



**Proposal for Sponsorship  
For  
MESMERIZE & BNI TVM EXPO '25**

**BNI** Expo '25

**MESMERIZE**

# What?

- The following proposal outlines the possibilities of a brand partnership /sponsorship opportunity in '**MESMERIZE & BNI TVM EXPO '25**', the upcoming **5th** anniversary program and trade expo, organized by BNI Trivandrum from Thursday, **April 10<sup>th</sup> till April 13<sup>th</sup> 2025, at Trivandrum International Convention Center, Karyavattom, Trivandrum.**
- We invite you and your reputed brand to associate with us in jointly promoting this one-day festival of Networking, Celebration & Business, in a mutually beneficial format.

# Who?

- BNI, the world's largest business referral organization, with over 3,35,000 business owners in 79 countries, has been a rising force in Trivandrum, transforming the business scene in the city in the past five years.
- Today, BNI Trivandrum is a strong network of close to 1000 entrepreneurs, touching 20 chapters, who have generated more than 1000 crores of business through this structured referral platform.

# When & Where?

- Mesmerize on **Thursday 10<sup>th</sup> April 2025**, ensuring the absolute participation of close to 1000 members across BNI in Trivandrum, Kerala and beyond.
- BNI TVM Expo from **Friday , 11<sup>th</sup> April to Sunday 13<sup>th</sup> April 2025**, expecting the participation of 30,000+ citizens across Trivandrum and beyond.
- 8AM till midnight at Trivandrum international convention centre

# Event Scale

- Mesmerize shall bring together close to **1,000** inspired and committed business owners of Trivandrum and South India under one roof for the first time and the unique opportunity to meet and mingle with these strong decision makers is truly a once-in-a-year opportunity.
- BNI TVM Expo is the first-of-its-kind unique event, where the public is being participated and engaged to drive in business and beyond, with business conversations, panel talks, food, fun, flea, entertainment and a lot more in the offering.

# Sponsorships

- We invite you and your reputed brand to associate with us by **INVESTING** in the event
- The sponsorship categories to suit your budget are divided into FOUR:
  - *Title Sponsor*
  - *Powered by Sponsor*
  - *Co- Sponsor*
  - *Associate Sponsor*

# Highlights

- **50,000+ Sqft of exhibition space**
  - **30,000+ Expected Audience**
- **10,000+ Sqft of Performance space**
  - **200+ Exhibitors**
  - **30+ Food stalls**
  - **10+ Knowledge sessions**

# Highlights

- **Gaming arcades and kids zones**
- **Daily Regional and national artist performances**
  - **Wide spread press coverage**
- **Print, Radio, Digital, TV, Outdoor media promotions**
- **Industry and trade body expert visits**



Type	Title	Powered by	Co sponsor	Associate
Logo on all mediums <b>(proportion and placement will vary)</b>	✓	✓	Not all	Not all
Presence on Stage	Main screen	Main screen	Side panel	Side panel
Logo on Venue Branding	✓	✓	✓	✓
Pavillion at Expo	3 x 6	4 x 4	4 x 3	5 x 2
Stage airtime for presentation	10 mins	7 mins	5 mins	3 mins
Entry & Meal Passes for all days + Staff entry passes	6 + 6	4 + 4	3 + 3	2 + 2
MC Call outs <b>(proportion and placement will vary)</b>	✓	✓	✓	✓
Airtime on FM Radio, Print ads, Hoardings, Vehicle branding, Railway stn, airport and Mall billboards <b>(proportion and placement will vary)</b>	✓	✓	✓	✓
Dinner with Chief guests / Speakers / EDs	✓	✓	✓	✓
Investment	20 Lakhs + GST	15 Lakhs + GST	10 Lakhs + GST	5 Lakhs + GST



**Thank You**

**&**

**Get Ready Trivandrum!**

**Contact**

**989 555 7855**

**for more details**

**BNI** Expo '25

**MESMERIZE**