

Marketing Approval Note

Approval note for Sponsorship for The Art of Living " Pearls of Wisdom" By Gurudev Shri Shri Ravi Shanker

Subject: Art of Living Delhi NCR is hosting a one of its kind, fund raiser event 'PEARLS OF WISDOM' with Sri Sri Ravi Shankar ji. The Art of Living is a global movement with 43 years legacy across 10,000 centres in 180 countries. It is an educational and humanitarian movement engaged in stress-management and service initiatives. The institute has been fostering well-being through breath, meditation & yoga programs. Over the years the organisation has touched 500+ million lives.

Description: Participants are from different walks of life with diverse backgrounds, have reported remarkable transformations.


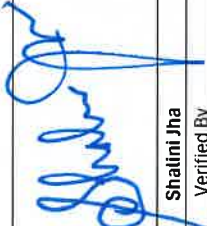


Date: 30-08-2024





Document Ref No.: HO/MKT/FY24-25/073

S.No.	Description of item	Vendor	Quantity	Rate	Cost	GST	Total
1	The Art of Living "PEARLS OF WISDOM" Date : 15th September 2024 Venue : Bharat Mandapam, New Delhi The expected delegate size is expected to be ~2900 from across all walks of life.	The Art Of Living Delhi NCR	1	₹25,00,000.00	₹25,00,000.00	₹0.00	₹25,00,000.00
							₹25,00,000

- Remarks:**
- 100% Advance Payment
 - Taxes as applicable

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹51,42,16,438	₹14,27,23,155	₹25,00,000	₹14,52,23,155	₹36,89,93,283

 Abhishek Singh Prepared By	 Shalini Jha Verified By	Email Approval  Vineet Nanda Approved By	 Manu Gupta Verified By
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 Akash Khurana Approved By	YN  Yuka Nagao Verified By	YK  Yuji Kato Approved By	 Mohit Jain Approved By
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Thank you!
 Best Regards,

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Total	Total Till Now								
Approved By									
Akash Khurana		Verified By		Yuka Nazoo		Approved By		Mohit Jain	
Prepared By									
Abhishek Singh		Verified By		Shalini Jha		Approved By		Manu Gupta	



Pearls Of Wisdom
with Gurudev Sri Sri Ravi Shankar
15th September 2024

Sponsorship Proposal

An Evening Of
Music, Meditation & Wisdom
at Plenary Hall, Bharat Mandapam, New Delhi!





About the event

Art of Living Delhi NCR is hosting a one of its kind, fund raiser event '**PEARLS OF WISDOM**' with Puja Gurudev Sri Sri Ravi Shankar ji (globally known humanitarian and founder, The Art of Living) on the evening of 15th September 2024 (Sunday) at Bharat Mandapam, New Delhi!

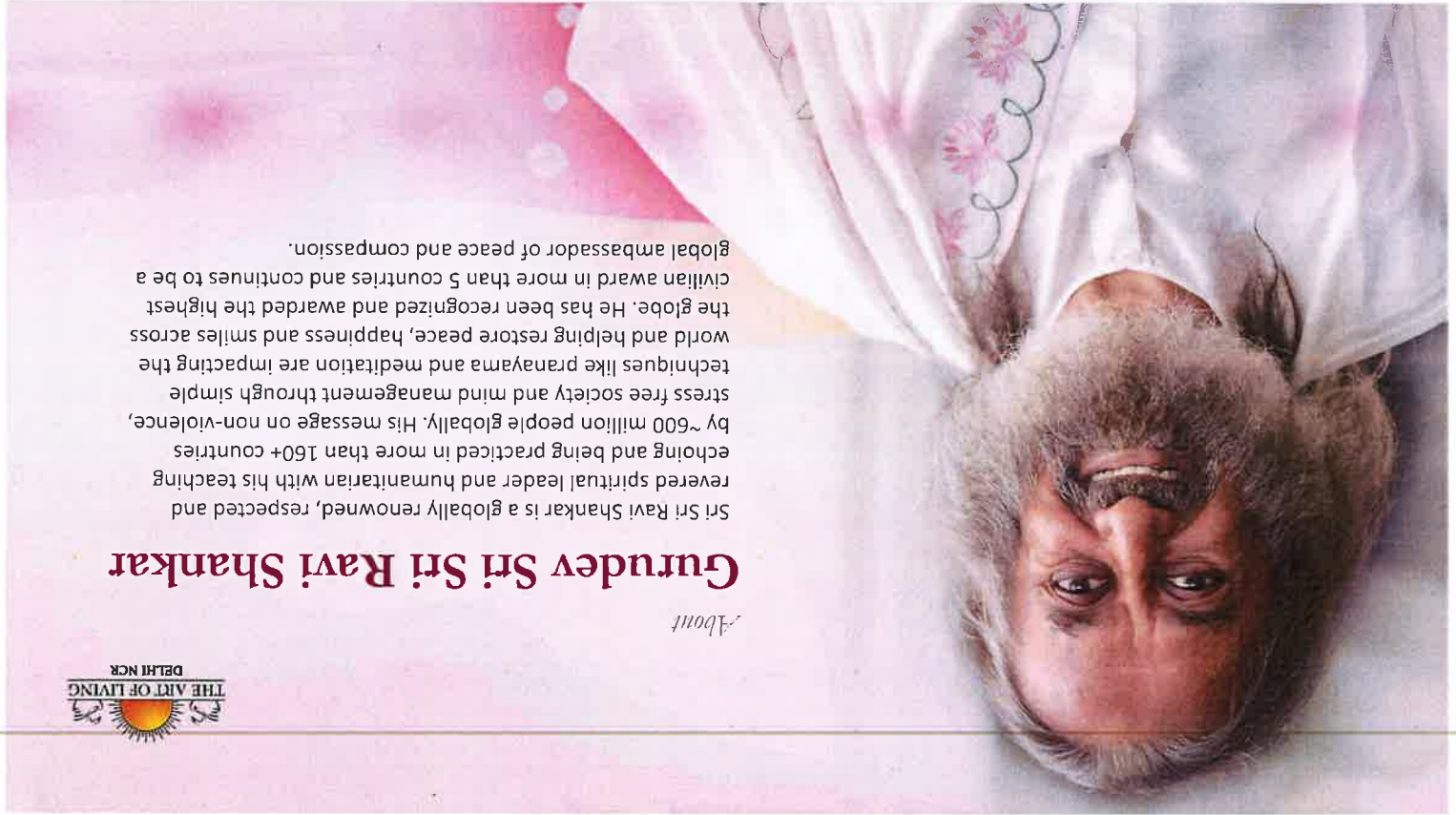
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Sri Sri Ravi Shankar is a globally renowned, respected and revered spiritual leader and humanitarian with his teaching echoing and being practiced in more than 160+ countries by ~600 million people globally. His message on non-violence, stress free society and mind management through simple techniques like pranayama and meditation are impacting the world and helping restore peace, happiness and smiles across the globe. He has been recognized and awarded the highest civilian award in more than 5 countries and continues to be a global ambassador of peace and compassion.

Gurudev Sri Sri Ravi Shankar

About



Bharat Mandapam is one of the largest and grandest convention centers of India, spread over 390,000 sq. meters with 6 modern exhibition halls equipped with world class facility & modern infrastructure. This was also where India hosted G20 Summit. The magnificent Amphitheater boasts seating for 3,000 individuals, adding to its versatility and grandeur.

Venue



“Ghee se anna ki, gyaan se buddhi ki, seva se karm ki,
daan se dhan ki shuddhi hoti hai...”

- Gurudev Sri Sri Ravi Shankar

Event Sponsorships



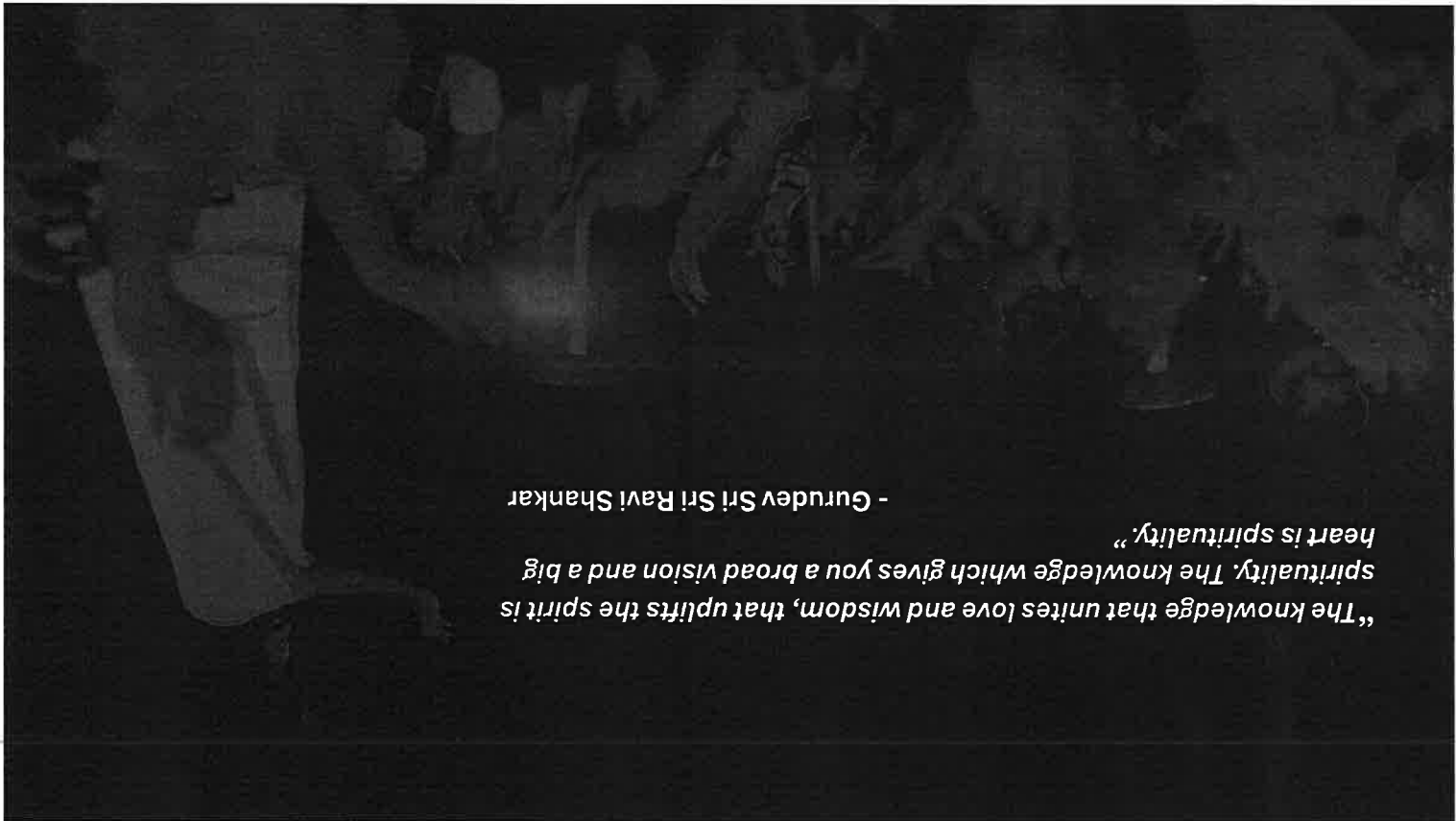
Principal Sponsor
(25 Lacs)

Associate Sponsor
(12 Lacs)

Co-Sponsor
(5 Lacs / 3 Lacs)

**Marketing collaterals to be confirmed closer to the event date.

Item	Principal Sponsor (25 lacs)	Associate Sponsor (12 lacs)	Co-Sponsor (5 lacs)	Co-Sponsor (3 lacs)
On-road Hoarding on Pragati Maidan Road (12x8 ft.)	✓	✗	✗	✗
Promotional Video on 2 LED screens	Play 4 times	Play 2 times	✗	✗
Boards at Venue entrance gates 6,7 (20x10 ft.)	✓	✓	✓	✓
Boards at West Plaza, East Plaza and South Plaza (16x8 ft.)	✓	✓	✓	✓
Signages leading to the Plenary hall (6x3 ft.)	✓	✓	✗	✗
Branding logo on Stage/Plenary Backdrop (60 x 14)	✓	✓	✓	✓
Banners at Main Gates - 2 / gate (20x10)	✓	✓	✓	✗
Stands on each of the 8 Gates (6x3)	✓	✓	✓	✗
Pamphlets on Seats	✓	✗	✗	✗
Parking Signage (8' x 4')	✓	✓	✓	✓
Additional Privileges / Benefits				
Premium Seating 4 seats	✓	✓	✓	✓
VIP Parking	✓	✓	✓	✓



- Gurudev Sri Sri Ravi Shankar

“The knowledge that unites love and wisdom, that uplifts the spirit is spirituality. The knowledge which gives you a broad vision and a big heart is spirituality.”