



TRADEVISTA
E V E N T S

Curated trade shows & industry events

FASHION & LIFESTYLE EXPO 2026

SPONSORSHIP PROPOSAL

Partner with Trade Vista and gain visibility across Purvanchal



19 - 20 NOVEMBER 2026

Trade Facilitation Centre (TFC), Bada Lalpur, Varanasi | 10 AM - 8 PM Daily

ORGANIZED BY TRADE VISTA

In association with Kalawati Enterprises & BizzDose Media & Marketing

Call / WhatsApp: 7080666893 | tradevistaevents@gmail.com

tradevista.events | [@tradevistaevents](https://www.instagram.com/tradevistaevents)

ABOUT THE EVENT

Trade Vista - Fashion & Lifestyle Expo brings brands, entrepreneurs, creators and shoppers together under one roof at the Trade Facilitation Centre, Varanasi. It is a two-day shopping and business event with a Fashion Showcase (ramp walk), a lifestyle exhibition, a festive marketplace, a food court and business networking.

What is sponsorship? As a sponsor, your brand gets prime branding spots, stage presence and promotion at the event. Visitors see your name at the gates, on the stage, in the walkways and on social media - so people remember and trust your brand.

DATE**19 - 20 Nov 2026****VENUE****Trade Facilitation Centre
(TFC), Bada Lalpur, Varanasi****TIMINGS****10 AM - 8 PM Daily****EXPECTED VISITORS 2,000 - 2,500**

This is an estimate. The organizer does not guarantee footfall, sales or business outcomes.

Regional Reach

Visitors, shoppers and businesses are invited from six districts, so your brand is seen beyond one city.

Varanasi**Jaunpur****Azamgarh****Mau****Ghazipur****Chandauli**

Why Sponsor Trade Vista?

✓ Direct access to customers

Your brand meets shoppers face to face, not only through ads.

✓ Brand awareness & visibility

Your logo is seen by thousands of visitors over two days.

✓ Festive shopping audience

Visitors come ready to shop, so they notice and remember brands.

✓ Networking & business growth

Meet exhibitors, buyers and creators and build new business contacts.

✓ Regional market exposure

Reach people from six districts of Purvanchal in one event.

✓ Promotional support

Your brand is also promoted through our social media and media partner.

Sponsorship Packages

Four packages, each with limited slots, so every sponsor gets a clear place for their brand.

TOP TIER

Title Sponsor
₹60,000

Only 1 slot available

The face of the event. Biggest branding at the entry, lobby and main stage.

TIER 2

Co-Sponsor
₹30,000

Only 2 slots available

Strong presence at an entry gate and on the stage backdrop. Gate 3 or Gate 5.

TIER 3

Associate Sponsor
₹15,000

Only 3 slots available

Own a zone: Hall 1 walkway, Hall 2 walkway or the Audience Area.

TIER 4

Supporting Sponsor
₹8,000

Only 4 slots available

Be part of the Food Court with banner logo, tent cards and a social mention.

Package Comparison

A quick side-by-side view. Every item is explained on the next pages.

What you get	Title ₹60,000	Co-Sponsor ₹30,000	Associate ₹15,000	Supporting ₹8,000
Slots available	1	2	3	4
Gate banner	Gate 4	Gate 3 / Gate 5	-	-
Entry Lobby backdrop & selfie point	✓	-	-	-
Stage backdrop logo	Largest, "Presented by"	Medium logo	-	-
Ramp Walk naming	✓	-	-	-
Overhead Central Walkway banners	2	-	-	-
Standeers (6 × 3 ft)	4	2	2	-
Food Court banner + tent cards	-	-	-	✓
Anchor mentions on stage	Every announcement	3 times	1 time	-
Logo on entry pass / lanyard	✓	-	-	-
Flyer in goodie bag	✓	✓	✓	-
Social media	4 posts + 2 reels	2 posts + 1 reel	1 post	Logo in group post

Branding material is designed and printed by the organizer from the logo you provide.

Package Details

Every item in each package is explained in simple words.

Title Sponsor

₹60,000

Only 1 slot | Zones 1, 2 & 3: Main Entry, Main Stage, Walkways

- ✓ **Gate 4 Banner (1)** - A large printed banner at Gate 4, the central entry gate. Almost every visitor walks past it.
- ✓ **Entry Lobby Backdrop & Selfie Point (1)** - A branded photo backdrop in the lobby. Visitors take photos here and share them, spreading your brand.
- ✓ **Main Stage Backdrop** - Your logo is the largest on the "Presented by" backdrop behind the Ramp Walk, seen in all show photos and videos.
- ✓ **Ramp Walk Naming** - The ramp walk is announced and displayed as "[Your Brand] Ramp Walk".
- ✓ **Overhead Walkway Banners (2)** - One banner over the Central Walkway in Hall 1 and one in Hall 2, on the main path of all visitors.
- ✓ **Standeers (4)** - Four 6 × 3 ft printed standees placed in the Entry Lobby.
- ✓ **Anchor Mentions** - The anchor says your name in every stage announcement.
- ✓ **Entry Pass / Lanyard Logo** - Your logo on visitor entry passes and lanyards.
- ✓ **Goodie Bag Flyer** - Your flyer or offer goes into the goodie bag.
- ✓ **Social Media (4 posts + 2 reels)** - Dedicated posts and reels on Trade Vista's channels with the media partner.
- ✓ **Logo Priority** - Your logo is the largest among sponsors on all event branding and promotion.

Co-Sponsor

₹30,000

Only 2 slots | Zones 1 & 2: Gate 3 or Gate 5 and the Main Stage

- ✓ **Gate Banner (1)** - A printed banner at Gate 3 or Gate 5, two of the three open entry gates.
- ✓ **Stage Backdrop Logo** - Your logo on the main stage backdrop, in a medium size.
- ✓ **Standeers (2)** - Two 6 × 3 ft printed standees placed near your gate.
- ✓ **Anchor Mentions (3)** - The anchor announces your name three times during the event.
- ✓ **Goodie Bag Flyer** - Your flyer or offer goes into the goodie bag.
- ✓ **Social Media (2 posts + 1 reel)** - Dedicated posts and a reel on Trade Vista's channels.
- ✓ **Logo Placement** - A large logo on the event branding, second in size after the Title Sponsor.

Package Details (contd.)

Associate Sponsor

₹15,000**Only 3 slots** | Zones 3 & 4: Walkway (Hall 1 / Hall 2) or Audience Area

- ✓ **Your Own Zone** - Choose one of three slots: Hall 1 Central Walkway, Hall 2 Central Walkway or the Audience Area. This area is branded with your name.
- ✓ **Standeers (2)** - Two 6 × 3 ft printed standees placed in your zone.
- ✓ **Anchor Mention (1)** - The anchor announces your name once during the event.
- ✓ **Goodie Bag Flyer** - Your flyer or offer goes into the goodie bag.
- ✓ **Social Media (1 post)** - A post about your brand on Trade Vista's channels.
- ✓ **Logo Placement** - Your logo in medium size on the event branding.

Supporting Sponsor

₹8,000**Only 4 slots** | Zone 5: Food Court

- ✓ **Food Court Banner** - Your logo on the shared Food Court banner, seen by everyone who eats and rests at the event.
- ✓ **Tent Cards** - Your branded tent card on the Food Court tables and common seating.
- ✓ **Social Media Mention** - Your logo is included in the group sponsor post.
- ✓ **Logo Placement** - Your logo in small size in the Food Court branding.

Common benefits for every sponsor

Event branding • Marketing visibility • Brand exposure across Purvanchal • Business networking with exhibitors and creators. These are explained on the next page.

Benefits Explained

What each branding item means and how it helps your brand.

Gate Banner

A large printed banner at an entry gate. It is the first thing visitors see, so it gives strong first impression.

Entry Lobby Backdrop & Selfie Point

A decorated photo wall in the lobby. People love photos, and every shared photo shows your brand online.

Main Stage Backdrop

The printed wall behind the Ramp Walk. It appears in every photo and video of the Fashion Showcase.

Ramp Walk Naming

The ramp walk carries your brand name in announcements and signage, so your name is linked with the main attraction.

Overhead Walkway Banners

Banners hung over the Central Walkway in Hall 1 and Hall 2. Visitors look up and see them while walking.

Standeers (6 × 3 ft)

Free-standing printed boards placed in your zone. They guide visitors and keep your brand in sight.

Anchor Mentions

Your brand name spoken by the anchor on stage. Visitors hear it, not only see it.

Entry Pass / Lanyard Logo

Your logo on passes and lanyards that visitors keep wearing all day.

Goodie Bag Flyer

Your flyer, coupon or offer inside the goodie bag, so visitors take your brand home.

Social Media

Posts and reels on Trade Vista's pages before and during the event, reaching people who may not visit in person.

Food Court Banner & Tent Cards

Your logo where visitors sit, eat and relax - a long, relaxed viewing time.

Common benefits for every sponsor

- ✓ **Event Branding** - Your logo is used on event material, according to your package.
- ✓ **Marketing Visibility** - Your brand is included in event promotion, before and during the event.
- ✓ **Brand Exposure Across Purvanchal** - Visitors come from six districts, so your brand reaches a wide region.
- ✓ **Business Networking** - Meet exhibitors, creators and shoppers and make new business contacts.

Floor Plan & Branding Zones

The venue has Hall 1, Hall 2 and Hall 3 (Food Court). Orange markers show where sponsor branding is placed. Open gates: Gate 3, Gate 4 and Gate 5.



Zone	Branding Area	What is branded	Sponsor
1	Main Entry & Entry Lobby	Gate 4 banner and lobby backdrop / selfie point; Gate 3 and Gate 5 banners	Title (Gate 4, lobby) Co-Sponsors (Gate 3, Gate 5)
2	Main Stage	Backdrop, Ramp Walk and Backstage area	Title (largest logo, ramp naming) Co-Sponsors (medium logo)
3	Central Walkway	Walkways of Hall 1 and Hall 2 with standees and overhead banners	Associate (1 per hall) Title (overhead banners)
4	Audience Area	Seating on both sides of the Ramp Walk	Associate (1 slot)
5	Food Court	Hall 3 food court banner, tent cards and common seating	Supporting (4 slots)

Exact positions and sizes of banners and standees are finalised by the organizer within each zone.

How to Become a Sponsor

1 Choose your package

Select a package and check slot availability on 7080666893.

2 Fill the booking form

Complete and sign the Sponsorship Booking Form (last page).

3 Pay 50% advance

Your slot is confirmed after the advance is received.

4 Share your logo

Send your logo (high quality) and brand details for printing.

5 Pay the balance

Pay the remaining 50% before the event date.

6 Shine at the event

Your branding goes up and your promotion starts.

Payment Schedule

Package	Amount	50% Advance (to confirm)	Balance (before event)
Title Sponsor	₹60,000	₹30,000	₹30,000
Co-Sponsor	₹30,000	₹15,000	₹15,000
Associate Sponsor	₹15,000	₹7,500	₹7,500
Supporting Sponsor	₹8,000	₹4,000	₹4,000

Applicable GST is charged additionally if a GST invoice is requested.

Terms & Conditions

The main terms in simple words (from the Trade Vista Terms & Conditions).

Booking	A slot is confirmed only after the 50% advance is received, and slots are given on a first-come, first-served basis, subject to organizer approval.
Payment	The balance must be paid before the event date. If payment is not completed, the booking can be cancelled.
Refunds	The advance payment is non-refundable. No refund is given for cancellations within 30 days of the event.
GST & Billing	GST is charged extra if you ask for a GST invoice. Receipts are issued as per the organizer's billing.
Photos & Videos	The organizer may use photos and videos taken at the event for promotion and marketing.
No Guarantee	Sales, leads, footfall and business results are not guaranteed. Trade Vista is a platform for promotion and engagement.
Changes & Force Majeure	Layouts and schedules may change if needed. The organizer is not responsible for events beyond its control, such as natural disasters or government restrictions.
Jurisdiction	Any dispute is subject to the courts of Varanasi, Uttar Pradesh.

Sponsorship Booking Form

Fill in the details and send the form on WhatsApp **7080666893** or email **tradevistaevents@gmail.com**.

Company / Brand Name

Contact Person

Designation

Phone / WhatsApp

Email

Website / Instagram

Address / City

GST No. (if invoice needed)

Select Package & Slot

- ☐ **Title Sponsor - ₹60,000**
- ☐ **Co-Sponsor - ₹30,000** (☐ Gate 3 ☐ Gate 5)
- ☐ **Associate Sponsor - ₹15,000** (☐ Hall 1 ☐ Hall 2 ☐ Audience)
- ☐ **Supporting Sponsor - ₹8,000** (Food Court)

Payment Mode

☐ UPI ☐ Bank Transfer ☐ Cash ☐ Cheque

Advance Paid (50%)

Transaction / Ref. No.

Date of Payment

DECLARATION

I/We have read, understood and accepted the Trade Vista Terms & Conditions, and confirm the sponsorship package and slot selected above.

Sponsor Signature & Stamp

Date: ____ / ____ / ____

For Trade Vista

Date: ____ / ____ / ____

CALL / WHATSAPP
7080666893

EMAIL
tradevistaevents@gmail.com

WEBSITE / INSTAGRAM
tradevista.events
@tradevistaevents