

NCLF

8th NATIONAL CHILDREN'S LITERARY FESTIVAL



3rd & 4th December 2022

POWERED BY



HOSTED BY



# NATIONAL CHILDREN'S LITERARY FEST 2022



## About **NCLF**

The 8th Edition of one of the biggest student's literary festivals of Eastern India, **National Children's Literary Festival (NCLF) 2022 hosted by Kloud9**, is duly scheduled to be held on 3rd and 4th of December, 2022 at **KiiT International School, Bhubaneswar**.


**Kloud9** is among one of the most prominent **Pan-Indian** literary youth magazines of Eastern India with **author Ruskin Bond** as its **chief editor**. The magazine since its inception has been on a mission to revive the written word and imbibe a culture of literature and art among the younger generation.


This one-of-a-kind literary festival has been earlier attended by acclaimed authors, storytellers, thinkers, filmmakers, musicians, and artists around the country, while engaging the students into innumerable immersive sessions. This year, more than **2500 students** from all over the Eastern part of the country are expected to be a part of this two-day long festival.



# Our Mission

**Education is the basic right to every human being and thus, through this initiative we have decided few missions**

- We intend to **set up libraries in the rural areas of Odisha** This would certainly help us in **tapping literary talents from such remote places** and help them to develop a connection with the industry in near future.
  - We believe that through this two day long festival, we would be able to **offer the right platform to connect the budding talents to the literary giants.**
  - We also wish to **initiate several campaigns on girl's education and promote menstrual hygiene.**
  - We would 30000 students of tribal background from KISS attending the same.
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# Kloud9's Vision

"With the primary aim of reviving the dying word and creating a safe space for the younger generation, Kloud9 is thriving to furnish the youngsters with tools and the freedom to indulge in acts of self expression without any restraint.

In doing so, Kloud9 has ventured into the realms of various creative mediums– be it the written word, performance art or be it through community building.

The process of curation of a Kloud9 issue entails interactive sessions with our bank of young writers and thinkers from across the country– the to and fro gives birth to relevant topics that are ventured into every issue, interactive writing exercises, assignments and monthly performance art sessions. The aim is to provide an experience and a space for individual growth outside the confinements of academic quarters by engaging in alternative mediums for expression."



# Our Expected Guests at Inauguration

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**Yuvraj Singh**  
Former Indian  
cricketer



**Boman Irani**  
Indian Actor



**Ganeshi Lal**  
Governor of Odisha



# Art of Storytelling

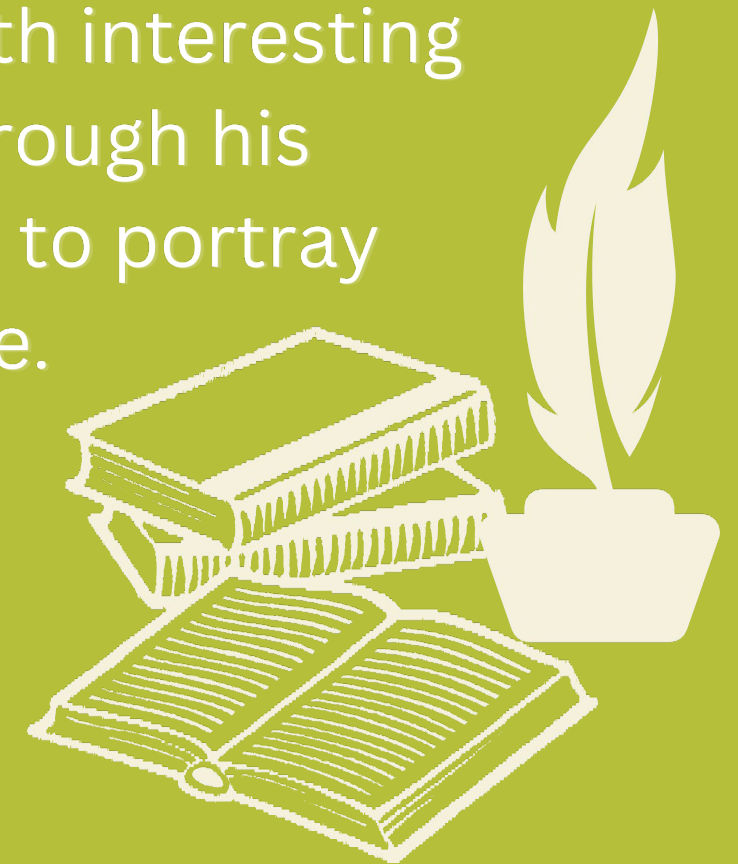
with

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**Ameen Haque**

A former marketing and advertising strategist at Ogilvy, Ameen Haque firmly believes in the power of storytelling. Being a performing storyteller, he comes up with interesting stories that portrays human behaviour. Through his initiative, Storywallahs, he also trains people to portray their stories to bring about a change.



# Our Expected Authors

(Any two of them shall be present at the event)

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**Chetan Bhagat**  
Indian Best Seller  
Author



**Durjoy Datta**  
Indian Author



**Ravinder Singh**  
Indian Author

# Our Expected Radio Personnel

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**RJ Praveen**  
an Indian RJ



# Our Expected Youtuber

(Any one of them shall be present at the event)

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**Prajakta Koli**  
**Indian Youtuber**



**Ajey Nagar**  
**Indian Youtuber, &**  
**Streamer**



**Bhuvan Bam**  
**Indian Youtuber, &**  
**Comedian**



**Mumbiker Nikhil**  
**Indian Youtuber**

# Our Expected Performers

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**MJ 5**  
a Dance Group & The Winner  
of  
India's Dancing Superstar (IDS)



**Gajendra Verma**  
Indian Songwriter

# Why Sponsor Us?

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- A country where 25% of the total population is just the youth, 43% reside in the Eastern region. You will get direct access to this percentage on collaborating with us.
- You will have direct access to your target markets, as students from all over Eastern India will be attending this 2 days long session.
- Inter-brand relation building opportunities with other brands who will be sponsoring our event.
- An opportunity to generate more leads and reflect a favourable impact for the future business goal of your brand. Chance to expand your customer base and thereby increasing sales.
- Increased visibility of your brand.
- Better community building opportunities.
- The main motive behind the event has some philanthropic missions, so joining hands with us will really help us reaching to our mission.

# Sponsorship Types



**TITLE SPONSOR**

(15,00,000/-)

**POWERED - BY SPONSOR**

(10,00,000/-)

**ASSOCIATE SPONSOR**

(7,00,000/-)

# Sponsorship Deliverables : Title Sponsor

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- Composite logo in all the Stage backdrop will be displayed and we can also run presentation slides or small TVC-branding.
- Brochure which will be given at the venue will include the company's product advertisement.
- STANDEES/ BANNERS at the venue.
- A checkered logo backdrop will be present where video byte of the guests will be taken
- Invitation card will have the company's logo.
- Will try one to one interaction with other Media houses prior to the event. Will try to get Special Stories done
- The crew cards would contain the brands logo.

- Your company will be presenting the event, "**NATIONAL CHILDREN'S LITERARY FEST 2022**"
- Company's spokesperson shall be given an opportunity to be present on the stage during the inauguration with other notable celebrities
- Company's spokesperson shall be felicitated along with the other celebrated guests.
- The brand logo will be prominently displayed in all the promotional videos.
- Invitation Card will be given to high end business associates with the logo presence.
- Social media promotion of the brand will be facilitated through the social media handles of **Kloud9**
- We will try to facilitate as many media coverages as possible
- The brand's logo will be prominent in the newspaper advertisements as the **Official Title Sponsor of NCLF 2022.**

# Sponsorship Deliverables : Powered - By Sponsor

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- Composite logo in all the communication and marketing collaterals.
- Brochure which will be given at the venue will include the brand's logo.
- STANDEES / BANNERS at the venue.
- A checkered logo backdrop will be present where video byte of the guests will be taken
- We will try to facilitate as many media coverages as possible
- The brand logo will be prominently displayed in few of the promotional videos.
- Invitation Card will be given to high end business associates with the logo presence.

- Your logo and brand name will be prominent in all Marketing, Advertising collaterals, both throughout the run-up and during the show as the official Powered-By Sponsor of **"NATIONAL CHILDREN'S LITERARY FEST 2022"**
- The crew cards would contain the brand's logo.
- Social media promotion of the brand will be facilitated through the social media handles of **Kould9**
- The brand's logo will be prominent in the newspaper advertisements as the Official Powered-by Sponsor



# Sponsorship Deliverables : Associate Sponsor

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- The sponsor's name will be announced and included in every event preview and show announcement.
- Brand name and logo will be displayed on the backdrop of the stage and all the other printed collaterals at the venue.
- Courtesy announcement of the brand as the official Associate Sponsors of the event.
- We will try to facilitate as many media coverages as possible.
- The brand logo will be prominently displayed in few of the promotional videos.
- Invitation Card will be given to high end business associates with the logo presence.
- You will be given 5 invitation cards for attending the event.

- Your logo and brand name shall be prominent in all Marketing, Advertising collaterals, both throughout the run up and during the show as the official Associate Sponsor of "**NATIONAL CHILDREN'S LITERARY FEST 2022**"
- The crew cards would contain the brand's logo.
- Social media promotion of the brand will be facilitated through the social media handles of Kould9
- The logo and the branding will be prominent in the newspaper advertisements as the Associate Sponsor of NCLF 2022

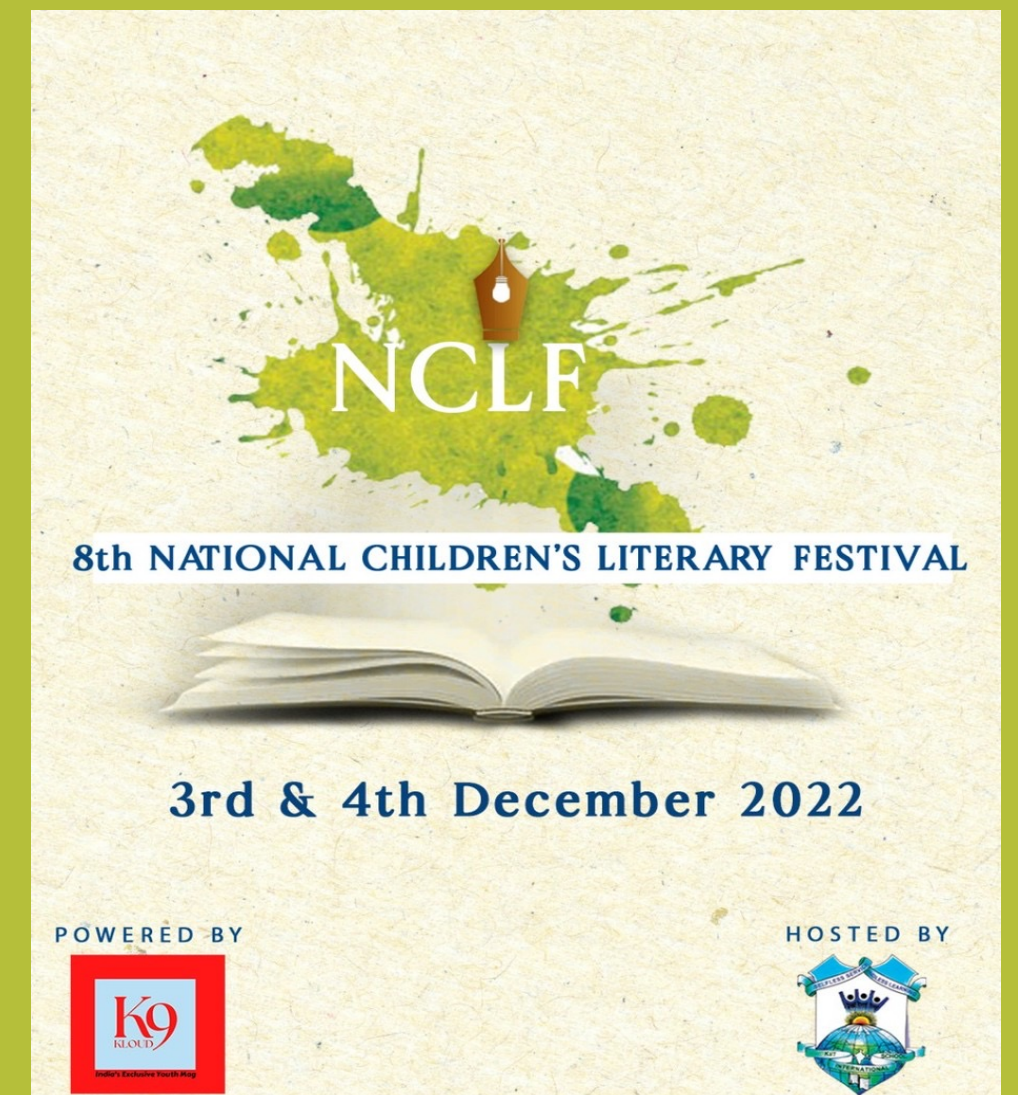
# NATIONAL CHILDREN'S LITERARY FEST 2022

## CONTACT DETAILS

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**Thank You**