



SPONSORSHIP PROPOSAL

રુડા ગરબા ની શરુઆત....
પાંચ તત્વોથી.

“WHERE NATURE BECOMES CELEBRATION”



ABOUT RUDAAH GARBA

Rudaah Garba is a thoughtfully curated Navratri celebration created by Raghuvanshi Events and Rashmi Raj Events.

Designed around culture, community, and meaningful experiences, Rudaah brings together music, tradition, creativity, and celebration to create one of Ahmedabad's most engaging festive destinations.

For brands, it is an opportunity to connect with thousands of people during one of Gujarat's most celebrated festivals.



◆ KARNAVATI BEATS ◆

2025



◆ RAATALDI ◆

2025



◆ ZEROVIG ◆

2024



◆ OUR VISION ◆

To create a Navratri celebration where culture inspires experiences, communities come together, and brands become a meaningful part of the journey.



◆ THEME 2026 ◆ PANCH MAHABHUTA



The Five Elements of Creation

Every element of Rudaah Garba draws inspiration from the five elements of nature—

Prithvi • Jal • Agni • Vayu • Aakash



From stage design and décor to performances and audience experiences, the event reflects the harmony of these elements while celebrating the spirit of Navratri.

◆ EVENT OVERVIEW ◆

DURATION

- 10 Nights •
- 120K + Expected Audience Footfall •
- 5 Million+ Digital Impressions •

AUDIENCE

- Families
 - Young Professionals
 - Entrepreneurs
 - Students
 - Cultural Communities
 - Visitors from Across Ahmedabad
- 120K + Expected Audience Footfall •
 - Anticipated footfall throughout the event duration •

VENUE

Sarkhej – Gandhinagar Hwy, near shreekunj greens,
Rudaah Garba, Ahmedabad, Gujarat 382481





EXPECTED REACH

12,000+

Expected Footfall

6000+

Expected Daily Footfall

◆ WHY PARTNER WITH RUDAAH? ◆

Navratri is more than a festival—it's a season when people actively discover, experience, and engage with brands.

Rudaah Garba provides a platform where brands can build visibility, interact directly with consumers, and become part of an experience people genuinely remember.

BRAND VALUE

- High-Impact Brand Visibility
- Direct Consumer Engagement
- Meaningful Brand Recall
- Product Discovery & Trial
- Strong Digital Presence
- Association with Gujarat's Cultural Celebration

◆ BRAND INTEGRATION ◆

Every partnership is designed to create visibility and engagement—not just logo placement.

VENUE BRANDING

Main Stage

A grand stage where tradition meets spectacular design. Rich details and radiant lights create a royal atmosphere. The heart of the celebration, alive with music and energy. A magnificent setting for unforgettable Garba nights.



Entry Gate

A majestic entrance inspired by timeless royal architecture. Intricate details and warm lighting welcome every guest in grandeur. A gateway where tradition, elegance, and celebration come together. Step inside and begin an unforgettable Garba experience.





LED Screens • Venue Signage • Backdrops



◇ BRAND EXPERIENCE ◇

- Experience Zones •
- Product Display •
- Sampling Activities •
- Interactive Installations •





◆ AUDIENCE ENGAGEMENT ◆

- Contests •
- Live Activations •
- Meet & Greet Opportunities •
- Consumer Interaction •

◆ DIGITAL INTEGRATION ◆

- Social Media Campaigns •
- Influencer Collaborations •
- Brand Reels •
- Event Coverage •
- Digital Promotions •

TITLE SPONSOR

₹61 LAKHS

• NAMING RIGHTS

- RUDAAH Garba Presented by Brand
- Exclusive Category Rights

PREMIUM BRANDING

- Largest logo across all creatives
- Main Stage Branding
- Grand Entry Arch Branding
- Complete Venue Branding
- Tickets & Wristbands
- LED Screens
- Stage Fascia
- Barricades
- Selfie Points
- Media Wall
- VIP Lounge Branding
- Website & Ticketing Branding
- Drone & Aftermovie Branding

DIGITAL MARKETING

- 15 Social Media Posts
- 10 Reels
- 20 Story Mentions
- Dedicated Brand Launch Film
- Co-branded Aftermovie
- Website Integration

INFLUENCER MARKETING

- Influencer Collaboration
- Creator Visits
- Brand Challenge
- Mascot Integration

ON-GROUND ACTIVATION

- Premium Experience Zone
- Product Display
- Product Sampling
- Lead Collection (Opt-in)
- Brand Activation Area

HOSPITALITY

- 250 VIP Passes
- Reserved Parking
- Meet & Greet Access

MEDIA & PR

- Premium Experience Zone
- Product Display
- Product Sampling
- Lead Collection (Opt-in)
- Brand Activation Area



POWERED BY

₹45 LAKHS

- Secondary Premium Logo Placement
- Stage Branding
- Entry Gate Branding
- LED Commercials
- Experience Zone
- Product Display
- Website Branding
- 8 Social Posts
- 5 Reels
- Influencer Integration
- Aftermovie Branding
- Press Coverage
- Stage Announcements
- 100 VIP Passes

CO-POWERED BY

₹30 LAKHS

- Premium Logo Placement
- Stage Branding
- Entry Branding
- LED Commercials
- Brand Stall
- Website Logo
- Product Sampling
- 5 Social Posts
- 3 Reels
- Influencer Mentions
- Anchor Mentions
- PR Coverage
- 70 VIP Passes

ASSOCIATE PARTNER

₹20 LAKHS

- Venue Branding
- Selected Campaign Creatives
- LED Branding
- Brand Stall
- Website Logo
- Product Display
- Product Sampling
- 3 Social Posts
- Story Mentions
- 50 VIP Passes



CELEBRATION PARTNER

₹10 LAKHS

- Logo on Campaign Creatives
 - Venue Branding
 - LED Slides
 - Brand Stall
- Social Media Mention
 - Website Logo
- Product Sampling
 - 30 Passes

CATEGORY PARTNER

₹10 LAKHS

EXCLUSIVE CATEGORY RIGHTS

Examples

- Banking Partner
- Automobile Partner
- Jewellery Partner
- Real Estate Partner
- Fitness Partner
- Education Partner
- Beauty Partner
- OTT Partner
- Electronics Partner
- Travel Partner

DELIVERABLES

- Exclusive Category Rights
- Brand Stall
- Logo Placement
- LED Branding
- Social Mentions
- Product Sampling
- Website Logo
- 20 VIP Passes





EXPERIENCE ZONE PARTNER

₹5 LAKHS

- 20×20 Experience Zone
- Interactive Brand Activities
 - Product Sampling
- Consumer Engagement
- Lead Collection Rights
 - LED Branding
 - 2 Social Posts
 - Website Listing

FOOD COURT PARTNER

- Naming Rights of Food Court
- Food Court Branding
- Stall Space
- LED Branding
- Social Mentions
- Website Logo

BEVERAGE PARTNER

- Exclusive Beverage Rights
- Hydration Zone Branding
- Sampling Rights
- LED Branding
- Social Media Mentions

FASHION PARTNER

₹5 LAKHS

- Fashion Showcase Branding
- Product Display
- Social Posts
- LED Branding
- Experience Booth

WELLNESS PARTNER

₹5 LAKHS

- Wellness Zone
- Health Check-up Booth
- Sampling
- Branding
- Social Mentions

DIGITAL PARTNER

₹4 LAKHS

- Website Branding
- Social Media Integration
- Digital Campaign Collaboration
- Logo on Online Promotions

STALL PARTNER

- 10ft× 10ft Stall
- Brand Signage
- Product Display
- Product Sales
- Product Sampling
- Digital Listing

◆ WHY BRANDS CHOOSE EVENTS ◆

People don't just attend events.

They create memories, share experiences, capture content,
and engage with brands in real time.

Rudaah Garba gives your brand the opportunity to be
present at every stage of that journey.





◆ LET'S BUILD AN IMPACTFUL PARTNERSHIP ◆

Whether your objective is brand awareness, consumer engagement, product promotion, or market visibility, Rudaah Garba offers a platform that helps your brand connect with the right audience during Gujarat's biggest festive season.

RUDAAH GARBA

Where Culture Meets Creation

PRESENTED BY

Raghuvanshi Events × Rashmi Raj Events



GET IN TOUCH

For Sponsorships, Partnerships & Brand Collaborations

+91 91048 19600

+91 83202 52095