

**Chief Patron**  
**Sri. Pinarayi Vijayan**  
*Hon. Chief Minister*

**Chairman**  
**Sri. Kadakampally Surendran**  
*Hon. Minister for Co-operation,  
Tourism & Devaswoms*

**Adv. V.S. Sunil Kumar**  
*Hon. Minister for Agriculture*



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**വാസന്തോത്സവം**  
7-14 ജനുവരി | കനകകുന്ന്, തിരുവനന്തപുരം 2018

**A BREATH TAKING  
MÉLANGE OF  
GOD'S OWN COUNTRY**





Dear Patron,

With the view of encouraging cooperation and harmony between Keralites worldwide and to facilitate the overall development of Kerala, the state government has decided to summon 'Loka Kerala Sabha' on 12th and 13th January 2018 at Thiruvananthapuram. As a part of this initiative, the state government is organizing a first-of-its-kind event, 'Vasantholsavam 2018' for the homecoming Malayalees during the season along with grand celebrations.

The event will be held from **7th to 14th January 2018 at Kanakakunnu Palace**. The programme showcases a host of culturally enriching activities along with the agricultural heritage of Kerala.

## THE MAJOR ATTRACTIONS OF VASANTHOLSAVAM 2018 INCLUDE:

- | Flower show
- | Exhibition and sale of agricultural products
- | Exhibition and sale of medicinal herbs and rare plants
- | Biodiversity exhibition
- | Food festival
- | Model tribal villages
- | Art and cultural shows



Department of Tourism (Kerala) aims to promote Vasantholsavam 2018 as a Tourism festival for domestic and international travelers arriving in the state.

We are pleased to invite you to participate in this festival that showcases the floral abundance and achievements in the agricultural sector along with art, culture and cuisine of God's Own Country. Partner with us to promote the distinctive traditions and enchanting biodiversity of the state.

Organising committee  
Vasantholsavam

## SPONSORSHIP PROPOSAL

Vasantholsavam 2018 expects a lot of media coverage and steady footfall on the inaugural year. Partner with us and help your brand stand out in the biggest event of 2018.

### • Hoarding Packages

Size: 10 X 6 ft

Hoardings	Location	Anticipated amount per hoarding	Total Amount
7 Nos Inner	Balabhavan Side	RS. 1,00,000	Rs. 7,00,000
7 Nos Outer	Balabhavan Side	RS. 70,000	Rs. 4,90,000
3 Nos Inner	Palace Backside	RS. 1,00,000	Rs. 3,00,000
3 Nos Outer	Palace Backside	RS. 70,000	Rs. 2,10,000
3 Nos	Nishagandhi Side	RS. 1,00,000	Rs. 3,00,000
3 Nos	Nishagandhi	RS. 1,00,000	RS. 3,00,000
2 Nos	Snack bar Side	RS. 1,00,000	Rs. 2,00,000
Total amount expected from hoardings			Rs. 25,00,000

### • Video Wall Packages

Place	Amount per video wall
Suryakanthi 4th Layer	Rs. 10,00,000 (8 Days)
3rd Layer	Rs. 10,00,000 (8 Days)
Snack Bar	Rs. 10,00,000 (8 Days)
Total amount expected from Video Wall	Rs. 30,00,000

### • Arch Packages

Various Arches 10 Nos.

Place	Expected amount per arches	Total
Other than front gate	2.5 lakhs	25 lakhs

• Any other innovative models of advertisement kindly contact:

97475 02528, 97428 88438

