



**Building Resilient Economies and Implementing Robust Measures from a Global Initiative against Smuggling and Counterfeiting**

**Partnership Proposal**

# MASCRADE 2024

FICCI CASCADE is organizing its 10<sup>th</sup> edition of MASCRADE on September 25th - 26th, 2024, at Hotel Lalit, New Delhi. The theme of this year's conference is "Building Resilient Economies and Implementing Robust Measures from a Global Initiative against Smuggling and Counterfeiting".

The conference underscores the imperative need to address the economic dimensions of combating illicit trade on a global scale. The conference will delve into the economic aspects to battle against smuggling and counterfeiting, emphasizing the need for collaborative efforts on a global level. Through insightful discussions and strategic dialogue, the conference aims to foster a deeper understanding of the economic impacts of illicit trade and explore effective measures to bolster economic resilience against such threats. In essence, MASCRADE serves as a platform for stakeholders to come together, share insights, and chart a course towards building more robust economies through concerted global initiatives against smuggling and counterfeiting.

This partnership provides you with an ideal platform for your organization to get associated with this prestigious conference by being our partner. Conference partnership propositions offer you the following benefits:

- Brand building and business promotion
- Exploring new business opportunities

## SPONSORSHIP DOCKET (Exclusive of GST)

Category: Platinum Partner  
Sponsorship Amount (INR): 15 lacs

Category: Gold Partner  
Sponsorship Amount (INR): 12 lacs

Category: Silver Partner  
Sponsorship Amount (INR): 10 lacs

Category: Session Partner  
Sponsorship Amount (INR): 6 lacs

## Deliverables for Platinum Partner

- ❖ Exclusive visibility and acknowledgment as “Platinum Partner” in the Conference promotional material and venue
- ❖ Pre-event promotional creative post on CASCADE Social Media handles
- ❖ Mileage as Platinum Partner in all branding platforms
- ❖ Exclusive Speaking slot – an opportunity to address the captive audience in the conference
- ❖ Prominent display of Logo at side panels of the conference backdrop on topmost position placed at the venue, conference publicity material and on CASCADE Social Media handles
- ❖ Corporate brochures and promotional literature to be included in conference kit which will be distributed to all eminent speakers, delegates, regulators & relevant government officials
- ❖ Screening of Corporate Film during Lunch Break
- ❖ One full page advertisement in the Post- Conference Report
- ❖ One full page advertisement in the Conference Booklet (who’s who)
- ❖ Exclusive Byte in CASCADE Youtube channel
- ❖ Placement of logo on the conference webpage along with a brief company profile (600 words)
- ❖ Mass Mailer to the Database with Sponsor’s Logo
- ❖ Opportunities to engage with industry leaders, policymakers, and enforcement agencies.
- ❖ Networking Dinner/ opportunity to participate in a high-level roundtable discussion with key stakeholders.
- ❖ Acknowledgment during the conference closing ceremony, recognizing your organization's role as a valued sponsor and partner.
- ❖ Complimentary passes for a specified number of company representatives.

## Deliverables for Gold Partner

- ❖ Preferred Sponsor logo visibility in the Conference promotional material and venue
- ❖ Logo on all Marketing Collaterals and on CASCADE Social media handle
- ❖ Speaking opportunity in the panel
- ❖ Screening of Corporate Film during Lunch Break
- ❖ 3/4th page advertisement in the Post- Conference Report
- ❖ 3/4th page advertisement in the Conference Booklet
- ❖ Corporate literature to be included in the conference documentation kit, which will be distributed to all eminent speakers, delegates, regulators and relevant government officials
- ❖ Highly visible branding on the side panels of the main backdrop
- ❖ Placement of logo on the conference webpage along with a brief company profile (400 words)
- ❖ Mass Mailer to the Database with Sponsor’s Logo
- ❖ Complimentary passes for a specified number of company representatives
- ❖ Recognition and acknowledgment during the closing ceremony of the conference

## Deliverables for Silver Partner

- ❖ Speaking opportunity in the panel
- ❖ Half page advertisement in the Post- Conference Report
- ❖ Half page advertisement in the Conference Booklet
- ❖ Corporate literature to be included in the conference documentation kit, which will be distributed to all eminent speakers, delegates, regulators and relevant government officials
- ❖ Branding on the side panels of the main backdrop
- ❖ Placement of logo on the conference webpage along with a brief company profile (300 words)

## Deliverables for Session Partner

- ❖ Company logo in the Post- Conference Report
- ❖ Company logo in the Conference Booklet
- ❖ Branding on the side panels of the main backdrop

## Sponsorship Benefits at a Glance

Sponsorship Benefits	Platinum Partner	Gold Partner	Silver Partner	Session Partner
Exclusive speaking opportunity	✓	---	---	---
Speaking opportunity as a Panellist	--	✓	✓	----
Screening of Corporate Film (During Lunch Break)	✓	✓	---	---
Advertisement in Post conference report	Full Page	¾ Page	Half Page	Logo presence
Advertisement in Conference Booklet	Full Page	¾ Page	Half Page	Logo presence
Corporate Literature in Conference Kits	✓	✓	✓	---
Social Media Recognition	✓	✓	---	---
Exclusive Byte in CASCADE Youtube channel	✓	---	---	---
Display of Logo at all prominent places (Size would vary upon Sponsorship option)	✓	✓	✓	✓
Logo recognition on conference webpage	✓	✓	✓	✓

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