

*When you jump for joy, beware that no one  
moves the ground from beneath your feet.*



🎵 *KrazyBaGs* 🎵

- It gives us great pleasure to announce our 5th project on the New year's eve event. As a precursor we wish to inform you that this will be a fifth of its kind project in Hotel Ashok Lake View.
- Further, this project has a great growth potential at Hotel Ashok Lake View in the following years to come. This is simply because the New Year event has the highest spend on advertising and promotion. We personally see this as a great opportunity that can be utilized to both our advantage.
- It indeed is our privilege to invite you as our Sponsor for this promising project on mutually agreeable terms. Please review the enclosed project plan, and of course feel free to ask for any additional information or explanations you may want.
- With this we look forward to a positive reply which hopefully will take us on a profitable and successful journey.





# PAPER AD AND HOARDINGS





# ONLINE PROMOTIONS BOOK MY SHOW & FACEBOOK AND OTHERS

The screenshot displays a dual-monitor setup. The left monitor shows the 'bookmyshow.com' website, which features a search bar, navigation tabs (Home, Movies, Events, Plays, Sports, Parties, Gift Cards, Offers, Mobile, Int'l), and a prominent banner for 'Revel Dreams New Year's Eve' on Wednesday, 31st December. Below the banner are various event listings including 'India Bike Week 2015', 'Northeast United FC', and 'VH1 Supersonic 2014'. The right monitor shows a Facebook page for 'New Year Bash', which has a cover photo of the same 'Revel Dreams' event. The page includes a timeline, a 'Write something...' text box, and a list of recommended games on the right sidebar. The taskbar at the bottom shows the system clock as 2:35 PM.





## HOTEL LAKE VIEW ASHOK PROMOTION





# SUCCESS STORIES 2013 TO 2018:









# DOME DISC OR OPEN AIR CLUB





# 3D LAY OUT PLAN 2019













*All Welcome*  
to the  
**CARNIVAL**

## EVENT SETUP & OVERVIEW

1. INDIVIDUAL TABLE BOOKING WOULD BE FOR FAMILIES.
2. Dance floor of 80 X 80 for the party.
3. PUBLIC SITTING IS ON FIRST COME FIRST SERVE BASIS.
4. UNLIMITED LIQOR PREFERRABLY, UB GROUP BRANDS  
BLACK DOG, SIMRON OFF, ANTIQUITY.  
AND BEER WOULD BE KINGFISHER
5. UNLIMITED FOOD VEG & NON VEG INCLUDING STARTERS.
6. AROUND 40 BOUNCERS & 60 SECURITY GUARDS WOULD BE THERE  
TO PROVIDE THE SECURE & SAFE ZONE.
7. SOUND WOULD JBL SERIES INCLUDING BITA.
8. PRODUCTION PART WILL BE DONE BY THE BEST PRODUCTION HOUSE IN BHOPAL.
9. Special attraction from the Russian Belly artists depends on availability.

- **Concept note** (it may vary depends on availability)
- A new year party managed and organized by KRAZYBAGS Events at the Hotel Ashok Lake view premises. At this event the main high light will be lineup of select known Dj's.
- 2 A list dj's
- The A list DJ'S will be renowned DJ'S internationally or locally
- 2 local DJ'S , who are also well known in the Bhopal and Indian market, which will in turn help us to generate large fan followers.
- Other performances would be (1) Russian Belly Artists (2) Musical acts like percussionist, saxophone and violinist (3) BANDISH BAND PERFORMANCE.
- Another high light act would be Fireworks would be done by renowned Fireworks provider





# Highlights of Promotional Plan

- Newspaper advertisement minimum 2 nos.
- 5000 posters of the event at the prime location.
- 1 lac what sup as well as SMS promotion campaign.
- 20000 pamphlet of the event will be distribute.
- Extensive editorial coverage prior and post event.
- Special display on LED Screen during the event on main stage.
- Online paid promotions through social networking sites.
- Promotion on BookMyShow.com
- Promotion campaign run by Indian Idol Academy
- Venue Branding at Hotel Lake view Ashok.

# Title Sponsor Package:

Package Cost : Rs. 5,00,000/-

## Deliverables:

Name & Logo as Title Sponsor will be highlighted in:

- - Print Ad.
- - Spots & Scrolls in Television.
- - On more than 2000 event passes.

Venue Branding includes:

- - Logo on Backdrop.
- - Logo on gate
- - Banners Space for 10 banners at venue (6'x3')
- - Commercial in LCD Screen
- -2 frames of 10'x10'(in ground)

Apart from this you will also get:

- -Editorial coverage .
- -Announcement during party
- online promotion



## Associate Sponsor:

Package Cost : Rs. 3,00,000/-

### Deliverables:

Name & Logo as Associate Sponsor will be highlighted in :

- -Print ad .
- -Activity Scroll & Spot in Television.
- -On more than 2000 passes.

Venue branding includes :

- -Logo on Side Wing as Associate sponsor
- -Logo on gate as Associate Sponsor
- -Commercials on LED Screen.

Apart from this you will also get:

- -Editorial coverage .
- -Announcement during party
- - online promotion



## Co-Sponsor:

Package Cost : Rs. 1,50,000/-

## Deliverables:

Name & Logo as Co- Sponsor will be highlighted in :

- -Print ad.
- -Activity Scroll & Spot in Television.
- -On more than 2000 passes.

Venue branding includes :

- -Logo on Side Wing as Co-Sponsor
- -Logo on gate as Co-Sponsor

Apart from this you will also get:

- -Editorial coverage .
- -Announcement during the events.
- - online promotion .





# ***beverages & food***

Cocktails Amidst all the revelry, don't forget to enjoy their spread over live counters serving Middle Eastern, Italian, Asian and Indian cuisine; including premium alcoholic. Like mock tails , cocktails .beer & many more

## **lavish buffet**

Veg – non veg delicious, tasty & mouth-watering food & snakes it will be featuring a array of food that includes favorites' like Grilled grill counter, Mezze Station, Aussie BBQ, Pasta & Thai counters, even a Biryani station and much more.





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