



patrika

राजस्थान पत्रिका | पत्रिका

PATRIKA
महाराष्ट्र
DANDIYA
UTSAV
2025



Brand Integration Opportunity this Navratri

7 Cities of Rajasthan and Madhya Pradesh



Get Your Garbha Groove On: Patrika Maharaas a is Back with a Bang!



Patrika Group gears up to unveil another spectacular season of Patrika Maharaas this Navratri! With each passing year, this event has carved its place as a cherished tradition, and now, it's back to sprinkle its magic once again.

The countdown has begun to get your brand ready to benefit from this swirl of excitement where your TG will dance your heart out,.

Stay tuned for the big reveal, as we prepare to make this Navratri an unforgettable chapter in the book of celebrations.

Patrika Maharaas is back – and it's going to be nothing short of spectacular!

What is Patrika Maharaas a all about?



Dandiya is a dance form originated from Gujarat which is generally performed in front of devi durga during Navratra.

We have achieved a successful endeavor with the creation of Patrika Maharaas a, an event cherished and remembered by the people of Rajasthan and Madhya Pradesh. Every year we organize this event.

Patrika Maharaas a is an ultimate experience because of its amazing venue atmosphere, sparkling light & awesome sets & decoration. The rich & traditional setup of the venue & the culture of dandia raas spreads the message of love, life, fun & happiness all around.

A 2 Day DANCE Festival

Snippets of Patrika Maharaas a 2023-2024





Event Details

Cities

Rajasthan: Jaipur, kota, udaipur, pali, ajmer,
bhilwara, bikaner, jodhpur, alwar
Madhya Pradesh: jabalpur, bhopal

Duration

2 Days

Training Classes

15 Days of Training classes to the city people

Format

Evening 7 pm to 10 pm. Live Performance on stage by traditional music Gujarati Band/ DJ.

Dancing Area

Separate Performance Zone for trained dancers and general public.

Entry Procedure

Entry strictly for Couples/ Families through Entry passes, available at pre declared counters of the city.





Event Details

Excitement

Various gifts on daily basis to best dancing male, female and couple. Best dressed male, female, couple and other categories.

Fun

Dedicated food court, serving food from across the region and delicacies around the world with seating facilities for entire family visitors.

Footfall

5000+ per venue/ each city

Date

TBD

Venue

Jaipur Venue:

Entertainment Paradise, Jawahar Circle – Jaipur

Rest Cities: to be announced soon



Sponsorship Opportunity

Title Sponsor

All 11 cities across Rajasthan and Madhya Pradesh

Powered by

All 11 cities across Rajasthan and Madhya Pradesh

Associate Sponsor

All 11 cities across Rajasthan and Madhya Pradesh

Co- Sponsor

All 11 cities across Rajasthan and Madhya Pradesh

Total – 10 Co - Sponsors



Deliverables to Title Sponsor

Print

- 4500 sq cm advertisements at each event city edition of Rajasthan and MP. Company brand logo as Title Sponsor presents Dandiya event night
- Composite Logo of Dandiya event will go in all the news coverage in the event cities eg Title sponsor presents Patrika Maharaas event night

FM Tadka

Dandiya Event advertisement in 95 FM Tadka. 13 spots of 20 sec each in Jaipur, Udaipur, Kota for 10 days (4000 second in each city, total 12000 sec in three cities)

Venue Branding/Outdoor (Each City)

- 2 Nos. Stalls of size 10x10 ft each for Title sponsor products at each event venue. Rajasthan Patrika/ Patrika to fabricate stall and provide lighting Or 1 stall of 20x10 Ft
- 2 chairs and 1 table
- 1 exclusive hoarding of Title sponsor of size 10x8 ft at entry Gate of the event venues, to be fabricated and installed.

POP

- Dandiya Event Poster – 1000 posters each city, of size 12 inch x 18 inch to be printed and pasted in city by Rajasthan Patrika/Patrika
- Dandiya Event Banner - 1000 banners each city of 2.5 mtr each [no other sponsor except Title sponsor in the banner] to be printed and installed in city by Rajasthan Patrika/Patrika.
- Logo on Passes, Tickets, Training Registration Forms, Participants Identity Cards in each city.

- 20 exclusive Title sponsor Flex Banners of size 6x3 ft each at the event venue, to be fabricated and installed.
- 4 exclusive Title sponsor hoarding of size 10x20 ft each at the event venue, to be fabricated and installed.

Deliverables to Title Sponsor

Event Branding

- 01 nos Entry Gate at venue of minimum size of (20 ft height x 12 ft width) x 2.5 ft width of each panel (or as per feasibility of location) to be printed and installed by Rajasthan Patrika/ Patrika. (These entry gates shall have Title sponsor and Rajasthan Patrika Branding)
- Stage skirting of size 40 x 4/5 ft each with prominent Title sponsor Logo & Pack shot to be printed and installed.
- Stage Backdrop of size 10 x 20 ft with prominent Title sponsor Logo & Pack shot to be printed and installed.
- 02 hoardings of size 10 x 20 ft in each city with Title sponsor Logo at venue.

Consumer Promotion

- Complimentary event passes to Title sponsor group 1000-1400 (Double). Exact quantity will be communicated.
- Distribution of Title sponsor Group free products on the entry of every visitor to Patrika Maharaas by our person, checking tickets at the entry gate.

Other Branding

- Brand Audio Campaign at the start, during breaks and at the end of Dandiya every day
- Brand mention every day during the entire period of the Dandiya. Min. 10 times per venue
- Co- inauguration of the event at the each venue by the local dealer/ representative of Title sponsor

Deliverables at Training Venue

- 1 exclusive Title sponsor hoarding of size 10x10 ft at the training classes' venue, to be fabricated and installed.
- 2 exclusive Title sponsor standees of size 6x3 ft each at the training classes' venue, to be fabricated and installed

Social Media Post

- Dandiya event promotion on all major social platform

Deliverables to Powered by Sponsor

Print

- 4500 sq cm event advertisements at each event city edition of Rajasthan and MP. Company brand logo will come as Dandiya event night powered by
- Composite Logo of Dandiya event will go in all the news coverage in the event cities eg Title sponsor presents Patrika Maharaas event night Powered by

FM Tadka

Dandiya Event advertisement in 95 FM Tadka. 16 spots of 25 sec each in Jaipur, Udaipur, Kota for 10 days (4000 second in each city, total 12000 sec in three cities)

POP

- Dandiya Event Poster – 1000 posters each city, of size 12 inch x 18 inch to be printed and pasted in city by Rajasthan Patrika/Patrika
- Dandiya Event Banner - 1000 banners each city of 2.5 mtr each [no other sponsor except Powered by in the banner] to be printed and installed in city by Rajasthan Patrika/Patrika.
- Logo on Passes, Tickets, Training Registration Forms, Participants Identity Cards in each city.

Venue Branding/Outdoor (Each City)

- 10 exclusive Powered by Flex Banners of size 6x3 ft each at the event venue, to be fabricated and installed.
- 2 exclusive Powered by hoarding of size 10x20 ft each at the event venue, to be fabricated and installed.

Deliverables to Powered by

Event Branding

- 01 nos Entry Gate at venue of minimum size of (20 ft height x 12 ft width) x 2.5 ft width of each panel (or as per feasibility of location) to be printed and installed by Rajasthan Patrika/ Patrika. (These entry gates shall have powered by and Rajasthan Patrika Branding)
- Stage skirting of size 40 x 4/5 ft each with prominent Powered by Logo & Pack shot to be printed and installed.
- Stage Backdrop of size 10 x 20 ft with prominent Powered by Logo & Pack shot to be printed and installed.
- 01 hoardings of size 10 x 20 ft in each city with Powered by Logo at venue.

Consumer Promotion

- Complimentary event passes to Powered by group 500-600 (Double). Exact quantity will be communicated.
- Distribution of Powered by Group free products on the entry of every visitor to Patrika Maharaas by our person, checking tickets at the entry gate.

Other Branding

- Brand Audio Campaign at the start, during breaks and at the end of Dandiya every day
- Brand mention every day during the entire period of the Dandiya. Min. 5 times per venue
- Co- inauguration of the event at the each venue by the local dealer/ representative of Powered by

Deliverables at Training Venue

- 2 exclusive Powered by standees of size 6x3 ft each at the training classes' venue, to be fabricated and installed

Social Media Post

- Dandiya event promotion on all major social platform

Deliverables to Associate Sponsor

Print

- 4500 sq cm event advertisements at each event city edition of Rajasthan and MP. Company brand logo will come as Patrika Maharaas associate sponsor
- News Coverage
- Brand name as Associate sponsor for Patrika Maharaas will go in all the news coverage in the event city

FM Tadka

Patrika Maharaas advertisement in 95 FM Tadka. 16 spots of 25 sec each in Jaipur, Udaipur, Kota for 10 days (4000 second in each city, total 12000 sec in three cities)

POP

- Patrika Maharaas Poster – 1000 posters each city, of size 12 inch x 18 inch to be printed and pasted in city by Rajasthan Patrika/Patrika
- Logo on Passes, Tickets, Training Registration Forms, Participants Identity Cards in each city.

Venue Branding/Outdoor (Each City)

- 6 exclusive Associate sponsor Flex Banners of size 6x3 ft each at the event venue, to be fabricated and installed.
- 1 exclusive Associate sponsor hoarding of size 10x20 ft each at the event venue, to be fabricated and installed.

Deliverables to Associate Sponsor

Event Branding

- 01 no. Entry Gate at venue of minimum size of (20 ft height x 12 ft width) x 2.5 ft width of each panel (or as per feasibility of location) to be printed and installed by Rajasthan Patrika/ Patrika. (These entry gates shall have associate sponsor logo and Rajasthan Patrika Branding)
- Stage skirting led wall of size 40 x 4/5 ft each with prominent Associate sponsor Logo
- Main Stage Backdrop led wall of size 10 x 20 ft with prominent Associate sponsor Logo & Pack shot to be printed and installed.

Consumer Promotion

- Complimentary event passes to Associate sponsor group 300 (Double). Exact quantity will be communicated.
- Distribution of Associate sponsor Group free products on the entry of every visitor to Patrika Maharaas by our person, checking tickets at the entry gate.

Other Branding

- Brand Audio Campaign at the start, during breaks and at the end of Dandiya every day
- Brand mention every day during the entire period of the Dandiya. Min. 3 times per venue
- Co- inauguration of the event at the each venue by the local dealer/ representative of Associate sponsor
- Emcee will announce the name of Associate Sponsor on regular intervals

Deliverables at Training Venue

- Training venue backdrop will carry Associate sponsor logo
- 2 exclusive Associate sponsor standees of size 6x3 ft each at the training classes' venue, to be fabricated and installed

Social Media Post

- Dandiya event promotion on all major social platform

Deliverables to Co- Sponsor

Event Branding

- 01 no. Entry Gate at venue of minimum size of (20 ft height x 12 ft width) x 2.5 ft width of each panel (or as per feasibility of location) to be printed and installed by Rajasthan Patrika/ Patrika. (These entry gates shall have associate sponsor logo and Rajasthan Patrika Branding)
- Main Stage Backdrop led wall of size 10 x 20 ft with prominent Associate sponsor Logo & Pack shot to be printed and installed.

Consumer Promotion

- Complimentary event passes to Associate sponsor group 300 (Double). Exact quantity will be communicated.
- Distribution of Associate sponsor Group free products on the entry of every visitor to Patrika Maharaas by our person, checking tickets at the entry gate.

POP

- Patrika Maharaas Poster – 1000 posters each city, of size 12 inch x 18 inch to be printed and pasted in city by Rajasthan Patrika/Patrika carrying Co-Sponsor logo
- Logo on Passes, Tickets, Training Registration Forms, Participants Identity Cards in each city.

Venue Branding/Outdoor (Each City)

- All event venue branding will carry Co-Sponsor

Deliverables to Co-Sponsor

Event Branding

- 01 no. Entry Gate at venue of minimum size of (20 ft height x 12 ft width) x 2.5 ft width of each panel (or as per feasibility of location) to be printed and installed by Rajasthan Patrika/ Patrika. (These entry gates shall have Co-Sponsor logo and Rajasthan Patrika Branding)
- Stage skirting main event backdrop of size 40 x 4/5 ft each will carry Co-Sponsor Logo Stage
- Main Backdrop led wall of size 10 x 20 ft will carry Co-Sponsor logo

Consumer Promotion

- Complimentary event passes to Co-Sponsor group 100 (Double). Exact quantity will be communicated

Other Branding

- Emcee will announce the name of Co-Sponsor on regular intervals

Deliverables at Training Venue

- Training venue backdrop will carry Co-Sponsor logo

Social Media Post

- Dandiya event promotion on all major social platform

Sponsorship Opportunity - Automobile

- Dedicated display area for automobile brands at a prime location within the event venue.

- Showcase a range of models from your brand, emphasizing new launches, top features, and special editions.

- Test drives and product demos available for interested attendees.

- On-the-spot offers, exclusive event discounts, and pre-booking opportunities.

- Branded photo booth with car-themed backdrops for social media sharing.

- Car/Bike Display Opportunity for Automobile Brands at Patrika Patrika Maharaas | 5-6 Oct 2024

Sponsorship Opportunity - Automobile

Widespread Brand Exposure

Patrika Group will promote the Patrika Maharaas a extensively through its media channels, which can result in significant brand exposure for your business. Your brand name and logo will be featured prominently in various promotional materials, reaching a wide audience.

Trusted Reputation

Being associated with a well-established media house like the Patrika Group adds a layer of trust and credibility to your brand. Event attendees and consumers are more likely to have a positive perception of your brand due to its association with a trusted media source.

Audience Targeting

The Patrika Group's media outlets have a defined readership and viewership. This means your brand's association with their Patrika Maharaas a will be exposed to an audience that is interested in cultural events and entertainment, increasing the relevance of your brand message.

Community Engagement

The Patrika Group's Patrika Maharaas a is likely to be a community-centered event that brings people together for cultural celebrations. Your brand's participation showcases your commitment to engaging with the community and celebrating cultural diversity.

Mass Media Promotion

The Patrika Group likely has a strong presence across various media platforms, including print, digital, television, and radio. This enables your brand to benefit from extensive promotion through these channels, reaching a diverse and wide-ranging audience.



6 Decades of Trust

Patrika has carved out a legacy in pure journalism

HSM Market
Patrika Group has marked its presence in the Hindi Heartland of India

38 Editions
RAJ MPCG + National Exposure



Patrika Group Pan India Presence



#5TH

Largest newspaper as per AMIC UNESCO

Multimedia Channels

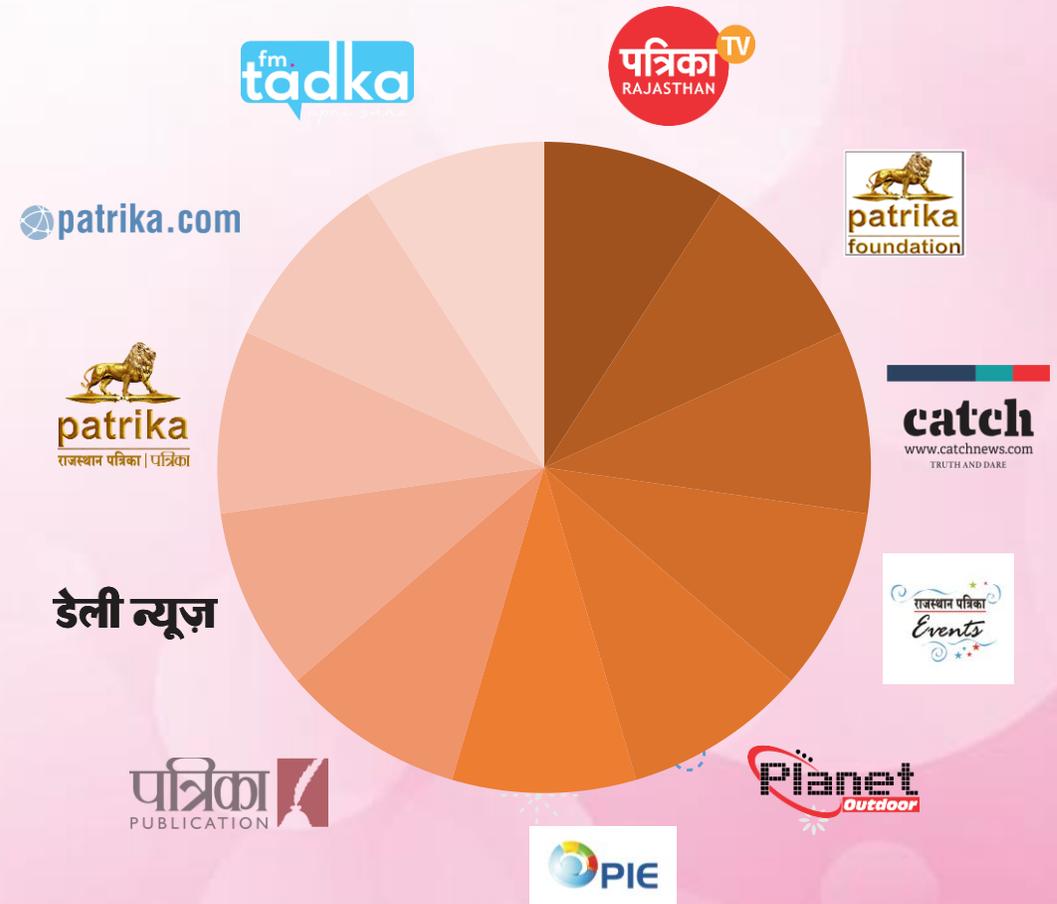
Widely spreaded across multiple channels

\Biggest network of Radio + Print + OOH + Digital in RAJ MPCG.

Read by over **2.59 Cr.** readers, Rajasthan Patrika is ranked **26th** amongst the top 50 paid for dailies (WAN-IFRA).

It is country's 5th largest newspaper as per AMIC UNESCO. Patrika Group covers 50% of India's Hindi Heartland.

Rajasthan Patrika is the only Hindi Daily, which effectively covers the Southern parts of India. Patrika Group has marked its presence in 8 states of India.



Let's talk further!