



SPONSORSHIP PROPOSAL

LEVERAGE RMAI'S FLAGSHIP EVENT



ABOUT RMAI

RMAI is an industry body set up in 2005 with the objective of promoting, improving, developing and furthering the cause of Rural Marketing in India.

RMAI is an industry-managed body; some of its members include Abbott, Amul, Ayurved, BKT tyres, BIMTECH, Birla Group, Cargill, Capital World Media, Crompton & Greaves, Dayal Group, DDB Mudramax, Dabur, Ericsson, Department of Posts Govt of India, Geometry Global, Godfrey Phillips, Group M, Green Light Planet India, Hero Motocorp, HLL Lifecare, Indian Oil, IILM, Impact Communications, Insight Outreach, IRMA, ITC, JCB, JWT, Linterland, MART, Maruti Suzuki, MERCK, Novartis, Parle, Percept, PHI Seeds, Pidilite, RC&M, Rural Relations, Reuters Market lights, Sahaj E Village, Sustainable Agro-commercial Finance Ltd., Tata Steel, Tata Motors, Usha International, Vritti Media, JWT, Zeeco Media, HT Mobile Solutions, Advanta Ltd, Muthoot Fincorp Ltd, Waterhealth, Jagran Solutions, Milestone Brandcom.

RMAI engages with various stakeholders like Corporate, Rural Agencies, Media, Academicians, and Influencers etc. continuously through knowledge sharing Events & Activities.

ABOUT FLAME AWARDS ASIA 2018

Rural Marketing Association of India (RMAI) instituted Flame Awards in 2006 to recognize excellence in marketing, promotion and initiatives across rural markets of India.

Flame Awards is the most prestigious award program that celebrates the best of the best in rural marketing & communication.

These awards are now christened as Flame Awards Asia 2018.

For the first time these awards will also honor the best practices and exemplary work from our immediate sub continent.

Winners will be awarded at a packed evening gala on 4th May, 2018 at Hotel Sahara Star, Mumbai.

ITS NOW BIGGER , BETTER & GLOBAL

PROCESS

Awards will be judged by an experienced and senior jury comprising of brand custodians, marketers, media / advertising professionals and domain experts in rural marketing drawn across India and Asia pacific.

Winners will be selected through a rigorous three-stage Judging process overseen by Ernst & Young:

- Screening jury will select 5 shortlists in each category.
- Senior & Global jury will score the shortlists on predefined parameters.
- Final 3 winners in each category will be selected during a jury meet based on cumulative scores and deliberations.

A dedicated website for flame awards is created to ensure online entries for this event. There are 48 categories in total. The entries are graded across four criteria: Concept, Activity, Amplification and Results. After the close of the entries, these will be judged by a panel of 20+ judges presided by a Jury Chair.

The entire process is overseen & guided by Ernst & Young

JURY 2018

Jury Chair:

S Sivakumar , Chief Executive , ITC (ABD)

Grand Jury :

- K V Sridhar - Founder & Chief Creative Officer Hyper Collective
- Jiteen Aggarwal- Head of Marketing, M&M Farm Division
- KR Venkatadri- COO, Rallis
- Sankalp Potbhare- MD- India, Bangladesh & Nepal: Kraft HEINZ
- Tarun Katial- Founder CEO, BIG FM

JURY 2018

Jury Panel:

- Biswabaran Chakrabarti - Vice President- Brand and Channel Management Crompton Greaves Consumer Electricals Limited
- Puneet Vidyarthi - Head Marketing & Digital innovations, JCB India Limited
- Farid Ahmed- DGM Marketing - Asia Pacific, Middle East, Africa: Apollo Tyres
- Prashant Sukhwani- Sr. Marketing manager, Bunge
- Subhobroto Chakraborty- Founder, the Digital Fellow
- Gaurav Singh- Growth Marketer, SocialCops
- Puneet Kumar Vidyarthi- AVP and Head Marketing & Digital Innovations - JCB India Ltd
- Mridula Shekhar- CMO, TATA AIA
- Siddhartha Choudhary- CEO, DestaGlobal

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JURY 2018

Jury Panel:

- Dr. Anup Kalra- Director - Ayurved Ltd
- Biswa Chakarborty - Ex VP - Crompton Greaves Consumer Electricals Ltd
- Arindam Senupta- Sr. Vice president, Telenor- Myanmar
- Siddhartha Jain- Associate Director Business Transformation, Perfetti Van Melle
- Samir Gupte- MD, SoHo Square
- Anand Dubey- Head Marketing- M&M Financial Services
- Sanjeev Shukla- Group Chief Marketing Officer, Muthoot Pappachan Group
- Aditi Nanda- Ex- Head Marketing & BD, Cropin
- Dr. Moutusy Maity- Professor- IIM Lucknow
- Arvind Saini- GM Marketing International Tractors
- Ashok Saini- Head Marketing - Neurosciences & Vaccines at Abbott Laboratories

FLAME LEADERSHIP AWARDS



RMAI instituted Flame Leadership Award, to recognize and honor individuals/professionals for their extraordinary contribution in the Rural Marketing. This award recognizes individuals who have demonstrated an extraordinary personal commitment to either enable their organization to excel in fulfilling its mission and goals or his/her efforts should have positively affected the rural marketing industry in a significant way.

Flame Leadership Award 2016-17 Winners :

- Ajaybhai H. Patel, Chairman, The Gujarat State Co-operative Bank Ltd.
- Anila Gopal, Global Social Mission Director-Lifebuoy, Hindustan Unilever Ltd.
- Ashok Saini , Head Marketing - Neurosciences & Vaccines, Abbott Laboratories
- Kamal S. Quadir (Bangladesh), Chief Executive Officer, bKash, Bangladesh
- L.K.Pandey, Managing Director, Ananya Seeds Pvt. Ltd
- Mohan Ji Saxena, Managing Director, Ayurved Limited
- Neelesh Misra, Co-Founder-Editor, Gaon Connection
- Neha Barjatya, Head of Business Marketing & Digitizing India initiatives, Google India
- Premjit Lal, Director, National e-Governance Division, Ministry of Electronics & IT, Govt. of India
- Puneet Vidyarthi, Head Rural Business & Digital Innovations , JCB India Limited
- Punit Chadha, Div. Head and GM - Sales (Commercial & Rural Marketing), Maruti Suzuki India Limited
- Ujjwal Shakya (Nepal), Managing Director & Co-founder, Lemon Pvt. Ltd., Nepal
- Dwipal Kumar Bose, Mentor and Adviser; Social and Rural Enterprises, Independent Communication Consultant

ENTRANTS

Over **300** Award Entries are expected from :

MNCs, Corporate, Brands, Agencies, Media Companies & Publications.

NETWORKING

This is the only platform for recognizing and rewarding work in rural marketing and communications. Award Event attendees include CEOs, Marketing / Agency Heads, Brand Managers & Media Buyers.

Besides visibility & branding, this is an excellent networking platform for sponsors to engage with this high profile decision makers

Date & Venue

May 4, 2018

Hotel Sahara Star, Mumbai

SPONSORSHIPS

Title Sponsor – Rs.10 Lacs

Powered by Sponsor – Rs.7 Lacs

Associate Sponsors (3) – Rs. 3 Lacs

Exhibition Stall – Rs. 1 Lac

DELIVERABLES

Title Sponsor

- ❑ Complete brand and logo integration for title sponsor, the event will be referred to and recalled as ABC FLAME Awards Asia 2018

- ❑ Integrated logo on all collaterals, media amplification and PR communication which include
 - FLAME Awards Asia 2018 website (perpetual Branding)
 - e-DM mailers, banners and print ads
 - Perpetual stage branding
 - Title sponsor zone in the pre-function area of Hotel Sahara Star, Mumbai engaging 300+ top decision makers.....

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DELIVERABLES

Title Sponsor

- On-stage in-show AV duration of 300 sec
- On stage mention by the emcee overtime event name is recalled (at least 8 times)
- Round table for 8 delegates in the VIP section at the award ceremony + additional 8 passes
- Sponsor representative to give away 4 top awards
- Data acquisition of 300+ top players through the Sponsor Zone

DELIVERABLES

Powered by Sponsor

- ❑ Complete brand and logo integration for 'powered by' sponsor, the event will be referred to and recalled as ABC FLAME Awards Asia 2018 powered by XYZ

- ❑ Integrated logo on all collaterals, media amplification and PR communication which include
 - FLAME Awards Asia 2018 website (perpetual branding)
 - 500 invites for FLAME Awards Asia 2018
 - eDM mailers, print ads
 - Perpetual stage branding
 - Sponsor zone in the pre-function area of Hotel Sahara Star, Mumbai engaging 300+ top decision makers
 - On-stage in-show AV duration of 120 secs

DELIVERABLES

Associate Sponsors

- Branding as 'Platinum Partner' across all collaterals, media amplification and PR communication which include FLAME Awards Asia 2018 website
- 500 invites for FLAME Awards Asia 2018
- eDM mailers, banners and print ads
- On-Stage digital on rotation branding
- On-stage in-show AV duration of 60 secs
- On stage mention by the emcee (at least twice)
- Sponsor representative to give away 1 award
- 4 passes for FLAME Awards Asia 2018
- 2 dedicated LED TVs in stand in the pre-function area playing sponsor message (without sound)

FLAME AWARDS



THANK YOU

To know more or how best you can use & leverage FLAME AWARD ASIA 2018 to your brand/company's advantage pl get in touch with:

Ms. Vaishali - 09910552898

www.flameawards.com