

Proposed Sponsorship Architecture

PRESENTING PARTNER
₹20,00,000+
Exclusive (Only One)

Event Branding: *"Kolkata International Art Fair 2027 Presented by [Sponsor]"*

Benefits:

- Naming rights across all official communications
- Dominant branding at venue
- Main stage naming rights
- Logo on all advertising campaigns
- Exclusive press conference presence
- CEO invited as Chief Guest
- 100 VIP passes
- Dedicated networking lounge
- Brand film at inauguration
- Corporate art awards presented in sponsor's name
- Exclusive CSR and media mention

TITLE PARTNER
₹10,00,000

Benefits:

- Secondary branding prominence
- Premium pavilion space
- Sponsor-branded gallery section
- Corporate presentation opportunity
- 50 VIP passes
- Media visibility

PLATINUM PARTNER
₹7,50,000

Benefits:

- Thematic zone naming rights
- Collector Lounge sponsorship
- International Artists Zone sponsorship
- Exclusive branding opportunities
- 30 VIP passes

GOLD PARTNER
₹5,00,000

Benefits:

- Large branding presence
- Exhibition booth
- Corporate hospitality
- 20 VIP passes
- Website and catalogue features

SILVER PARTNER
₹2,50,000

Benefits:

- Exhibition stall
- Logo placement
- Social media visibility
- 10 VIP passes

BRONZE PARTNER
₹1,00,000

Benefits:

- Sponsor recognition
- Website listing
- Event certificate
- 5 VIP passes

Category Sponsorship Opportunities

International Artists Pavilion
₹5,00,000

Young Artists Exhibition
₹4,00,000

Live Demonstration Arena
₹3,00,000

Photography & Digital Art Zone
₹2,00,000

Sculpture Garden
₹5,00,000

Art Competition Sponsor
₹2,00,000

Art Awards Sponsor
₹5,00,000

Workshop Series Sponsor
₹3,00,000

Collector's Lounge Sponsor
₹5,00,000

VIP Lounge Sponsor
₹10,00,000

Cultural Evening Sponsor (5 evenings)
₹7,50,000

Art & Artists celebration Night Sponsor (cocktail Dinner 300 pax approx..)
₹10,00,000

Strategic In-Kind Partners

Instead seeking cash, we accept various facilities/products worth of:

Hospitality Partner
Value ₹3-5 lakhs (Hotel's room and food for outstation artists)

Airline Partner
Value ₹5-10 lakhs (Flight Tickets for senior & foreign artists)

Camera/Photography Partner
Value ₹3-5 lakhs (Camera, Printing & Framing for Photographic stalls)

Automobile Partner
Value ₹1-2 lakhs (Provide 5-10 Cars for 7 days, for local conveyance)

Luxury Lifestyle Partner
Value ₹2-4 lakhs (Gifting 25 Lifestyle Products)

Printing Partner
Value ₹2-5 lakhs (Printing catalogue, Poster, Brochure etc)

Media Partner
Value ₹2-5 lakhs (Publish 3 ad and article with Photos)

Token of Love (Banner placement at the venue)

8X3 Banner at the venue (Max 5 Nos.) - ₹20,000 each

10X3 Banner at the venue (Max 5 Nos.) - ₹25,000 each