

# KIDS Festival

a fun day with **FAMILY**

শিশু বেল্লা

## Season 7

**INTRODUCING ROLLING TROPHY  
FOR PRE-PRIMARY SCHOOLS**

- **PERFORMANCES**
- **EXHIBITION**
- **CARNIVAL**
- **WORKSHOPS**

Last Date of Online Competition Submission:

**20TH JAN. 2024**

An Event By

 **MUBADARA  
SERVICES**



# WELCOME TO KIDSFESTIVAL 2023

**KIDSFESTIVAL** is the North East's only, biggest and most popular event dedicated specifically for children and families. Since 2017, this festival has been organized yearly in Guwahati, Assam, with the goal of encouraging young children in this area to learn about varied cultures and geographies of India. The exhibition section, which features the newest and most cutting-edge goods and services for kids and families, is the first of the show's three main focal areas. Second, there is a workshop area where children, parents, and educators are invited to take part in entertaining, instructive, and cultural activities that are held throughout the event. The third is the mesmerizing stage area, which features an incredible schedule of events and performances. Interschool tournaments are also a feature of this event, and schools can choose to take part in all of them or just a select handful. Each winning team in a given category accrues points for the participating schools. The school with the highest points at the conclusion of the competition will take home this year's most coveted rolling trophy.



## EXHIBITION:

A marketplace of creativity and innovation, where the latest and greatest products & services from brands and local artisans are showcased.



## WORKSHOPS:

A chance for kids to learn new skills and explore their creativity through engaging and educational activities.



## CARNIVALS:

A day of fun and excitement for the whole family, with rides, games, and activities for everyone to enjoy



## PERFORMANCES:

A feast for the senses, with an amazing lineup of performances and cultural nights.

“ An event providing a full day of Fun, Exhibition, Performances & enjoyment for children and their families! ”



# TARGET AUDIENCE

Our event will be a celebration of diversity, bringing together people from all walks of life. The category of people coming from Guwahati will comprise of :



STUDENTS



LOCAL RESIDENTS



CORPORATES



SOCIAL ACTIVISTS



MEDIA PERSONALITIES



CELEBRITIES



OTHERS

**ESTIMATED TARGET AUDIENCE  
FOR THE EVENT: 15,000 + APPROX**

## Partner or Sponsor with Us for Outstanding Perks:

- Show off your products/services at our unique 1-day event, gaining exposure through strategic marketing in newspapers, magazines, email campaigns, and digital promotions.
- Tap into the rapidly growing global market for Industrial & Educational facilities at our festival, connecting your offerings with the needs and desires of an eager audience.



Exhibit your products or services to thousands of potential customers at the **KIDSFESTIVAL!**

- Gain media exposure across Guwahati and beyond.
- Connect directly with your target audience.
- Collect valuable data and sales leads for future growth.
- Offer samples to thousands of potential customers.
- Display your brand prominently on posters and banners.
- Leverage social media for brand promotion

Elevate your involvement by running promotions and competitions on our digital platforms and at the event. KidsFestival offers a unique marketing opportunity to engage with thousands of students and families, introduce your special products or services, and acquire new clients. Stand out from the competition and demonstrate your industry excellence.

Join us at **KidsFestival** and empower your audience to make informed choices that enrich their lives.



# SPONSORSHIP

**Empower our vision and enhance your visibility!**

**KIDSFESTIVAL** won't be possible without the support of our sponsors and supporters. If you're keen on becoming a part of this remarkable event through sponsorship, we invite you to step forward and join us in creating a vibrant event for the next generation.

## TITLE SPONSORSHIP

### **KIDSFESTIVAL SEASON 7 SPONSORSHIP OPPORTUNITIES**

**(Sponsors are requested to submit logos for recognition)**

- › Brand will be treated as one of the "Title Sponsor".
- › Felicitation of the Organization /Institute personnel on the day of Prize Distribution.
- › Branding in all Trophies and Certificates.
- › Brand name will be mentioned as "Title Sponsor" in Radio FM promotions and TV promotions.
- › Logo placement on all promotional materials.
- › Sponsorship recognition announcement.
- › Inclusion in all pre and post event promotional materials and press releases as "Partner".
- › Stage will be allotted for fifteen minutes for any promotional activities with prior discussion with the organizer for promotion.

**Below are few sampling ideas of your products:**

- › Gift hampers for all Winners.
- › Gift vouchers for all participants.
- › Exhibiting products during prize distribution.
- › Our team will arrange parenting seminar with PrePrimary School Partners.



# EXHIBITORS

## BOOTH RESERVATION : *Be Local, Be Seen!*

Reinforce your community presence, enhance your image among multicultural families, and connect with hard-to-reach market segments by reserving a booth.

## NON-PROFIT VENDOR : *Share Your Cause!*

Educate the community about your programs and services, reach out to low-income families, and inspire the next generation towards sustainability and conservation.

## NON-PROFIT VENDOR : *Share Your Cause!*

Join our vibrant food court and cater to thousands of festival-goers. Limited vendor spaces available; secure your spot before it's gone.

## BRAND PROMOTION : *Shine in the Spotlight!*

Showcase your brand to a large audience by displaying banners, standees, canopies, and more at our festival.

## IT'S TIME TO SHINE : *Unleash Young Talent!*

Got a group of talented kids? Let them dazzle on a professional stage at the International Kids Festival. Limited performance slots available.

## VOLUNTEER AT THE FESTIVAL : *Join the Fun!*

Become part of an exhilarating, family-friendly event by volunteering. Explore available opportunities and register online to



# ACHIEVEMENTS

## MILESTONES CREATED IN KIDSFESTIVAL SO FAR

CATEGORIES	2017	2018	2019	2020	2021	2022
SCHOOL PARTICIPANTS	85	90	100	100	150	152
STUDENTS PARTICIPANTS	1550	3600	4480	1770	1690	5370
AWARDS GIVEN	NA	345	490	335	315	570
CROWDS ESTIMATED	15,690	12,800	13,100	NA	NA	15,950
SOCIAL MEDIA REACH	6,78,600	13,45,850	16,95,060	10,65,000	11,20,000	29,96,472



# OUR PAST PARTNERS & SPONSORS



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# GALLERY







ORGANISER



For More Details and  
Sponsorship Contact:



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LET'S GET SOCIAL



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SCAN TO REGISTER