



# 53rd School Kalolsavam

14<sup>th</sup> to 20<sup>th</sup> January 2013 Malappuram



**ADVERTISEMENT TARIFF CARD**



## Introduction

**K**erala State School Kalolsavam is the biggest arts festival in Asia, organized by the State Government. It gives immense opportunity to expose and develop the multifarious talents of students of secondary and higher secondary levels. Also it provides the general public with unforgettable moments to witness and enjoy the most outstanding artistic treat of the rarest sort.

**N**ow, the historic place of Malappuram entertains the 53rd Kerala State Kalolsavam in which more than 12000 exuberant students with unfathomable calibre will vigorously participate.

**T**he Kalolsavam which will be formally inaugurated on 14th January 2013 and concluded on 20th January 2013 will captivate the magnificent participation of enthusiastic public from inside and outside the state of Kerala. The festival is conducted on 17 stages in 7 days in hilarious atmosphere.

**T**he Kalolsavam Committee has resolved to provide space for the advertisement of the institutions and products, on payment. The advertisement at the state festival venues will enhance the popularity of the products /institutions unprecedented manner, as lakh of visitors at 17 venues as well as the viewers of visual media and web streaming of IT @ school. The print media will also provide news and features on daily basis.

**W**e earnestly solicit your sincere co-operation and invite quotations from your esteemed institutions to participate in this mega event. The tariff card is enclosed.

**P. Ubaidulla MLA**  
Chairman,  
Organizing Committee

**A. Shajahan IAS**  
Gen. Co-ordinator,  
Organizing Committee

## backdrop banners in all the venues

### nature of the advt:

inscription of logo & trade mark of the organization

### allotted size:

one fourth the size of kalolsavam banner, to be displayed one side of the main banner.

tariff:

**Rs. 25 lakhs for one side**



## main stage

### venue 1:

banner to be dropped at the length of 3 feet from the roof on both the sides.

lamp decoration at the frontage

### allotted size:

display the advt without affecting the kalolsavam title

tariff:

**Rs. 10 lakhs**



## other venues

### nature of advt:

exhibiting the display board banner

### allotted size:

- 1) 3 sides of the venue
- 2) places nearby the venue

tariff:

**Rs 50000 for Venue 1  
Rs 25000 for Venue 7 onward**



### exhibition stalls in the main venue

**nature of advt:**

exhibition & sales of the merchandise

**allotted size:** minimum of 60 sqft

**tariff:**

**Rs 200 for each square feet**



### exhibition stalls in other venues

**nature of advt:**

exhibition & sales of the merchandise

**allotted size:** minimum of 60 sqft

**tariff:**

**Rs 100 for each square feet  
in venue 2 to 4 & Rs 50 in venue 5 onwards**



### entrance arch at the main entrance

**nature of advt:**

adv display at the allotted area

**allotted size:**

in accordance with the norms & conditions  
put forth by the organizing committee

**tariff:**

**Rs. 1 lakh**

Fees payable in addition to the construction cost of entrance arch





### entrance arch at other venues

**nature of the advt:**

ad display at the allotted area

**tariff:**

**Rs 40000**

fee for the entrance arch

in venue 2 to 4 and all other venues **Rs. 25000**

additional charge for installation



### food panthal

**nature of the advt:**

display the advt at the allotted area

**tariff:**

**Rs 2 lakhs**



### venue for the cultural programmes

**nature of the advt:**

adv display & gate

**tariff:**

**Rs. 4 lakhs**



### LCD & Banner display at allotted places

**nature of the advt:**

programmes & advts

**tariff:**

**Rs 25000 / venue**



## conditions

- ▶ The organizers of the event will be Directorate of Public Instruction, Department of General Education, Government of Kerala.
- ▶ The advertisement will be exposed only in such a manner that it will no way adversely affect the smooth conduct of the Kalolsavam. The advertisement space will be provided in the banners, back drops, venues etc as shown in the tariff card in addition to the emblem, logo etc of the Government or organizing committee.
- ▶ The confirmation of the quotation and application for the advertisement will be decided by the technical committee, of the organizing committee of the of the Kerala School Kalolsavam.
- ▶ The institution / organization which enter into agreement with the organization will have to remit half of the agreed amount in advance, at the time of entering into such an agreement and balance amount before the commencement of the Kalolsavam.
- ▶ The sealed quotations have to be submitted to Sri. Shoukathali O., Convener, Publicity Committee, Kerala School kalolsavam, Office of the Deputy Director of Education, Malappuram. Mob:9447204975, e-mail:kalolsavammlp@gmail.com
- ▶ The last date of submission of offers in sealed cover is 31st December 2012, 5 pm
- ▶ The decision on the selection of the applicants will be taken on 1st January 2013, 3 pm at the DPI office, Thiruvananthapuram. The applicants can also attend the selection committee meeting.
- ▶ The acceptance and rejection offer will be vested with technical committee chaired by Director of Public Instruction

Please refer  
[www.schoolkalolsavam.in](http://www.schoolkalolsavam.in)  
[www.education.kerala.gov.in](http://www.education.kerala.gov.in)  
for information