

UKABC and Infovinity

In association with Indian Gymkhana Club Pres1ents

Gymkhana Mela 20151



SPONSORSHIP INFORMATION 2015

ABOUT THE Gymkhana Mela



The Gymkhana Mela takes place in the beautiful mature parkland of Gymkhana Ground in West London, a film location for many Bollywood movies. The 2015 event will take place on the 8th November 2015 and be the 1st edition of the Mela .

London has an established community that originate from Asia. Around 1 million* people of Asian origin live in London, making it the London's largest non-white ethnic minority group.

West London has one of the UK's largest Asian communities; however a substantial population can be found in East, West, South and North London.

The Gymkhana Mela has made a great impact on the Asian communities , it is a highlight in the cultural calendar in London bringing together, music, food, dance and wonderful business and sponsorship opportunities. This is an ideal platform to promote established brands and institutions or to reach out to a new and exciting audience.

The Gymkhana Mela showcases Asian culture at its best with both the traditional and the new, from urban rappers to orchestras, delicious food to art exhibitions and awe inspiring fireworks to theatre and Asian lifestyle stalls and exhibitors to community dance.

WHAT'S ON OFFER

This family-friendly event features a huge variety of artists from around the world as well as an abundance of home-grown acts, the Gymkhana Mela truly has something for everyone.

A spectacular line up of live music, dance, theatre, visual arts and food inspired by Asia.

A large scale main stage programme featuring artists unique to Gymkhana Mela.

**THIS YEAR WE ARE PLANNING
MANY MORE EXCITING
ACTIVITIES!!!**



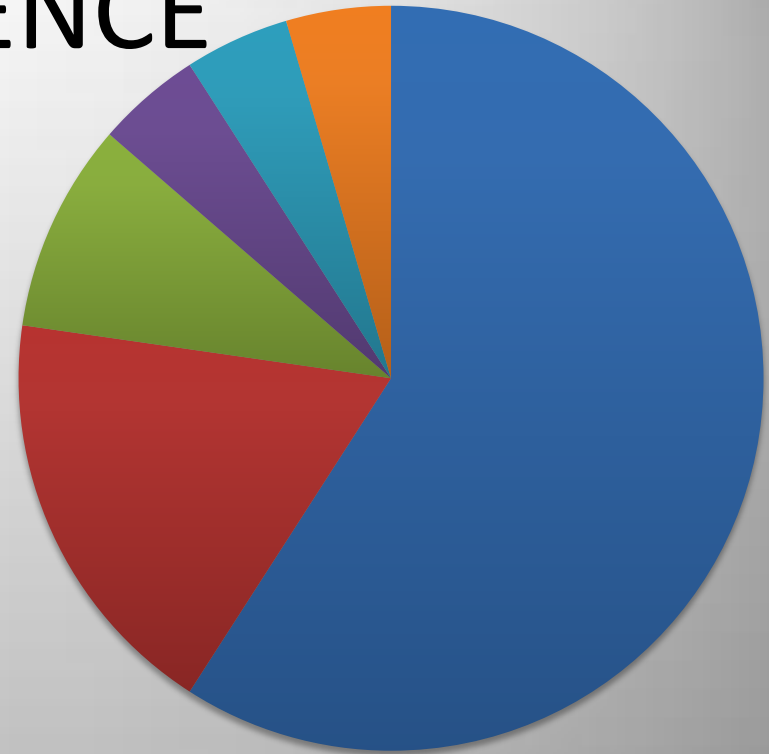
Family Affair



OUR AUDIENCE

The Gymkhana Mela attracts a large and diverse audience

- ✓ 61% of people from a South Asian background.
- ✓ All age ranges represented from babies to grandparents.
- ✓ An even 50/50 split between Male and Female.
- ✓ An audience predominantly from the Greater London area.
- ✓ 91% rated the event excellent or good.
- ✓ Over 50% have been to Gymkhana Mela before.



- South Asian
- White British - White - Irish/Other
- Black British - Black
- Caribbean/African/Chinese
- Mixed -White
- Asian/Black/Other

OUR REACH

In 2015 the Gymkhana Mela directly will reach well over one million people

LIVE

In 2015 the live event audience will be in excess of 70,000 people.

BROADCAST

An audience of over 600,000 through BBC Asian Network live transmission. Additional broadcast reach through national TV broadcasters ITN, BBC London, Sky News. Local London South Asian radio stations.

ONLINE AND DIGITAL

A bespoke Gymkhana Mela website.

Social media

A targeted approach to increase Facebook awareness, use Twitter to promote the event including exclusive backstage content from artists and performers as well as all of our Sponsors.

- Event listing on all local community websites, and London websites Timeout, Around London and many more.
- Online promotion via media partners including BBC, Asian Network, BBC London, UK Asian Online, Asian Voice.

PRINT

20,000 print programmes and 15,000 flyers produced and distributed to locally before the event and onsite on the day.

PR team to secure editorial with International, National and Local media, previous coverage in Time Out, Daily Telegraph, The Times of India and The Evening Standard.

- Promoted in Ealing Council magazine "Around Ealing" with a distribution of 150,000 copies.
- Posters in local businesses, shops and community centres.
- A long association with the Asian Voice newspaper.

SPONSORING THE GYMKHANA MELA

Sponsoring the Gymkhana Mela is a unique opportunity to have direct access with the whole of the South Asian community. This access is achieved on all media platforms before, during and after the event but especially on the day. This audience sector is often perceived as “hard to reach” but by partnering with us at the Gymkhana Mela your brand will reach who you want to reach.

We offer the following packages.

- Gold Sponsor:** sponsorship of the whole event.
- Silver Sponsor:** sponsorship of one main Mela area.
- Bronze Sponsorship:** sponsorship of one area.

- ✓ Build positive brand value through association with a major International and National cultural Mela .
- ✓ Build recognition of your message, products and services among a specifically targeted audience.
- ✓ Maximise PR opportunities for your business through Gymkhana Mela 's media relationships and benefit from our share capitalisation in this Mela sector.

PARTNERS



SPONSORSHIP BENEFITS

How the Gymkhana Mela can benefit you and your organisation

- Exposure of your brand via Gymkhana Mela Media and Marketing channels.
- High impact branding opportunities.
- Wonderful platform to entertain guests.
- Great presence for photo opportunities.
- Huge Social Media platform.
- Investing in the community.
- The Mela Sponsorship team is dedicated to planning and executing your unique experience

We are happy to work with you and come up with a tailor-made package just for you.
Please contact us for more information

SPONSORSHIP PACKAGES

THE GOLD PACKAGE

- Full title sponsorship of the event and Guaranteed product exclusivity
- Branding on main stage and Hospitality area Main stage video screen branding presence, mentions by compares and a credit every time the Mela is mentioned in broadcast
- Company profile included in Mela programme High profile on-site branding
- Sponsorship of TV interview area where artists and celebrities are interviewed
- Use of Gymkhana Mela logo
- Name and logo on all Print, Online, Broadcast and Smartphone app and social media platforms
- Receive media exposure through our regional and national press coverage
- Promote your company via link from our website
- Major corporate presence at the event - large prominent onsite exhibition area
- Full page advertising opportunities in the Mela programme
- Opportunity for a pre-arranged photo call with artists backstage
- Distribution of promo goods/literature, roaming on site and in Hospitality area
- 10 x tickets for the Mela
- Allocation of 2 x VIP car parking passes
- Investing in the community

Manufacturing costs of branded items and marketing content to be met by the sponsor direct

SPONSORSHIP PACKAGES

THE SILVER PACKAGE

- Opportunity for branding one main area and main stage side scrim
- Guaranteed product exclusivity
- Main stage video screen branding presence
- Significant on-site branding
- Logo on all Print, Online, Broadcast and Smartphone app and social media platforms
- Major corporate presence at the event – large onsite exhibition area
- Promote your company via link from our website
- Use of Gymkhana Mela logo
- Half page advertising in the Mela programme
- Company profile included in Mela programme
- Distribution of literature in VIP Hospitality
- 5 X tickets for the Mela
- Allocation of 1 x VIP car parking passes
- Investing in the community

Manufacturing costs of branded items and marketing content to be met by the sponsor direct

SPONSORSHIP PACKAGES

THE BRONZE PACKAGE

- Opportunity for branding one area
- Guaranteed product exclusivity
- Main stage video screen branding presence
- On-site branding
- Logo on all Print, Online and media
- Promote your company via link from our website
- Use of Gymkhana Mela logo
- Promote your company via link from our website
- Presence at the event - onsite exhibition area
- Quarter page advertising in the Mela programme
- 2 X tickets for the Mela
- Allocation of 1 x VIP car parking passes
- Investing in the community

Manufacturing costs of branded items and marketing content to be met by the sponsor direct

SEE YOU AT THE 2015 GYMKHANA MELA

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