

The **BIG** event is here. Get Involved!

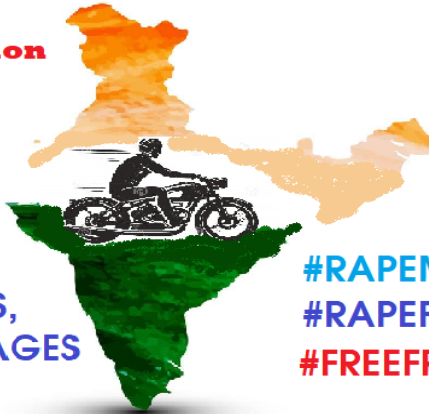
SPONSORSHIP PROPOSAL

Rape Free India(All India Bike Campaign)



**Online Education
Prevention
Protection**

29 STATES,
7 UTs, 400+
DISTRICTS,
700+ CITIES,
2000+ VILLAGES

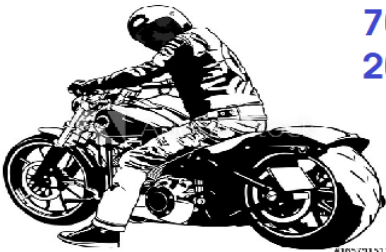


**32000+KM BIKE
CAMPAIGN TO STOP
RAPE AND HUMAN
TRAFFICKING**

**#RAPEMUKTBHARAT
#RAPEFREEINDIA
#FREEFROMSLAVERY**



Starting 29 March 2020
Venue- Vigyan Bhawan
New Delhi



ACTION AGAINST VIOLENCE



&

HUMANITARIAN OF THE YEAR AWARD 2020

**CELEBRATING WOMEN'S
ACHIEVEMENTS**

THIS WOMEN'S DAY



**CHIEF GUEST
SMRITI IRANI**

**HONORABLE MINISTER OF
MINISTRY OF WOMEN AND
CHILD DEVELOPMENT**

**HUMANITARIAN
OF THE YEAR
AWARD 2020**

BE ACKNOWLEDGED. INSPIRE YOUR GENRE.

Organised by



SAVE THE DATE

29 March 2020

**VENUE: VIGYAN BHAWAN,
RAJPATH, NEW DELHI**

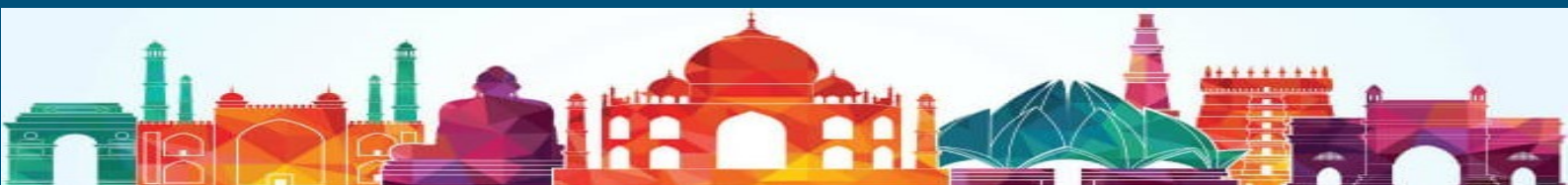
Organized by



**In association
with**



Ministry of Women and Child Development
Government of India





ACTION AGAINST VIOLENCE

Plot No. 226, Flat No. 11, Vipin Garden, New Delhi-110059
Phone Number: 7982168408/8800137648
Email: actionagainstvienceindia@gmail.com
www.actionagainstvience.org

Date- February 20, 2020

Respected Sir/Madam,

Sub:- Invitation Letter For Partnership for a 1-Year long Mega Event

It gives us great pleasure in extending you a very warm invitation to attend the biggest event of the year- **"Rape Free India" (Bike campaign 1 Male & 1 Female- covering 29 states, 7UTs, 700+ cities, 2000+ villages in 1 year)** all over India to promote and enroll 5 Million students aged (10-25) years old in **Online Education, conduct sexual violence prevention seminar and promote gender equality & "Humanitarian of the Year Award 2020" to award women for exceptional work in social sector** to be held at Vigyan Bhawan, New Delhi, India on **29 March-2020** organized by **Action Against Violence** in association with **Ministry of Women and child Development**.

As you're a large organization and can benefit from grabbing media, students and families attention. We would like to invite you as our **official partner**. As our Official Sponsor your organization could benefit from grabbing the attention of million of students, media, families all over India for 1 year. We would like to invite you as our official sponsor in exchange for your company **advertising, marketing, branding and logos on bike and riders gear** who would cover **32000+ Kms (29 states, 7UTs, 700+ cities, 2000+ villages) on bike all over India**. Also as our exclusive sponsor a **3min promotional video slot** will be provided in every seminar that will be conducted during the campaign in various schools and colleges for 1 year.

Rape free India(Bike Campaign) is a great opportunity to generate **advertising, exposure, increased public interest and an enhanced public image** all over India for 1 year.

Partnership with a respected, global company such as yours will strengthen our success, while promoting your brand and building customer base across the India. In the following pages you will find more information on the event and sponsorship packages you can take on.

We look forward to speaking with you at your earliest convenience.

Regards,

Amit Kumar Satapathy

CEO- Action Against Violence

Email: info@actionagainstvience.org

Phone No. 7982168408



Amit Kumar Satapathy
Signature of Concerned authority
(ACTION AGAINST VIOLENCE)

ACTION AGAINST VIOLENCE is a trademark of MEERABAI WOMEN WELFARE FOUNDATION
a Non Government Company Registered at Ministry of Corporate Affairs under Government of India.

Make a Difference

..while promoting and building brand image all over India for 1 year

It's a Win-Win

By joining us as a partner, you are showing the community your organization's commitment promoting **online education, gender equality and supporting women** across India who are, discriminated, abused, harassed and attacked in society.

Rape Free India (Bike Campaign) 1 Male- 1 Female will cover 29 states, 7 UTs, 400+ Districts, 700+ Cities, 2000+ Villages and reach a mass key audience (10000+ schools and colleges) and provides engaging way for you to "wow" clients, vendors and employees. Feel good about supporting our cause driven organizations as you build brand awareness all over India.

We Will Find The Right Fit

Sponsoring a Action Against Violence event provides you the unique opportunity to connect with the Millions of Indian, to build brand awareness, gain customer and show your company's support of an important cause: **Women and Child Safety and Development!**

Looking for the opportunity to become a part of one of the biggest events of the year? To put your company name in front of millions of people? Want to show your employees and investors your dedication to our community? Consider a sponsorship at **Rape Free India (All India bike Campaign) & Humanitarian of the Year Award 2020.**

Aligning your organization with the **Rape Free India & Humanitarian of The Year Award** will offer your company excellent exposure through **event promotion, unique marketing, advertising and community engagement.**

Mutual Target Audience

If you want to be part of all India awareness campaign about **promoting online Education, preventing Rape and promote Gender equality** a **Rape Free India** sponsorship is right for you. The target audience of Action Against Violence is youth aged 10-25 years old. Get your name in front of millions of Indians and show your clients and public how *socially aware and cause driven* you really are, simultaneously building customer base of **5 Million.**

Associate your name with campaign support our Riders and receive long-term recognition when you sponsor **Rape Free India (32000+kms bike campaign).**

About Organization

Action Against Violence is one of the India's premier section 8 non-profit organisation registered under Ministry of Corporate Affairs, New Delhi, India, aims to **promote online education, end gender-based discrimination & prevent crime against women and children in India**. On this first-of-its-kind web-app (www.actionagainstvviolence.org) through info-graphics - checklist and Safety Map public can identify safe zones across the city in Hospitals and police stations, or Psychologist, to find immediate guidance on ground. At **Action Against Violence** we believe in achievement of **United Nations SDG 5- Gender Equality & SDG-4 Quality Education** through investment in strong partnerships and institutional building. Equality, Safety and Autonomy should be a guaranteed right and reality for women around the world.

Mission:

- Provide **Online and quality education** all over India
- Make India Free from **Crime against Women and children**
- Promote **Gender Equality, women empowerment & girl education**
- Provide legal, psychological and financial help to **victims of rape, sexual violence, acid attack and human trafficking**



Join the MOVEMENT! Target - 5 Million Youth

About Rape Free India-(32000+kms in 366 days)

Welcome to the biggest and Revolutionary Campaign for the First Time in India to Make India **#RapeFreeIndia**. The 2 Riders - 1 Male and 1 Female will Travel all over India Covering **29 States and 7 Union Territories 400+ districts and 700+ cities 2000+ villages** enrolling students in **online education**, conducting seminars and workshop in schools and colleges about **prevention of Rape and Sexual abuse and promoting Gender Equality**.

The Mission of the campaign

1. Engage **5 million youth** during the campaign through workshops and seminars
2. Enroll students to **online education partner app**. Target **5 Million 2020 – 50 Million 2030**
3. Aware community and society about the Prevention of Rape and Human Trafficking
4. Provide legal and psychological support to Victims of Rape, acid attack and Human Trafficking
5. Promote **Gender Equality** and **girl education** in society
6. Involve **Law and Policymaker** to amend stringent law against Rape for fair and speedy trial within 6 months
7. Appeal to Government to implement **more Forensic Science Laboratories** in every city
8. Riders will meet with various Ngos, Community help center, Biker clubs and join them in the Campaign.

2 Riders - 1 Mission - Rape Free India

ACTION AGAINST VIOLENCE



Prevent
Protect
Educate

RAPE FREE INDIA

www.actionagainstvviolence.org






About Humanitarian of the year Award 2020

The International Women's Day- **Humanitarian of the Year Award** is hosted by **Action Against Violence**, a not-for-profit organization that will hold events on International Women's Day to empower, inspire and support women across India who are, or are on their way to becoming, confident and passionate leaders of our **businesses, organizations, governments, schools and communities**. Together, we seek to help close the gender gap and promote gender equality within our society. Our mission is to provide a platform for women across the country to share their journey of success and inspire and empower others with their story. Through our International Women's Day Event, we bring people together to celebrate the social, educational, economical and political achievements of female leaders. 2020 marks the First International Women's Day **Action Against Violence** Gala. **Action Against Violence** fund programs across India, prioritizing the communities where the need is greatest. These programs address Seven urgent issues:

- **Prevention of gender-based violence**
- **Women's economic development**
- **Girl education**
- **Girls' empowerment**
- **Inclusive leadership**
- **Women safety**
- **Child development**

RAPE FREE INDIA SEMINARS

successfully completed in 1000+ schools and colleges in India

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RAPE FREE INDIA

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RAPE FREE INDIA

Mega Event Details

Humanitarian Of the Year Award 2020 & Rape Free India (Bike Campaign) Flag Off

Date and time: Sunday 29 March 2020, event run time will be from 12pm till 3pm.

Venue: Vigyan Bhawan, Rajpath, Central Secretariat, New Delhi

Activities: Inaugural Ceremony, Felicitation of Guest, Award Ceremony, Book Launch, Flag-off of Rape Free India Bike Campaign.

Awardees:- Celebrities, Women Entrepreneurs, Women from Social sector, etc.

Attendees:- We expect to have around 250 attendees on the day.

Entry : Free.

History: This will be the first year the **"Humanitarian of the year Award 2020"** and **"Rape Free India"** will be held.

This Flagship Award Ceremony will be inaugurated by **Hon'ble Cabinet Minister Smt. Smriti Irani**, Minister of Ministry of women and Child Development.

Parking and Transport: There is ample parking available at Vigyan Bhawan. If needed, there is additional parking space available nearby. The venue is also accessible by bus.



Rape Free India Bike Campaign Flagg Off Ceremony (1 Male-1 Female)- Demographics



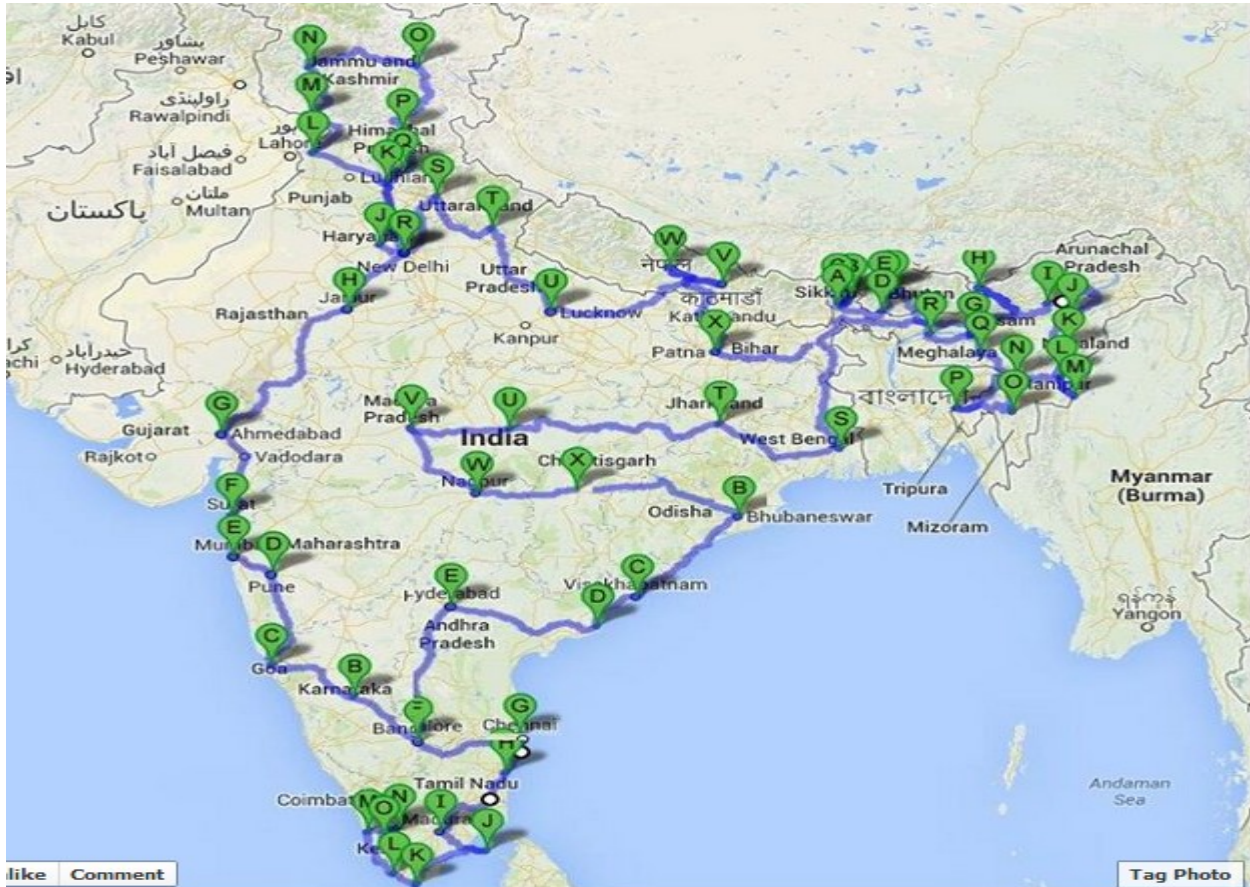
Onen Nenty Nagaland Tour
Flag Off by Nagaland's Governor

Amit Kumar Satapathy CEO of **Action Against Violence**, New Delhi and Onen Nenty Chairman of **Kongro Naga On Wheels (KNOW)**, Nagaland has collaborated together to complete Year long Bike Campaign all over India covering 29 states, 7 UTs, 700+ cities, 2000 villages promoting online education, Gender Equality and preventing rape and sexual violence. They will engage 5 million youth to join the mission and enroll them to Edutech Partner's App. Both the Riders will travel all over India promoting online education, women rights & empowerment. They will mainly be targeting aged(10-25 years) old in India and their parents/guardians/caretaker.

- ♦ School and College children aged(10-25years) – This is the primary target of Rape Free India Bike Campaign.
- ♦ Parents – This target group is relevant to us as parents can teach their children from the materials we provide them (How to prevent Sexual Harassment)
- ♦ Community (aged 30-45)– educating community to encourage girls safety and women empowerment is one of the objective of the campaign.
- ♦ Bikers Clubs and Community– Engaging Bikers together to join the mission by organizing All India Bike Rally in Mumbai -> 1800+ Bikers to join the rally.

ACTION AGAINST VIOLENCE

CAMPAIGN ROUTE



Starting Point New Delhi— 29th March 2020

Ending Point New Delhi— 29th March 2021

Meetups during the campaign in every city to empower women and educate youth



Why sponsor?

Partnering with **Action Against Violence** is not only a good community investment...it is also a good business investment! (Year Round Brand Awareness and Publicity campaign all Over India!)

- Get to be part of the biggest Indian Bike campaign all over India(**29 states, 7 UTs, 700+ cities, 2000 villages**). A **366 days Campaign** engaging **5 millions people** all over India.
- **Increase 5 million customer base** and get **Return on Investment**
- Align yourself with a well-respected, growing **section 8 non profit organization**.
- **True Year Long** Promotion through Professional Bike campaign from **29 March 2020 to 29 march 2021**.
- Create awareness of your corporate identity and portray a positive image to your stakeholders.
- **Year-round** promotional opportunities.
- **Increase Company Visibility**—Bike Campaign is a unique opportunity for increased corporate identification, exposure and brand awareness.
- Distinguishing the company's brand from competitor brands
- Changing or strengthening a brand image by humanizing it
- Improving company or **product awareness** and visibility all over India
- Building the **company's credibility** and educating the public about its products and services

Recent studies suggest that millennial have driven the social responsibility movement, with 70 percent of them reporting that they'll spend more with brands that support causes. Given that millennial represent \$2.45 trillion in spending power, the notion of "giving back" may be very powerful for company's sales, not to mention, it's overall purpose.

Increased Marketing

Philanthropic businesses are some of the most powerful in the world. Charitable sponsorship is a great way to do good in your community, while also gaining marketing experience. Sponsorship put your company's name out there, especially if you sponsor some kind of event for cause. Increase perceived corporate social responsibility

Media exposure

International platform & exposure. In the year-round publicity campaign via our various media partners like Times of India, The Telegraph, Red FM, Digit, CIOI, Radio Mirchi, etc. Your company will share electronic and print media coverage with the Riders in leading newspapers and magazines such as **TOI, HT, HINDU, India Today, Outlook and news channels such as CNBC, AajTak, NDTV, DD National**. Rape Free India will be conducting major events in every state. Display of our Bike (with sponsors logo) at events all over India.

Identification with youth

Your company support will be acknowledged through banners, backdrops, posters etc. during promotional campaigns at various colleges and schools. The Rape Free India Campaign is being incorporated in the academic curriculum. The sponsor company will also be part of seminars & workshops in the college & school premises along with the Riders.

Prospective Sponsorship Offerings/Deliverables

Sponsors will be promoted as a Campaign partner (in various categories) throughout the execution of Rape Free India Bike Campaign, including on the **Action Against Violence** website, across social media channels, seminars, through our media partner and on promotional material. Logo positioning and coverage will depend on the sponsorship category selected. The specific branding options available to sponsors are as under:

- Branding - Gates, Photo wall, OOH billboards, Social Media, In-venue (Public Spaces and Conference halls), Souvenirs, PR activations.
- Promotion - Bike, Rider gears, T-shirts, AV Slot, Banners, Flyers, Pamphlet,
- Venues -Public spaces, Event Halls, community Centre, Meeting rooms, Schools, colleges.
- Merchandising- , Souvenirs, T-shirt, Rape Prevention Kit.
- Services- Hospitality, Travel Partner, Telecom (WiFi), Health & Wellness
- Events – side events, pre events, School, colleges, community centres, Bikers community

Sponsorship opportunities:

Category	Official Sponsor (Exclusive)	Title Sponsor	Co-sponsor	Associate Sponsor	Supporting Sponsor
Sponsorship Amount (in INR)	40,00,000	35,00,000	30,00,000	25,00,000	20,00,000
Logo On Vehicle	Yes	Yes	Yes	Yes	No
Logo On Rider Uniform	Yes	Yes	Yes	Yes	Yes
Logo on Rider accessories	Yes	Yes	Yes	Yes	No
Av Slot— 3min during seminar in schools and colleges	Yes	Yes	Yes	No	No
Product Introduction—5 min during award ceremony	Yes	Yes	No	No	No
Award Nomination	Yes	Yes	Yes	On Merit	On Merit
Enroll Customer on Partner's App	Yes	Yes	No	No	No
Name Mention in all Media Out-reach (email, Facebook, Instagram, twitter)	Yes	Yes	Yes	Yes	Yes
Press Coverage– (A senior professional from organization attends press conference)	Yes	Yes	Yes	No	No
Press Release-due credits will be provide in all press release	Yes	Yes	Yes	Yes	Yes
Recognition during media coverage - Rape Free India Bike campaign	Yes	Yes	Yes	Yes	Yes
Promotion of organization in every school and college seminar	Yes	Yes	Yes	No	No
Logo on Rape Prevention Kit(1000 Nos.)	Yes	Yes	Yes	No	No
Logo on T-shirt to distributed to public all over India(10000 Nos.)	Yes	Yes	Yes	Yes	Yes
Merchandise	Yes	Yes	Yes	Yes	Yes
Logo on Banner of Seminar space	Large	Large	Medium	Small	Small
Company link and logo in Action against violence website	Yes	Yes	Yes	Yes	Yes
Naming Rights	Yes	Yes	No	No	No
Branding	Yes	Yes	Yes	Yes	Yes
Logo and promotion -Seminar space	Large	Large	Medium	Small	Small
Sponsor Limit	4	6	8	10	10

Action Against violence** offers flexible sponsorship options to align with your objectives in sponsorship packages. ***If you can't find what you're looking for in the categories above, we can tailor a package according to your needs and budget.



Sponsorship form

Please fill-out the following form to confirm your chosen sponsorship package. Sponsorship must be paid before 15 days of commencement of the event. Completed forms can be returned to Action Against violence, Events Manager, at actionagainstvviolenceindia@gmail.com or Action Against Violence, Plot no. 226, Flat no. 11, Fourth Floor, Vipin Garden, New Delhi 110059. Please contact us with any questions– 7982168408/8800137648, www.actionagainstvviolence.org.

Type of Sponsorship:

Organization Name:

Organization Address:

Email:

Telephone (Office):

Mobile:

Contact Person (Mr/Ms/Mrs)

Designation

Email

Phone Number

Payment details

Amount

Cheque/DD/Transaction ID

Payee Bank

City

Mode of Payment

Bank Details

PAN: AAMCM2086K

CIN: U93000DL2018NPL341445

Please Make all Payments in favor of “Meerabai women welfare Foundation”

Mail this form to actionagainstvviolenceindia@gmail.com

For Assistance Call 7982168408 or email to info@actionagainstvviolence.org

Bank Name: Punjab National Bank

Account Name: Meerabai women welfare Foundation

Account No: 1503002100105864

Branch Name: Punjab National Bank (Janakpuri, New Delhi)

IFSC: PUNB0150300

MICR CODE: 110024048

Signature_____

Date_____

Sponsorship Fulfillments

Once we receive your completed sponsorship form, Event Team will contact you to discuss event arrangements, sponsorship benefits and recognition. Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to actionagainstvviolenceindia@gmail.com. All materials will be sent for your approval before going to print.

Action Against Violence promises to be a huge success. We look forward to our association with you as we embark upon our next step towards horizon.