



Presents

STAND UP FOR PEACE... SHAAN SE

- Concert on Peace & Harmony



14th November 2009

NSIC Ground, Okhla Ind Estate. New Delhi

About Caritas:

Caritas is World's Second biggest Humanitarian network after Red Cross. Caritas India has been a pioneer in the field of disaster management, since last 47 years. We have taken up disaster relief projects on massive scale in recent years like: Tsunami relief, Latur earthquake relief, Kashmir earthquake relief, Bihar floods etc.

In India our head office is located in New Delhi.

Every year we choose an annual campaign through which we spread awareness & support community in different ways.

This year our Annual campaign is on Peace & Harmony, as the year 2008 witnessed maximum terror attacks across all the major cities in India.

We feel it is our responsibility to spread the message of Peace amongst the masses and do whatever little we can to stop terrorism and promote Harmony.

Caritas India primarily works to promote Peace & Harmony in all its projects, with the help of our strong network of 350 partners across India & 166 partners across globe.

Caritas – A true NGO:

- a) During Tsunami Caritas India was the only NGO in the country which constructed around 13,920 permanent houses which has already been handed over to the community.
- b) Caritas has been extensively working in the field of Disaster management since last 47 years in India. Disaster management includes primary relief, rehabilitation, counselling to the victims, medical aid & construction of permanent houses for the victims.
- c) Bihar flood, Latur Earthquake, Monstrous Tsunami, Kashmir earthquake, Gujarat violence, Orissa violence etc are the major interventions taken up by Caritas in recent years.
- d) Caritas is a task force member of NDMA (National Disaster Management Authority, Govt of India). It is the only NGO that has appointed His Excellency Shri Manmohan Singh to be in the panel.
- e) Caritas is a confederation of 166 countries across the globe which makes it the World's Second largest humanitarian network after Red Cross.
- f) In India Caritas has a strong network of 350 grass root level NGOs who help us in implementing our various programmes at the community level.

About Concert:

OBJECTIVE

To spread the message of Peace & Harmony amongst the masses –

With the current state of Indian citizens being terrorised with the fear and trauma of successive attacks on their motherland; it becomes really important to call for an event on peace and harmony. To remind everyone that peace is our very nature.

Revenue generated would be used by Caritas India for its Social projects all over India -

Caritas, being an NGO, needs funding for majority of its projects. With this concert, Caritas looks forward to raise funds to execute various projects on the charts this year and make their commitment to the society fulfilled.

To create awareness about Caritas being the second largest NGO in the world –

Caritas being the second largest NGO in the world has not created a brand for itself amongst the masses. After working for so many decades and contributing towards betterment of the society it is time that Caritas needs to make the general audience aware of its presence and credibility. Thus this concert will help Caritas to create its mark.

Annual Campaign –

As a part of our agenda, Caritas does one annual campaign every year and this year we found this concert on peace and harmony to be the best communication carrier for our campaign/message.

Concert Facts:

Date: 14th November 2009

Venue: NSIC Ground, Okhla Industrial Estate, New Delhi.

Entry Starts: 5:30 PM

Concert timing: 7 PM Onwards

Audience Size: 10,000

Artist: **Shaan** - Popular songs by Shaan include his first hit, "Musu Musu", as well as "Tanha Dil" and "Bhool Ja" from his album and the very popular songs "Chand Sifarish" from the movie Fanaa and "Jab se tere naina" from the movie Saawariya has brought him immense fame and glory. Recently he released a song with MLTR, "Take me to your heart". The song appears on his album Tishnagi.

Entry: Donor Cards

**Donor Cards
Selling:**

Online ticket selling portal
Partner outlets in Delhi NCR

Media Plan:

PRINT

- 1 Quarter pg adv on 1st Nov 09.
- 1 Quarter pg adv on 8th Nov 09.
- 1 Quarter pg adv on 14th Nov 09.

RADIO PARTNER: FEVER 104 FM

- 20 spots for 15 days (prime / nonprime)
- RJ Mentions
- Ticket winning competitions
- RJ Endorsement



ONLINE PARTNER: OPEN

- Banner on Yahoo.com
- Banner on Indiatimes.com
- Online Adv like – Blog Marketing, Community Marketing, Grouping, Emailers etc

OUTDOOR PARTNER: PIONEER



There would be 18 hoarding sites of big unipoles of the standard size 20"x8".

They would be placed at the following locales: -

<ul style="list-style-type: none">▪ Chanakyapuri▪ Mohan Cooperative Area/Sarita Vihar▪ SP Marg (near Maurya Sheraton)▪ Dwarka flyover▪ Panchkuian road▪ ITO▪ Bhairon road/Pragati maidan▪ Minto Bridge▪ Sunder Nagar	<ul style="list-style-type: none">▪ North campus▪ Model town▪ Rajouri garden▪ Raja garden▪ Rajinder place▪ Shadipur▪ South ex market▪ Nehru place flyover▪ Noida expressway
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HOSPITALITY PARTNER: ITC MAURYA SHERATON



POSTERS

- Colleges – DU, IP, Private
- Ticket selling partner outlets – like Planet M Co – Branded Promotions

Co Sponsorship:

Rs. 10 Lacs

Branding as a Co sponsor on the following:

Print: 1 Quarter pg adv on 1st Nov 09.
1 Quarter pg adv on 8th Nov 09.
1 Quarter pg adv on 14th Nov 09.

Radio: Mention in 5 spots for 15 days (prime / nonprime)

Online: Any uploaded collaterals

Outdoor: There would be 18 hoarding sites of big unipoles of the standard size 20"x8".

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Poster and other marketing co-laterals

Venue: branding on Backdrop side panels
1 Audio Visual Movie for 10 secs before the show
Branding in the seating area as Co sponsor (20% area)
Branding at 20% entry Gates and Parking gates
1 Branded Stall – Lower Denomination area
Branding on all Donor Cards as a Co sponsor
Hoardings (8 x 8 ft) on the boundary wall x 2 nos.
One Half page ad in the souvenir

