Volunteer Sponsor, brand your corporation on the volunteer t-shirt and hospitality tent for the duration of the Festival. This highly visible category can be tailored to fit your needs.



Adopt-A-School Sponsor



Adopting a school provides economically-disadvantaged children with the opportunity to attend the Festival. An Adopt-A-School Sponsor receives a letter with information about the festival and has their logo on our print, online and social media marketing materials.

Becoming an Adopt-A-School sponsor is one of the best ways you can have a direct impact on kids from poor and disadvantaged section in our community and increase their access to learn and have fun.



Show Sponsor



In 2024, sponsor a show from around the world! In return for your investment, your group, mentions at the beginning of each performance, logo placement in the program and on the performance web page, as well as logo/branding outside the venue entrance of the show. In 2024 two shows will be held on 15 and 16 November.



BUILD:
AWARENESS
RELATIONSHIPS
GOODWILL



BRAND ENGAGEMENT



WEBSITE

Sponsor logos appear on the homepage, on a dedicated sponsor page as well as on any other page related to the level of sponsorship (i.e. a show sponsor appears on the individual show page).

SOCIAL MEDIA

Have a new product, special promotion or event coming up that you'd like thousands of families to see? We'll help you spread the word!



PROGRAM WITH BROCHURE

Distributed to over 100 schools in Odisha and 100 outside Odisha, 100 NGOs from India, 100 Government Institutions aligned with children activities in Odisha, and family friendly establishments, handed out on-site, as well as viewed tens of thousands of times online, our annual program book features all our sponsor logos and ad space opportunities.

POSTERS AND FLYERS

Major sponsors get logo placement on our official 11" x 17" poster and pocket flyer. Thousands of copies are printed and distributed across Bhubaneswar.



ON-SITE ACTIVATIONS

Many Festival partners like to connect directly with our audience. Rent space on-site to give out samples and promo materials or have the festival-goers participate in an interactive activity. Some of our past and current partners include:

- OMC
- Dept. of SSEPD, GoO
- Dept. of Tourism, GoO
- IMPACT
- Odia Language, Literature and Culture, GoO
- OSEPA
- RAYS
- PPL
- SNM
- MGM



SPONSORSHIP LEVELS	PRESENTING	ZONE (5)	STAGE	SHOW (2)	VOLUNTEER (300)	COMPETITIONS (15)	10 X 10 BOOTH
	3000000	700000	500000	400000	300000	300000	
Logo on outdoor Festival Sponsor Signage	X	X	X	X	X	X	On-site space for sampling, promotional materials, presentations and audience interactions.
Logo in Official Program (13,000+ printed & published online)	X	X	X	X	X	X	
Logo/link on AICYF Website	X	X	X	X	X	X	
Social Media Mentions (Facebook and Twitter)	X	X	X	X	X	X	
VIP Inaugural Night Invitations	X	X	X	X	X		
Employee Volunteering Opportunities	X	X			X		
Festival Tickets	X	X		X			
Logo e-newsletters with Camp Bulletins	X	X	X	X			
Pop-up at Stage Entrance	X	X	X	X			
Logo on Official 11" x 17" poster (1,500+ printed & published online)	X	X	X	X		X	
Speaking Opportunities	X	X	X				
Logo on Volunteer T-shirts	X						
Branding of Volunteer Tent	X				X		
Naming of Category		X	X				
Naming/title of Event	X						
Logo on all Marketing Materials (print and digital)	X	X	X				
Sign Language Interpreter T-Shirt	X						



ITEMIZED SPONSORSHIPS

Budget Item	Quantity	Amount	Remarks
Welcome Kit for Children - Bag, T-Shirt, Memento, Certificate, Basic toiletries, stationary, colouring material and candy.	700	259000	
Anjali Awards	3	300000	3 Awards
Biscope (Film Festival)	3	60000	3 days
Volunteer and Escort T- Shirts	300	79500	
12 - 16 November Dinner	700	350000	
13 - 16 November - Lunch	700	350000	
13 - 17 November - Breakfast	700	140000	
Festivity Center	2	200000	Two festivals to be celebrated
School and College Competition Prizes (Trophies, Certificate and Medals for winners)	15	300000	Individual competition break up available
Memento for Participants	700	200000	
15 Workshops	15	750000	You can sponsor one or many workshops.



ABOUT ANJALI

In this age of gadgets, when technology is robbing children of their creativity, imagination and human touch, Anjali is creating buoyant childhood memories filled with dance, music, outdoor activities, live competitions and interactions with living people. Anjali is a movement for an equal India. It is India's first and only International Children and Youth Festival which aims to bridge gaps for making society more inclusive and restore fun-filled childhood by joyful learning.

For five magical days in November, young participants are engaged and entertained by resource persons, celebrity visitors and hands-on arts activities devised to delight, challenge and spark imagination. Since its inception in 2001, more than 54000 children have attended the festival.

Workshops, Children's Film Festival, Competition, Carnival, Food Stall, Game Zone, Cultural Program, Exhibition, Tattoo, Magic, Dialogues in Disability, Comedy, Sound, Music, Dance and More.....



BISCOPE
Children's Film Festival



INDRADHANUSH
Dance & Music
Professional Artists



**DIALOGUES IN
DISABILITY**



EXHIBITIONS
Art-Photo-Cartoons-
Hobby



FESTIVALS OF JOY
Raja and Losar



CITY TOURS
Exploring
Bhubaneswar

2024 PROGRAMME AT A GLANCE



SPECIAL SHOWS
Puppetry, 3D Art and
Magic



CONTESTS
12 Literary, Performing,
Creative & Scientific



WORKSHOPS
15 Categories



CARNIVAL OF LOVE
Rhythm-Music & Fun

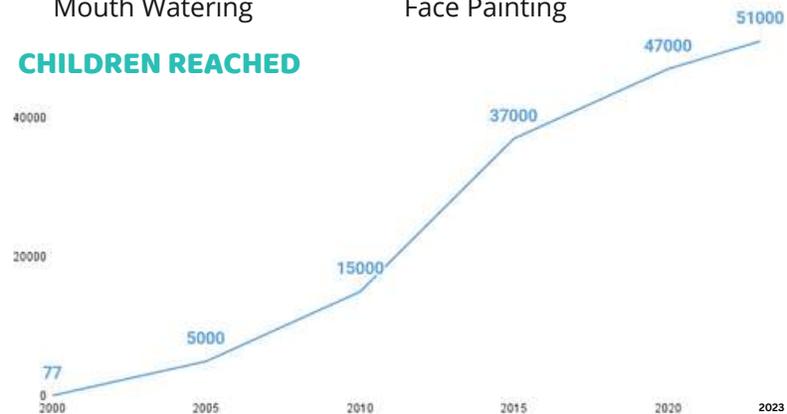


FOOD ZONE
Delicious &
Mouth Watering



FUN UNLIMITED
Games, Star Gazing &
Face Painting

CHILDREN REACHED





COMPONENTS

CAMP

Endeavours to burn bridges by enabling children from all walks of life to discover each other

AWARD

To recognise the believers who have worked for physically and socially challenged.

SCHOLARSHIP

Scholarships help students become self-sufficient and independent economically.

ANJALI'S REACH

- ✓ Commenced in 2001 with **77 CHILDREN**
- ✓ Has reached **50000+ CHILDREN** and **10000+ YOUTH** by 2023
- ✓ Children from **27 STATES** and **15 COUNTRIES** have participated.



VOLUNTEERISM

College students form the backbone of this festival. These five days enrich their minds with thought provoking and everlasting experiences and leaves them empathizing and realizing their duties and responsibilities for an inclusive and sensible society

STARTED WITH **34** VOLUNTEERS IN **2001**

CURRENTLY HAVE **5000+** VOLUNTEERS



ACCESSIBILITY FEATURES IN ANJALI

- ✓ Wheelchair accessible route and toilets
- ✓ Accessible signage
- ✓ Sign language interpreter
- ✓ Program schedule in large print, audio book and braille format



ANJALI AWARDS & SCHOLARSHIPS

The awards identify and recognize people who have discovered doors where others had seen walls, specifically in the context of the physically and socially challenged.

AWARD FOR BRAVERY

This award is given in the recognition of exemplary achievements on the part of the person with disability, parents of a disabled child or a family with disabled members who did not fall down on facing challenges but carved out a niche by the sheer dint of will.

AWARD FOR SERVICE

This award is given in the recognition of excellent work done for the disability sector by an individual or an NGO, whose drive and creative problem-solving abilities have brought about significant changes in the world of people with disabilities.

AWARD FOR COMMITMENT

This award is given in recognition of excellent work done for the disability sector unwavering support to the underprivileged with disabilities.

ANJALI SCHOLARSHIPS

Scholarships are awarded to meritorious divyang students from poor economic background. Scholarships cover expenses that are essential but don't find reflection in government or other scholarship schemes. Support is in the form of:

- ✓ **RS 24000/- PER YEAR**
- ✓ **FREE ENROLLMENT SCHOLARS ENRICHMENT PROGRAM**





Festival Office

+91-9238106667 / 0674 -2313313
 anjalifestival@swabhiman.org
 contact@swabhiman.org
 A/98, Budhanagar, Bhubaneswar

Hours of operation:
 Mon-Sat (10am to 6pm)
 Sun (Closed)

Follow us

- facebook.com/AnjaliFestival
- @swabhiman_bbsr
- @swabhiman_nonprofit
- @swabhiman2001

anjali2021.swabhiman.org



PARTNERS AND SUPPORTERS OVER THE YEARS



Media



2024 Board of Directors

- Nivedita Scudder**
President Swabhiman
- Dr. Sruti Mohapatra**
Secretary Swabhiman
2024 Festival Director