



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 2026

**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 triumph of Dharma during Dussehra through 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 partnership 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

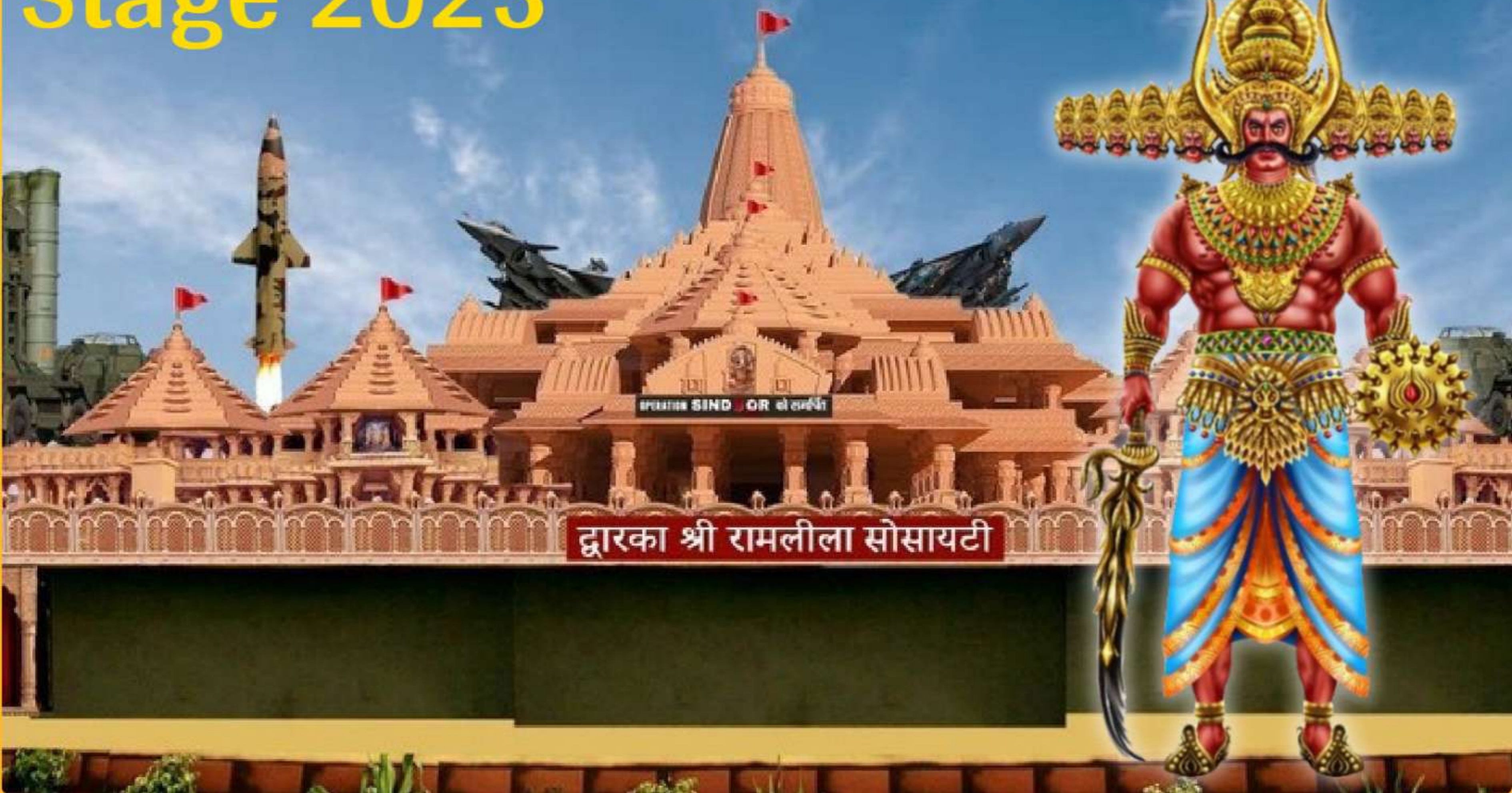
The Ramlila Manchan will be held over 10 days, with performances starting from 7:00 PM and continuing until midnight each evening. The accompanying Mela will be open daily from 5:00 PM to 12:00 midnight, offering a vibrant experience of food, entertainment, and cultural festivities for all visitors.

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

Stage 2025



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 : 03.08.2016

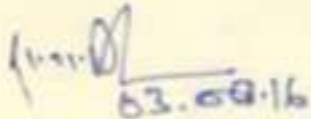
संदेश

मुझे यह जानकर हार्दिक 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 शारदीय नवरात्र के अवसर पर मर्यादा पुरुषोत्तम भगवान श्रीराम के जीवन पर आयोजित की जाने वाली रामलीलाओं के माध्यम हमें भारतीय 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।


03.08.16
(राजनाथ सिंह)

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Tel. : 23092462, 23094098 Fax : 23092979
E-mail : hm@nic.in

सतीश उपाध्याय
अध्यक्ष
Satish Upadhyay
President



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

Dated 29 Sep. 2015

सन्देश

यह बड़े उत्साह 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, 2015 तक किया जा रहा है तथा इस अवसर पर एक स्मारिका का प्रकाशन किया जायेगा। द्वारका श्री रामलीला सोसायटी भगवान श्रीराम के आदर्शों उनके द्वारा किये गये प्रेरक कार्यों को समाज के विभिन्न लोगों तक पहुँचाने में एक प्रमुख भूमिका निभा रही है।

वर्ष 2015 की इस स्मारिका में सोसायटी द्वारा विगत वर्षों में किये गये समाजोपयोगी कार्यों का चित्रों सहित विवरण प्रस्तुत किया जायेगा जो समाज के सभी वर्गों के लिए लाभकारी होगा। प्रभु श्रीराम के जीवन को आज के युवाओं के बीच प्रस्तुत करना और युवाओं को उनके आदर्शों पर चलने की प्रेरणा देना ही सबसे बड़ा धर्म और समाज के हित का काम है।

आज आवश्यकता है कि हम अपनी मावी 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 जीवनलीलाओं का सजीव चित्रण कट भारत की मावी पीढ़ी को सद्प्रेरणा दिया जा रहा है। इस साप्ताहिक 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 साप्ताहिक प्रयोजन में निरंतर सफलता की ओर अग्रसर रहे।

आपका

(सतीश उपाध्याय)

श्री राजेश गहलोत
मुख्य संरक्षक
द्वारका श्री राम लीला सोसायटी
गोकुल गार्डन, सेक्टर 7
द्वारका, नई दिल्ली-110045
मोबाइल- 9811792180, 9311160543

14, Pant Marg, New Delhi-110001

Telefax : 011-23712744, 23712323, 23712509, E mail : satishupadhyay161@gmail.com

SITE LAYOUT



MEDIA COVERAGE

DAY - 5 LIVE 30/09/2022 को खेवट प्रसंग से लेकर राम-भरत मिलाप तक

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DWARKA SRI RAMLILA SOCIETY (Regd.)
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 www.dwarkaramlila.com

Dwarkaramlila.com

10th रामलीला मंचन
 एवं भव्य मेला
 सीधा प्रसारण रात्रि 9 बजे से

आप दिल्ली **भजन तीर्थ** **BREAKING NEWS** **INDIA TIME 24**

संत वाणी TV **झारखंड LIFE TV** **श्रद्धा MH ONE**

YouTube f LIVE




DAY-05

खेवट प्रसंग, दशरथ मरण, भारत-कैकयी संवाद
 राम-भारत मिलाप तक

पांचवी रात्रि 30-09-2022,
शुक्रवार, रात्रि 8.30 बजे

LIVE

YouTube f LIVE

द्वारका श्री रामलीला सोसाइटी
द्वारका सेक्टर-10 रामलीला ग्राउंड

NBT नवभारत टाइम्स

रावण के कटते सिर से निकलेगा खून
 हवा में उड़ते हनुमान साप्ते संजीवनी



द्वारका रामलीला मंचन में भीड़ जुटी

जनसत्ता संवाददाता
 नई दिल्ली, 2 अक्टूबर ।

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।

विराट रामलीला मंचन द्वारका में

देश के सबसे बड़ी रामलीला में 140 फुट लंबा 60 फुट चौड़ा व 92 फुट ऊंचा होगा मंच

मंचन बड़े 135 फुट लंबा का होगा

रामलीला में दिखेगा लेना का सर्जिकल स्ट्राइक का मंचन और झांकिवा



नवोदय टाइम्स

द्वारका श्री रामलीला में उमड़े भक्त

द्वारका श्री रामलीला सोसाइटी की लीला में राम लीला परंपरा का मनोहारी सुरभ ।



PAST EVENT PHOTOS



Record For India's Largest Ravan 2024



PAST EVENT PHOTOS



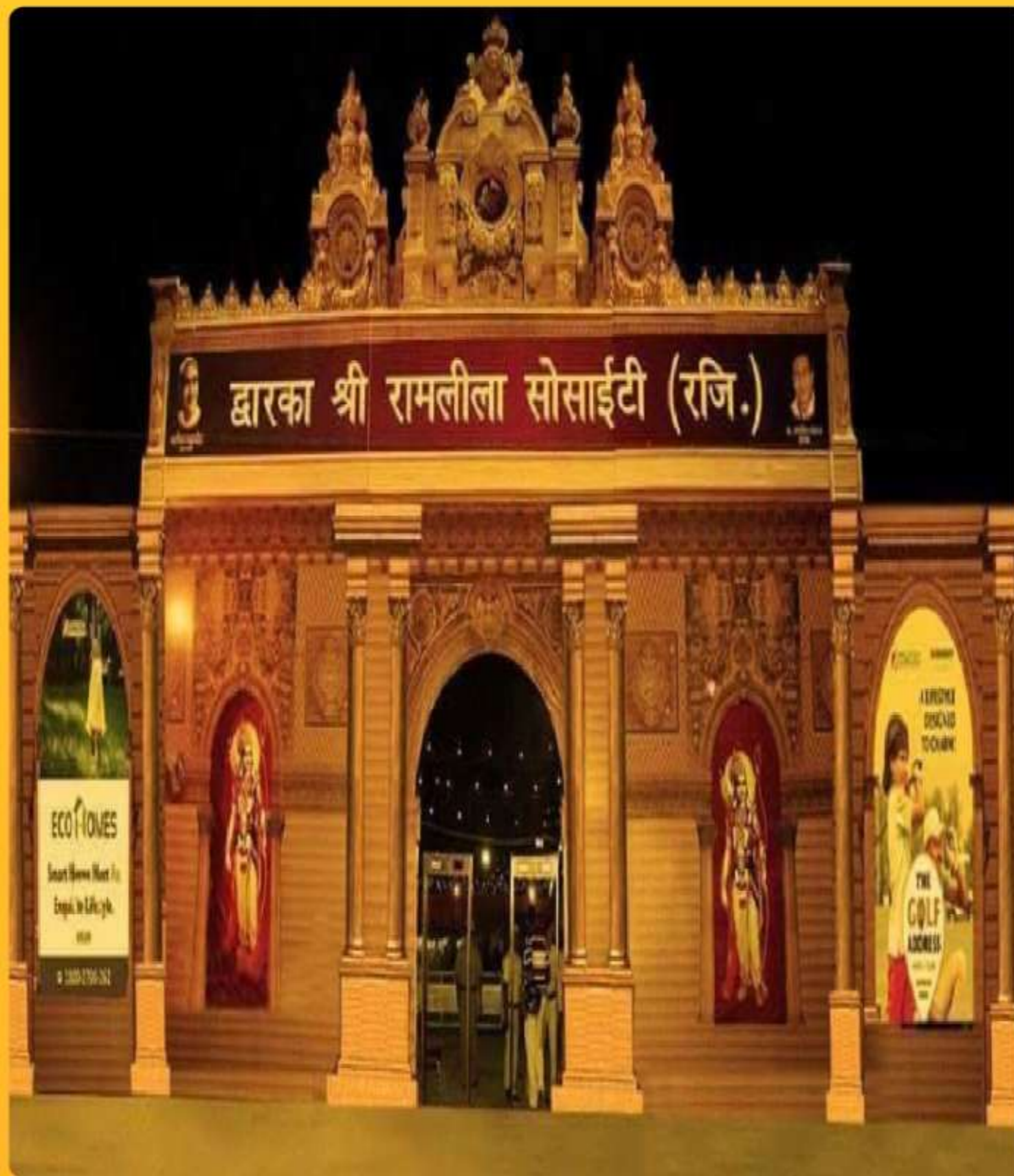
ADVERTISING STALLS - MELO GROUND



ONSTAGE TV COMMERCIALS



GATE DISPLAY



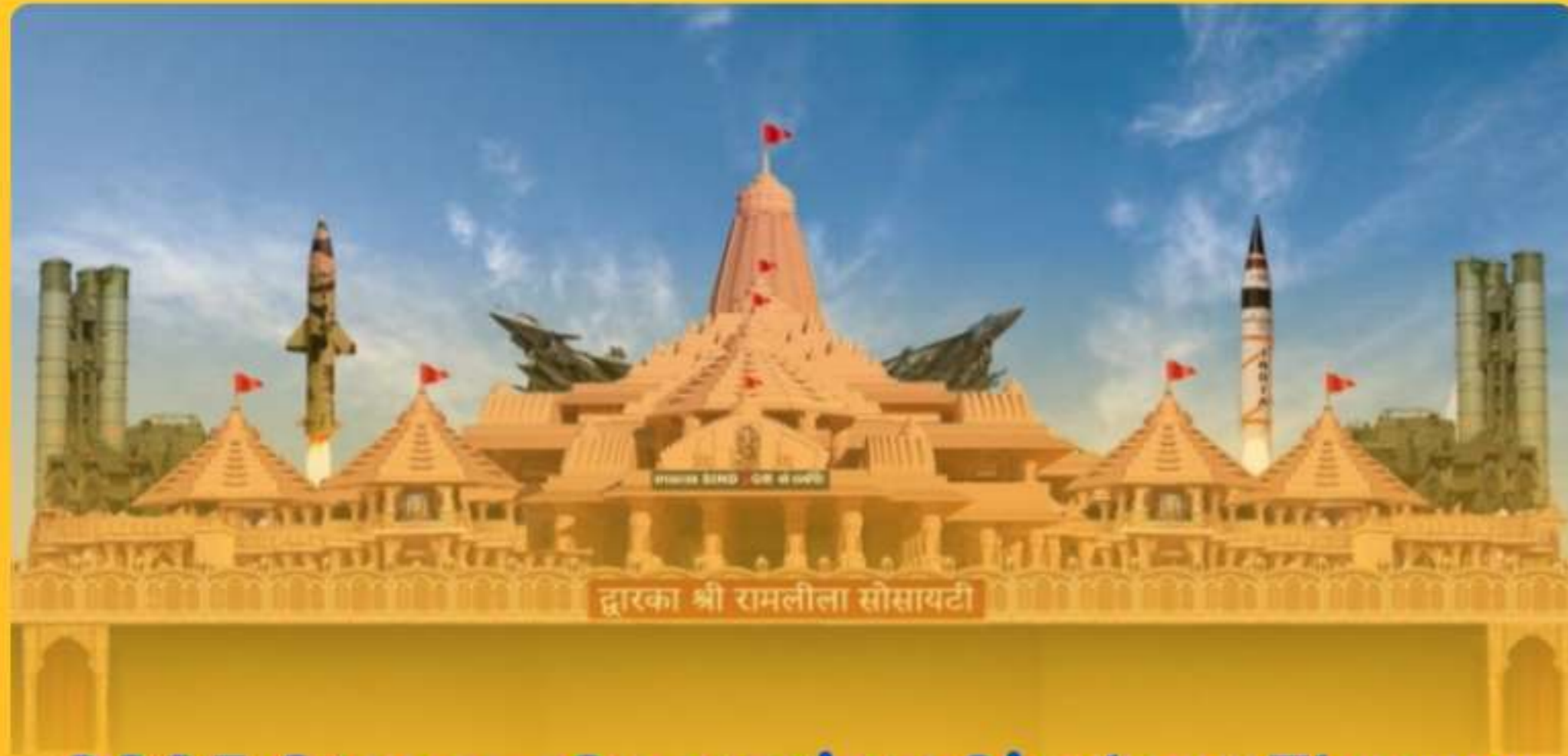
ARCH OR WALL DISPLAY



HOARDINGS & UNIPOLE



PREVIOUS YEAR STAGES



2025 Stage - Operation Sindoor Theme



TITLE SPONSOR

Number Of Sponsor - 1 || Amount : above Rs 3,00,00,000

Branding Benefits:

- Naming Rights: Event title to carry sponsor's name
- Main Stage Branding: Prominent logo placement on main stage backdrop and stage banners.
- Exclusive Speaking Slot: Opportunity to address the audience in the opening/closing ceremony.
- VIP Access: 100 VVIP passes and 200 VIP passes with premium seating and hospitality.
- On-Ground Visibility: Logo on all major event banners, directional boards, and invitation cards.
- Digital Visibility: Dedicated recognition on event website, social media posts (stories, reels, posts), and promotional emails.
- 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.
- Stage announcement of sponsor during the event.
- Felicitation of VIPs on stage.
- Branding on security stands .

GRAND SPONSOR

Number Of Sponsor - 2 || Amount : above Rs 51,00,000

Branding Benefits:

- VVIP Main Entry Gate & on other Gate 2 Archs (6.5'x8' both sides 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, 150 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 - 4 || Amount : above Rs 31,00,000

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 - 5 || Amount : Rs 21,00,000

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 - 10 || Amount : Rs 11,00,000

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 5,00,000

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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