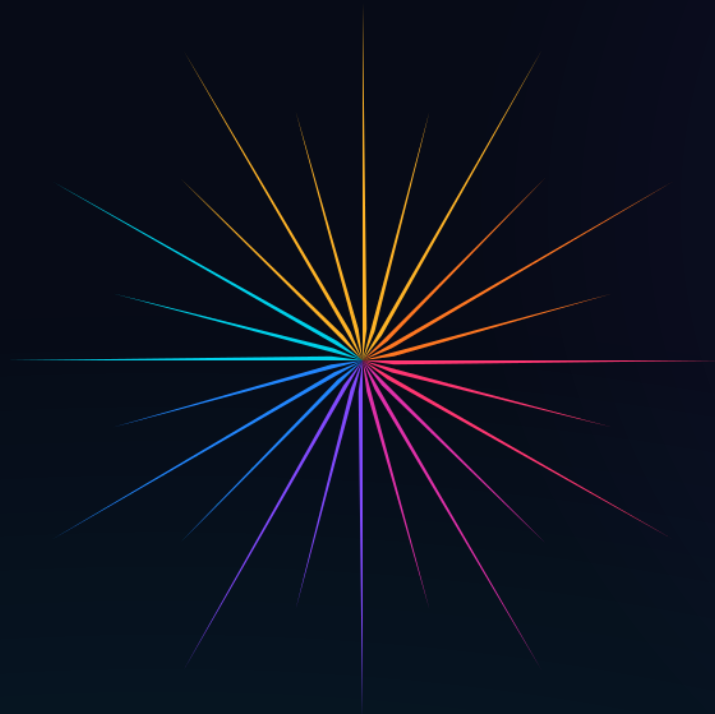


SPONSORSHIP OPPORTUNITIES · EDITION 02 · NYE 2026



THE
**GRAND
CARNIVAL**
FESTIVAL

KOCHI'S BIGGEST NEW YEAR MUSIC FESTIVAL

DATE

31 December 2026

VENUE

Bolgatty Palace Golf Course Ground, Kochi

HEADLINER

Thaikkudam Bridge

PRESENTED BY  **BRANDBURG**

ORGANISED BY ROUND EVENTS × EVENT MONK

OWN THE MOMENT **THE WHOLE** **CITY** COUNTS DOWN TO.

The Grand Carnival Festival returns for its second edition: a music-first New Year's Eve festival in Kochi, built for visibility, shared experience and real brand connection, from the first announcement to the final countdown.

TARGET AUDIENCE

5,000+

Planned attendance on the night of 31 December.

THE CROWD

KOCHI'S YOUNG PROFESSIONALS & MUSIC LOVERS

Friends and groups choosing where to spend the biggest night of the year.

THE PROPERTY

SEASON 02 OF AN ANNUAL FESTIVAL

A repeatable New Year property with a long-term identity and a growing sponsor platform.

THREE ACTS. ONE COUNTDOWN.

HEADLINER • CONFIRMED

THAIKKUDAM BRIDGE



One of Kerala's best-known live bands headlines the festival, carrying the crowd towards midnight.

OPENING ACT

OPENING BAND

To be announced

MIDNIGHT COUNTDOWN

DJ SET

Artist to be announced

MORE THAN A CONCERT. A NIGHT TO REMEMBER.

Every hour of the night is a chance for a brand to be part of the celebration, not just in the background of it.

LIVE MUSIC

An opening band, then Thaikkudam Bridge on the main stage through the evening.

THE COUNTDOWN

A DJ-led countdown to 2027: the single moment every phone and every eye is on the stage.

FOOD • DRINKS • FUN

Festival-style hospitality, entertainment zones and photo moments across the ground.

FROM FIRST IMPRESSION TO LASTING RECALL.

BEFORE THE FESTIVAL

BUILD-UP

- Co-branded announcements
- Social and digital placements
- PR and partner-led campaigns

AT THE VENUE

ON THE NIGHT

- Stage and LED branding
- Entry installations and photo walls
- Experiential booths and activations

AFTER THE COUNTDOWN

AFTERGLOW

- Branded recap content
- Post-event acknowledgements
- An agreed reporting summary

FIND YOUR PLACE IN THE CELEBRATION.

TIER	WHAT IT MEANS	INVESTMENT
● TITLE SPONSOR	Season title ownership and the most prominent presence	₹15,00,000
● POWERED BY	Premium secondary association with priority placements	₹10,00,000
● ASSOCIATE SPONSOR	Selected venue and digital visibility	₹5,00,000
● LOGO SPONSOR	Logo placement on designated event assets	₹2,50,000
● CUSTOM PARTNERSHIP	Category integrations, sampling and bespoke activations	On request

THE FESTIVAL, PRESENTED BY YOU.

- Event title ownership for the 2026 season, subject to a naming-rights agreement
- Most prominent logo placement across event branding and promotional inventory
- On-stage brand promotion and acknowledgements
- Product display and experiential activation space at the venue
- A customised promotional package built around your objectives and measurable KPIs
- Complimentary VIP tickets (allocation to be agreed)

INVESTMENT

₹15L

A single title partner for Season 02.
Exclusivity and deliverables are confirmed in the agreement.

EVERY LEVEL GETS A STAGE.

₹10L

POWERED BY

Prominent secondary association · priority logo presence on digital and venue assets · selected stage and screen mentions · activation and hospitality options

₹5L

ASSOCIATE

Logo on agreed promotional materials · selected venue visibility · social media partner acknowledgements · optional activations

₹2.5L

LOGO

Logo on designated event creative · selected digital and on-site exposure · visibility schedule defined in the agreement

ON REQUEST

CUSTOM

Category-specific integrations · audience engagement and sampling · a custom activation and measurement plan

BUILT FOR BRAND OUTCOMES.

Before the festival we agree what success means for your brand. After it, you get a report against those goals.

WHAT WE CAN TRACK

- Attendance and on-ground reach
- Digital and social impressions
- Activation interactions and sampling
- Leads and QR scans

GOALS WE PLAN AROUND

- Awareness and brand recall
- Product trial
- Lead generation
- Client and team hospitality

09 / LET'S TALK

MAKE YOUR BRAND PART OF THE COUNTDOWN.

Tell us what your brand wants to achieve. We'll shape a partnership around your audience, budget and activation goals.

PARTNERSHIPS

Renjith • +91 95624 51105

EMAIL

hello@brandburg.in

ONLINE

brandburg.in/events/tgcf26

Deliverables, inventory quantities, naming exclusivity, VIP allocations, taxes, artist-related permissions and availability are subject to confirmation and a signed agreement.