Regd. No. S/RS/SW/0059/2010

DWARKA SRI RAMLILA SOCIETY (Regd.)

Celebrate Dussehra with the Spirit Of Ram Katha & the Joy Of Mela!

Sponsorship Proposal

The Largest and Most Spectacular Ram Katha in the world

Event Date: 11th October 2026 to 20th October 2026

Timing: 5 PM to 12 midnight

Venue: DDA Ground, Sector 10 Dwarka, Near Max Hospital, New Delhi

For More Details:

Bharat Bhushan Malviya

info@dwarkaramlila.com, dwarkaramlila.com, 9313962651

DEAR ESTEEMED PARTNER

Join us in celebrating the eternal triump of Dharma during Dussehra though our magnificent 10-day Ram Katha performances and vibrant cultural mela - reaching across 15 to 20 lakh unique visitors.

The biggest Mela and Ramlila Manchan in the world, conducted every year since 2010, where eminent leaders grace the event. In 2019 and 2023, our Hon'ble Prime Minister of India, Shri Narendra Modi ji, attended the Ramlila Manchan on Vijayadashami for the Ravan Dahan, and in 2024, Hon'ble President Shri Ram Nath Kovind ji was also present. Other ministers such as Rajnath Singh have also attended.

Dignitaries	Felicitation ceremony on daily basis of dignitaries (Ministers, Artists and social workers).
Live On Air	Live on TV Channels, Social Media Platforms & Website.
Print Media	Print media coverage on all major and small newspapers
Footfall	Estimated approx footfall is around 15 to 20 lakh unique visitors.

Your parternship will illuminate the stage for authentic Ramayana storytelling, amplify your brand with prime visibility during peak Dussehra season and engage communities through traditional festivities, stalls and family experiences. Opportunities include brand stalls, on-stage brand placements, TVCs, hoardings, banners, invitation cards and more. Some of our past partners include Senco Gold, Kisna Jewellers, Dhara, Safal, Patanjali, DLF, Chintels, and Dwarka Hospitals.

BRIEF HISTORY

Since 2010, the Dwarka Shri Ramlila Society has been successfully organizing this grand cultural and spiritual celebration with immense devotion and community participation. Over the years, the event has become one of North India's most prominent Ramlila festivals, attracting thousands of visitors annually. The estimated expenditure for stage production, artist performances, tents, lighting, sound, catering, rides, decorations, and public amenities is approximately ₹1.50 crore. More than 300 artists participate in the Ramlila production each year. The venue is secured under the supervision of Delhi Police with 100+ CCTV cameras, 300+ trained security personnel, and metal detectors at all entry and exit gates. The main stage measures approximately 140 ft wide and 92 ft high, supported by five giant LED screens for a seamless audience experience. The event is proudly supported by leading brands including DLF, Senco Gold, Mother Dairy, Patanjali, Jio, Domino's, Honda Cars, and many others.

PROGRAM FORMAT

15th Ramlila Manchan & The Big Mela

The Ramlila Manchan will be held over 10 days, with performances starting from 7:00 PM and continuing until midnight each evening. The accompanying Mela will be open daily from 5:00 PM to 12:00 midnight, offering a vibrant experience of food, entertainment, and cultural festivities for all visitors.

Aarti and Deep Prajwalan, Ganesh Vandana, Folk Dance Performances, Bhajan Sandhya by Renowned Singers, Guest Felicitation, Sponsor Felicitation with Stage Address by Sponsors, and Grand Ramlila Manchan.

STAGE LAYOUT

PM & PRESIDENT'S MESSAGE

PM Narendra Modi

"On the auspicious occasion of Vijayadashami, I extend my heartfelt greetings to the Dwarka Shri Ramleela Society and all its members. May this festival inspire us to uphold the values of truth, righteousness, and unity, and may our collective efforts continue to strengthen the cultural fabric of our nation."

"On the auspicious occasion of Vijayadashami, I extend my warm greetings to the Dwarka Shri Ramleela Society and all its members. May this festival inspire us to cherish the victory of good over evil, uphold the values of honesty, compassion, and integrity, and strengthen the bonds of our cultural heritage and community."

President Ram Nath Kovind

Sh. Nitin Gadkari

"It is a matter of great pleasure that Dwarka Shriram Leela Society (Regd.), Sector-7, Dwarka is organizing the grand Ram Leela Utsav. Lord Shri Ram is worshipped as the symbol of righteousness, truth, and virtue, and Dussehra represents our rich cultural and traditional values. I extend my heartfelt congratulations and best wishes to all members of the society, participants, devotees, and the audience, and wish the program great success."

MINISTER'S MESSAGES

राजनाथ सिंह
RAJNATH SINGH

गृह मंत्री
भारत
नई दिल्ली-110001
Home Minister
India
New Delhi-110001

दिनांक : 01.08.2016

संदेश

मुझे यह जानकर अधिक प्रसन्नता हुई है कि द्वारका श्री राम लीला सोसायटी (नई दिल्ली) द्वारा विगत वर्षों की भाँति इस वर्ष भी श्री रामलीला का मंचन किया जा रहा है तथा इस अवसर पर एक स्मारिका भी प्रकाशित की जा रही है।

प्रतिवर्ष सामाजिक मनोरंजन के अवसर पर मर्यादा पुरुषोत्तम भगवान श्रीराम के जीवन पर आधारित की जाने वाली रामलीलाओं के माध्यम हमें महान संस्कृति की समृद्ध परम्पराओं के दर्शन होते हैं। भगवान श्रीराम का संपूर्ण जीवन हमें आदर्श और मर्यादित जीवन जीने की शिक्षा एवं प्रेरणा देता है।

मैं स्मारिका के प्रकाशन से जुड़े सभी बन्धुओं को हार्दिक बधाई देता हूँ तथा रामलीला के सफल मंचन की कामना करता हूँ।

शुभकामनाओं सहित।

27.08.16

(राजनाथ सिंह)

Office : Room No. 104, Ministry of Home Affairs, North Block, New Delhi-110 001
Tel : 23092460, 23094686 Fax : 23092579
E-mail : rnsg@nic.in

सतीश उपाध्याय
अध्यक्ष
Satish Upadhyay
President

भारतीय जनता पार्टी, दिल्ली प्रदेश
Bharatiya Janata Party, Delhi Pradesh

Dated 29 Sep. 2016

सन्देश

यह बड़े आनन्द का विषय है कि द्वारका श्री रामलीला सोसायटी द्वारा प्रत्येक वर्ष की तरह इस वर्ष भी मर्यादा पुरुषोत्तम भगवान श्री राम की जीवन लीलाओं का मंचन 13 अक्टूबर से 23 अक्टूबर, 2016 तक किया जा रहा है तथा इस अवसर पर एक स्मारिका का प्रकाशन किया जायेगा। द्वारका श्री रामलीला सोसायटी भगवान श्रीराम के आदर्शों अपने द्वारा किये गये सेवा कार्यों को समाज के विभिन्न लोगों तक पहुँचाने में एक प्रमुख भूमिका निभा रही है।

वर्ष 2016 की इस स्मारिका में सोसायटी द्वारा विगत वर्षों में किये गये समाजोपयोगी कार्यों का विवरण सहित विवरण प्रस्तुत किया जायेगा जो समाज के सभी वर्गों के लिए लाभकारी होगा। प्रभु श्रीराम के जीवन को आज की युवाओं के बीच प्रस्तुत करना और युवाओं को अपने आदर्शों पर चलने की प्रेरणा देना ही सबसे बड़ा धर्म और समाज के हित का काम है।

आज आवश्यकता है कि हम अपनी भावी पीढ़ी को अपनी सनातन संस्कृति, परम्पराओं एवं मूल्यों से परिचित कराएँ। इस कार्य में दृश्य-श्रव्य माध्यम सर्वाधिक प्रभावी साबित होता है। आपकी संस्था के माध्यम से भगवान श्रीराम की जीवन-लीलाओं का सजीव चित्रण कर भावी की भावी पीढ़ी को समझाया जिया जा रहा है। इस सामाजिक कार्य से जुड़े आप सभी सम्मानित पदाधिकारी एवं सदस्य प्रशंसा एवं बधाई के पात्र हैं।

भगवान श्रीराम एवं माता सीता से प्रार्थना है कि द्वारका श्री रामलीला सोसायटी अपने सामाजिक प्रयोजन में निरंतर सफलता की ओर अग्रसर हो।

आपका

(सतीश उपाध्याय)

श्री रमेश गहलोत
मुख्य संरक्षक
द्वारका श्री राम लीला सोसाइटी
मोहल्ला गार्डन, सेक्टर 7
द्वारका, नई दिल्ली-110045
मोबाइल- 9818792189,9311960543

14, Pant Marg, New Delhi-110003
Telefax : 011-23712744, 23712323, 23712509, E mail : satishupadhyay161@gmail.com

SITE LAYOUT

MEDIA COVERAGE

द्वारका रामलीला मंचन में भीड़ जुटी

जनसत्ता संवाददाता
नई दिल्ली, 2 अक्तूबर ।

रामलीला मंचन के सातवें दिन दिल्ली के अलग-अलग रामलीला मंचन में दर्शकों की भीड़ जुटी। द्वारका श्रीरामलीला सोसाइटी द्वारका सेक्टर-10 में लंका दहन आकर्षण का केंद्र रहा। रविवार को लंका दहन का मंचन देखकर दर्शक आनंदित हो उठे। दर्शक अभी तक मंथरा की कुटिल चाल, राम वनवास और दशरथ की मृत्यु से विचलित थे। यहां उपनगरी द्वारका बल्कि आसपास के ग्रामीण इलाकों से भी बड़ी संख्या में लोग पहुंचे।

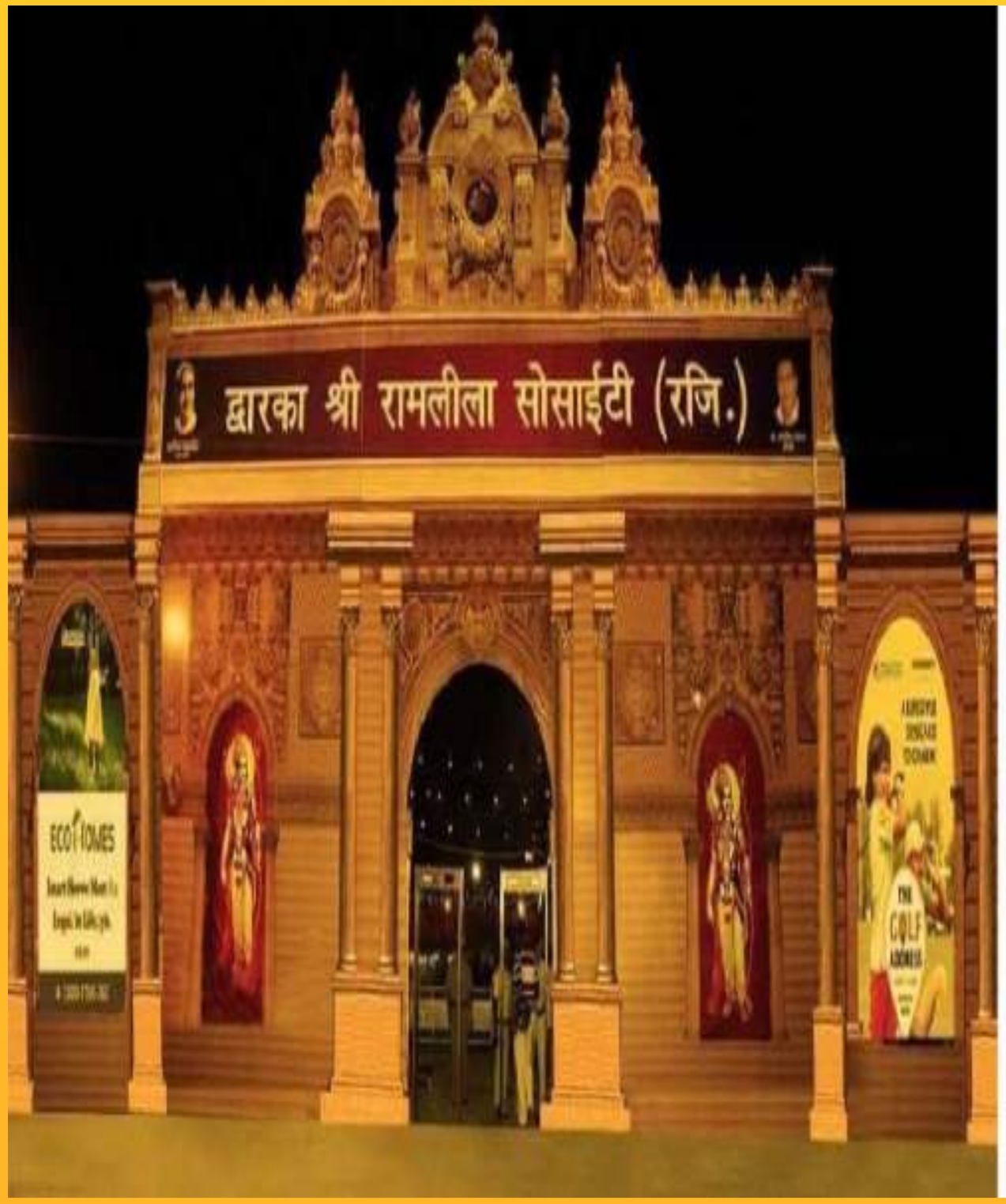
PAST EVENT PHOTOS

PAST EVENT PHOTOS

ADVERTISING STALLS - MELA GROUND

ONSTAGE TV COMMERCIALS

GATE DISPLAY



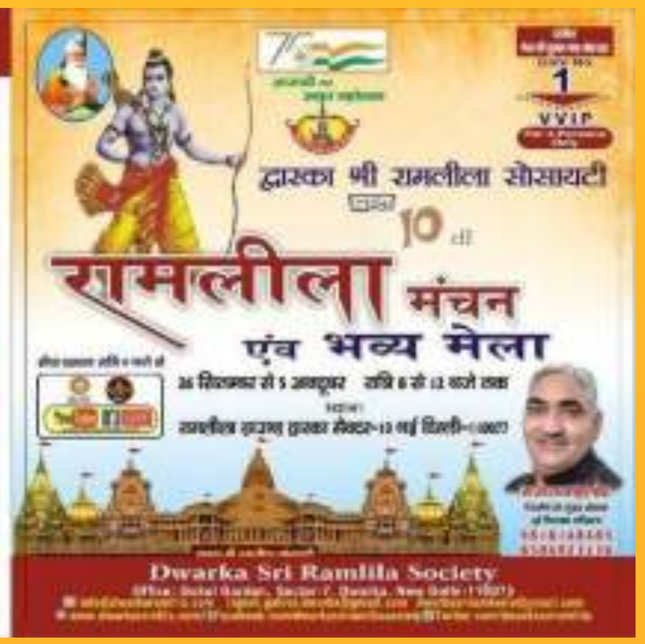
ARCH OR WALL DISPLAY

HOARDINGS & UNIPOLE

PREVIOUS YEAR STAGES

2025 Stage - Operation Sindoor Theme

INVITATION CARDS WITH LOGO



CHIEF SPONSOR

Number Of Sponsor - 1 || Amount : Rs 51,00,000

Branding Benefits:

- VVIP Main Entry Gate & on other Gate 4 Archs (6.5'x8' bothsides of gate)
- 30 Arch in Event Ground Wall
- 20 sec TVC advertisement 10 times everyday during program on main stage screen.
- Special invitation for opening & closing ceremonies.
- Coverage with Media along with organizer.
- 2 stalls in Prime Location at Mela Ground (size 10'x10' one stall size)
- Company's logo placement on 1 lakh invitation cards.
- 100 VVIP passes, 200 VIP passes
- Stage announcement of sponsor during the event.
- Felicitation of company's representatives on stage.
- Logo on social media (Twitter, Facebook, LinkedIn, Mailings etc.)
- Branding on security stands
- Company logo on all hoardings/banners/posters of Ramlila committee.

DIAMOND SPONSOR

Number Of Sponsor - 2 || Amount : Rs 21,00,000

Branding Benefits:

- VVIP Main Entry Gate & on other Gate 2 Archs (6.5'x8' both sides of gate)
- 20 Arch in Event Ground Wall
- 20 sec TVC advertisement 8 times everyday during program on main stage screen.
- Special invitation for opening & closing ceremonies.
- Coverage with Media along with organizer.
- 1 stall at Mela Ground (size 10'x10' one stall size)
- Company's logo placement on 1 lakh invitation cards.
- 75 VVIP passes, 100 VIP passes
- Stage announcement of sponsor during the event.
- Felicitation of company's representatives on stage.
- Logo on social media (Twitter, Facebook, LinkedIn, Mailings etc.)
- Branding on security stands
- Company logo on all hoardings/banners/posters of Ramlila committee.

GOLD SPONSOR

Number Of Sponsor - 4 || Amount : Rs 11,00,000

Branding Benefits:

- VVIP Main Entry Gate & on other Gate 2 Archs (6.5'x8' both sides of gate)
- 12 Arch in Event Ground Wall
- 20 sec TVC advertisement 6 times everyday during program on main stage screen.
- Special invitation for opening & closing ceremonies.
- Coverage with Media along with organizer.
- 1 stall at Mela Ground (size 10'x10' one stall size)
- Company's logo placement on 75 thousand invitation cards.
- 50 VVIP passes, 75 VIP passes
- Stage announcement of sponsor during the event.
- Felicitation of company's representatives on stage.
- Logo on social media (Twitter, Facebook, LinkedIn, Mailings etc.)
- Branding on security stands
- Company logo on all hoardings/banners/posters of Ramlila committee.

SILVER SPONSOR

Number Of Sponsor - 8 || Amount : Rs 8,00,000

Branding Benefits:

- 8 Arch in Event Ground Wall
- 20 sec TVC advertisement 3 times everyday during program on main stage screen.
- Special invitation for opening & closing ceremonies.
- Coverage with Media along with organizer.
- 1 stall at Mela Ground (size 10'x10' one stall size)
- Company's logo placement on 75 thousand invitation cards.
- 15 VVIP passes, 20 VIP passes
- Stage announcement of sponsor during the event.
- Felicitation of company's representatives on stage.
- Logo on social media (Twitter, Facebook, LinkedIn, Mailings etc.)
- Branding on security stands
- Company logo on all hoardings/banners/posters of Ramlila committee.

SPONSOR

Number Of Sponsor - 10 || Amount : Rs 5,00,000

Branding Benefits:

- 4 Arch in Event Ground Wall
- 1 stall at Mela Ground (size 10'x10')
- 10 VVIP passes, 10 VIP passes
- Felicitation of company's representatives on stage.

BRAND DISPLAY

Amount : Rs 1,50,000

Branding Benefits:

- Brand Hoarding 10 pcs (4x4 ft) at Ramlila Manchan ground
- 5 VVIP passes, 10 VIP passes
- Felicitation of company's representatives on stage.

Stall Display (10x10 ft): Rs 1,00,000

VEHICLE DISPLAY

Amount : Rs 3,50,000

Branding Benefits:

- 1 Wooden floor (carpeted) at VVIP Gate (Size 20'x10')
- Promo table and chair
- 1 Backdrop (Size 20'x6')
- 4 Arch in Event Ground Wall
- 5 VVIP passes, 10 VIP passes
- Felicitation of company's representatives on stage.

Regd. No. S/RS/SW/0059/2010

DWARKA SRI RAMLILA SOCIETY (Regd.)

Grateful For Your Sponsorship!

CONTACT : Mr. Bharat Bhushan Malviya

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