

*musicathon*



The festival who celebrate indie  
Music



# BIR

15-16 NOVEMBER



# WHATS ON OFFER

## 2 DAYS OF INDEPENDENT MUSIC



**TOP - END  
INDIE ARTISTS**



**BIGGEST  
ARTIST LINE - UP**



**DIVERSE  
PERFORMANCES**



**LOCAL BUSINESS  
INCLUSION**



# PREVIOUS ARTISTS LINEUP



**KHALID AHAMED**  
**(PARVAAZ FRONTMAN)**  
**25K FOLLOWERS**



**SALMAN ELAHI**  
**DIL KAHIN DOOR PAHADO**  
**PE KHO GAYA FAME**



**AKANKSHA GROVER**  
**215K FOLLOWERS**



# PREVIOUS ARTISTS LINEUP



**NAYAB MIDHA**  
**1 MILLION + FOLLOWERS**



**ANURAG VASHISTH**  
**10K FOLLOWERS**  
**VERIFIED**

**& MANY  
MORE**



# PROSPECT LINEUP



**OSHO JAIN**

**1 MILLION LISTENS MONTHLY**



**PARVAAZ**

**200K MONTHLY LISTENERS**

**AND MANY MORE**



**JUSTH**

**1 MN MONTHLY LISTERS**



# VENUE

- VIBE OF RAW UNEXPLORED INDIE MAGIC IN THE AMBIENCE OF TEA GARDENS. SOUNDS DREAMY? WELL THAT IS WHAT ATTENDEES OF MUSICATHON WITNESSED AT BIR IN THE LAST SEASONS.
- THE SUNSET VIEWS FROM CAMPSITE ARE UNMATCHED. EVERY INCH OF CAMPSITE IS DRENCHED IN THE SPIRIT OF MOUNTAINS AND UNHEARD MUSIC. THE WALK FROM CAMPSITE TO BIR MARKET IS AN EXPERIENCE OF ITS OWN.
- THE GARDENS OF BIR COUPLED WITH BOUQUET OF INDIE MUSIC IS AN EXPERIENCE YOU DON'T WANT TO MISS.



# MUSICATHON AT A GLANCE

**5000+**

Attendees

over 11 Editions

**1 BILLION +**



Online



Impressions

**5 LAKH +**



Email and



Web Visitors

\*These are the Cumulative number of all edition



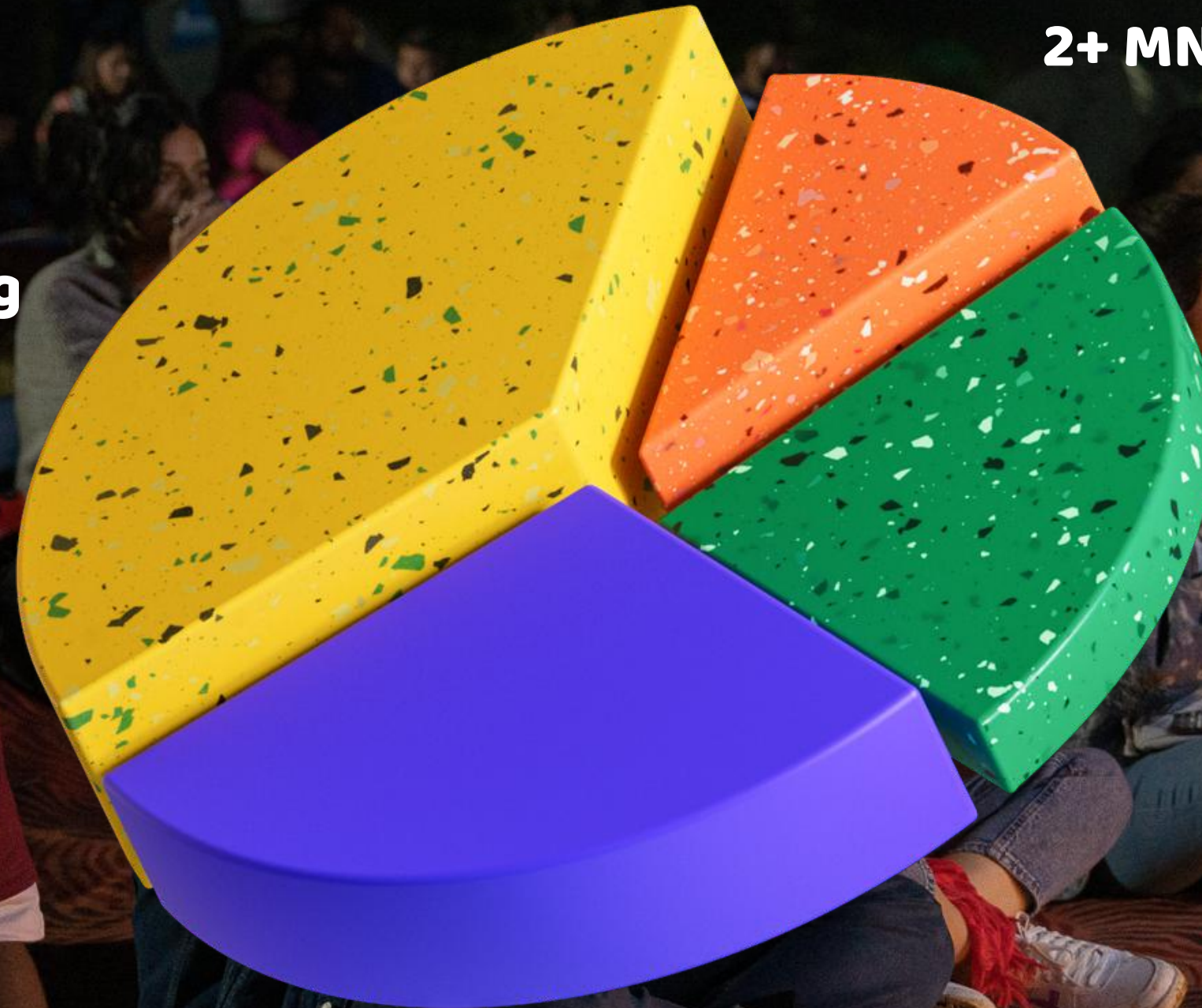
# HIGH IMPACT IMPRESSIONS

Live stream on Roposo  
2+ MN Impressions

Digital /  
Influencer Marketing  
1.2+ MN Impressions

Print and PR  
100+ MN Impressions

Glance Lock Screen Marketing  
228+ MN Impressions





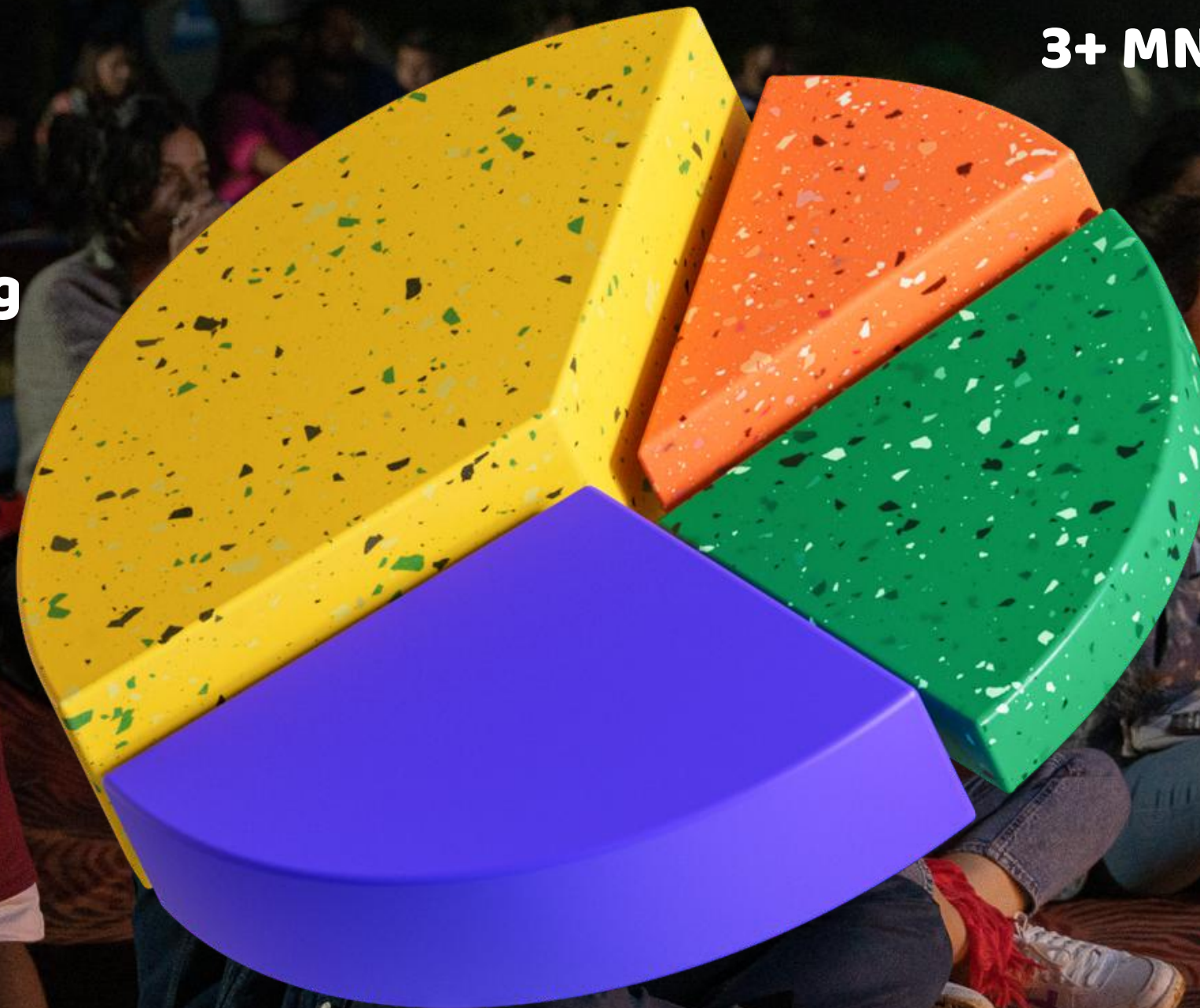
# REACH PLAN THIS EDITION

Live stream on Roposo  
3+ MN Impressions

Digital /  
Influencer Marketing  
1.5+ MN Impressions

Print and PR  
150+ MN Impressions

Glance Lock Screen Marketing  
250+ MN Impressions







**MUSICATHON**

**NEWS**

**BUZZ**



# DIGITAL


## Outlook

TRAVEL+  
LEISURE

india.com

R M  
radioandmusic.com



LIFESTYLE ASIA  *The Indian* EXPRESS

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loudest.in

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# DIGITAL



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timestravel

IANSlife.in

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# IN PRINT

04 | NEW DELHI WEDNESDAY FEBRUARY 09, 2023

**HT TRAVEL on Wednesday**

Scan here to visit HTTravel

## TIME FOR THE BORDER PATROL

With the Indian government set to expand border tourism, we take a deep dive into the concept that allows travellers a more immersive experience of some of the country's remotest regions

**Indian border areas to visit**

**NADABET, GUJARAT**  
Nadabet, a small town in Gujarat, is known for its scenic views and historical significance. It is a popular destination for tourists looking for a peaceful getaway.

**BEAN AND BARBER**  
Bean and Barber is a small town in Himachal Pradesh, known for its scenic views and historical significance. It is a popular destination for tourists looking for a peaceful getaway.

**DELHI AND PUNJAB**  
Delhi and Punjab are two of the most popular states in India. They offer a rich cultural heritage and a variety of experiences for tourists.

**What are some tips for first-time solo travellers?**

**Digi Yatra service to be extended to more airports**

**Musicathon is back**

**A hanging restaurant in Himachal Pradesh?**

**The Tibetan New Year is here!**

**What are some tips for first-time solo travellers?**

**Digi Yatra service to be extended to more airports**

**Musicathon is back**

**A hanging restaurant in Himachal Pradesh?**

**The Tibetan New Year is here!**

## Musicathon is back

Bir in Himachal Pradesh, the top paragliding destination in India, will witness the music festival Musicathon on April 7 and 8. The artiste lineup is yet to be announced, but one can expect to see a number of well-known indie artistes from across genres. The past editions of the event have seen artistes such as Akansha Grover, Swastik the Band, Nilotpal Bora and Rahgir, among others. It'll include music and camping. The tickets to the festival are now available on their website. The Music Pass is priced at ₹1,999 per person.





# FOUNDER'S INTERACTION

**LOCAL**  
samosa

— Outlook —  
**TRAVELLER**

**loudest**  
loudest.in

suger **mint** **Outlook**



**EATMYNEWS**



# PREVIOUS EDITIONS AT A GLANCE

[MUSICATHON 11.0](#)

[MUSICATHON 8.0](#)

[MUSICATHON 7.0](#)

[MUSICATHON 6.0](#)

[MUSICATHON 5.0](#)

[MUSICATHON 10.0](#)

[MUSICATHON 4.0](#)

[MUSICATHON 3.0](#)

[MUSICATHON 2.0](#)

[MUSICATHON 1.0](#)

Click the links to know more about the previous Editions



# BRAND COLLABORATION

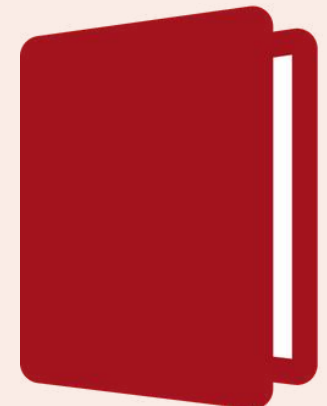
roposo



dhun badal ke  
toh dekho



Z O S T E L



KhataBook



AND  
MANY  
MORE



# SPONSORSHIP OPPORTUNITIS

**Presenting  
Sponsor**

**5 Lakh**

**Powered by**

**3 Lakh**

**Official  
Sponsor**

**1 Lakh**

**Supporting  
Sponsor**

**50,000**



# **BENEFITS**

**Presenting  
Sponsor**

**Powered by  
Sponsor**

**Official  
Sponsor**

**Supporting  
Sponsor**

**Logo on Stage**

**Yes**

**No**

**No**

**No**

**Offline Presense**

**Yes**

**Yes**

**No**

**No**

**Online Promotions on all  
social media Platform**

**Yes**

**Yes**

**Yes**

**Yes**

**Logo presense on all  
Collateral Design**

**Yes**

**Yes**

**Yes**

**Yes**

**Branding On venue**

**Yes**

**Yes**

**Yes**

**No**

**Shoutut on instagram with an Individual  
Post or Reel 7 days prior to Event**

**Yes**

**Yes**

**Yes**

**Yes**



# **ADDITIONAL BENEFITS OF PRESENTING SPONSOR**



- **10\*20 Feet Space at Venue to Setup their Kiosk or Gaming zone to Get Attention of audience.**
- **Food court is Named by Your Brand Name.**
- **Logo on entry Wrist Band**
- **Logo on Merchandise**
- **Logo in the Aftermovie.**
- **Tagging on 15-20 posts and reels after the festival**
- **Logo on top of musicathon logo in posters**



# ADDITIONAL BENEFITS OF POWERED BY SPONSOR

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- **5\* 15 Feet Space at Venue to Setup their Kiosk or Gaming zone to Get Attention of audience**
- **Logo on entry Wrist Band**
- **Logo on Merchandise**
- **Logo in the Aftermovie.**
- **Tagging on 5-10 posts and reels after the festival**
- **Logo below the musicathon Logo**





# LET'S TALK

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