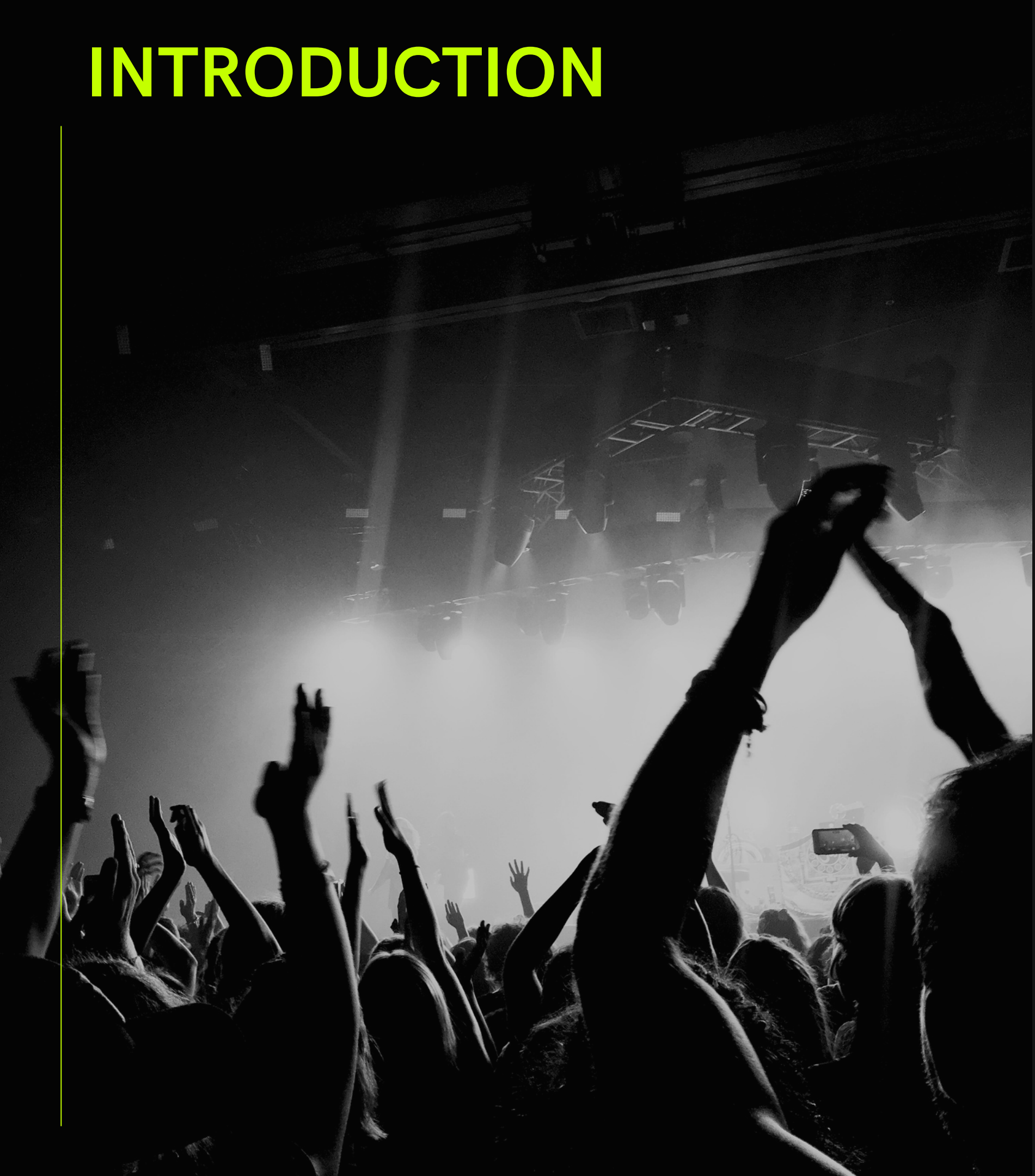


# JINGLE-JAM

JAMरंग



# INTRODUCTION



**Brace yourselves as creativity meets composition – participants are handed the reins to transform a one-minute tapestry of visual marvels, spanning the eclectic spectrum of advertisements.**

## **Competition Format:**

- **Create Scoring for a 1-Minute Advertisement Clip**
- **Provided Media Piece: Any Product, Any Style**
- **Visuals: Filmed Scenes, Animation, Any Cognizable Content.**



# RULES

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## TIME LIMIT:

- PARTICIPANTS HAVE 1 HOUR TO SCORE THE PROVIDED MEDIA PIECE.

## ORIGINALITY:

- ALL MUSIC MUST BE ORIGINAL AND CREATED SPECIFICALLY FOR THIS COMPETITION.

## SUBMISSION REQUIREMENTS:

- PARTICIPANTS MUST SUBMIT THEIR JINGLES IN A DESIGNATED FORMAT AT THE END OF THE SCORING PERIOD.

## MUSICAL FREEDOM:

- PARTICIPANTS MAY USE ANY MUSICAL STYLE, INSTRUMENTS, AND TECHNIQUES TO SCORE THE MEDIA PIECE.

## NOTE:

- ALL MUSIC MUST BE ORIGINAL AND CREATED SPECIFICALLY FOR THIS COMPETITION.

## SUBMISSION FORMAT:

- JINGLES MUST BE SUBMITTED IN A DESIGNATED FORMAT AT THE END OF THE SCORING PERIOD.



# JUDGING CRITERIA

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- **CREATIVITY AND ORIGINALITY:**
  - **EVALUATE THE UNIQUE AND INVENTIVE ASPECTS OF THE JINGLE.**
- **SYNCHRONIZATION:**
  - **ASSESS HOW WELL THE JINGLE ALIGNS WITH THE ADVERTISEMENT AND PRODUCT AESTHETIC.**
- **TECHNICAL PROFICIENCY:**
  - **CONSIDER THE SKILL AND TECHNICAL EXCELLENCE DEMONSTRATED IN THE COMPOSITION.**
- **MUSICALITY:**
  - **EVALUATE THE OVERALL MUSICAL QUALITY, INCLUDING MELODY, HARMONY, AND RHYTHM.**





# REWARDS

## JUNIOR CATEGORY:

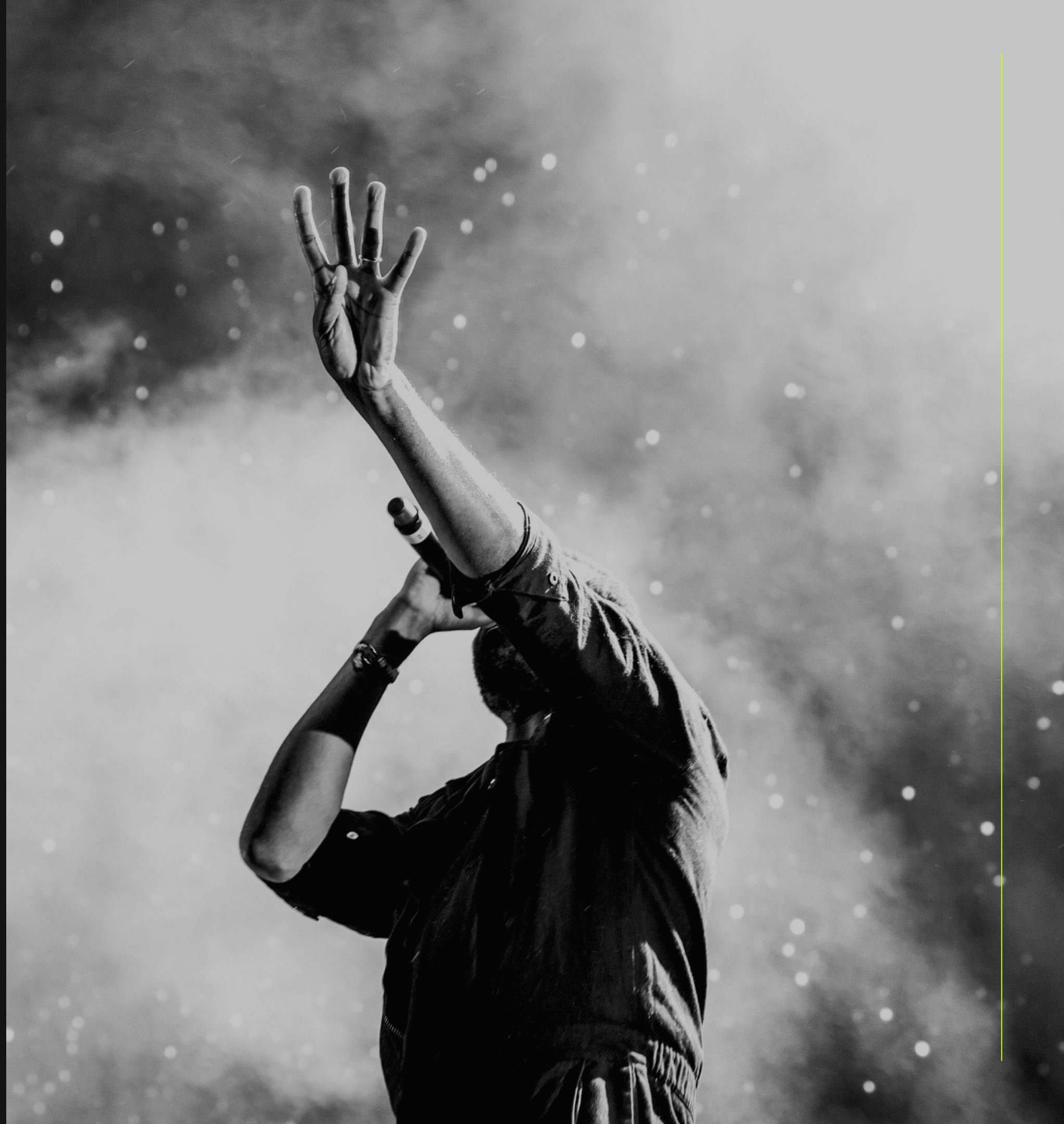
- WINNERS: RS. 40,000/-
- RUNNERS-UP: RS. 20,000/-

## SENIOR CATEGORY:

- WINNERS: RS. 40,000/-
- RUNNERS-UP: RS. 20,000/-

## NOTE:

- ALL WINNERS AND RUNNERS-UP IN BOTH CATEGORIES RECEIVE ENTRY TICKETS TO THE LOLLAPALOOZA FEST.



# BENEFITS TO THE SPONSORS



WE ARE THRILLED TO OUTLINE THE INCREDIBLE BENEFITS THAT PARTNERING WITH OUR EVENT JAMरंग WILL BRING TO YOUR ESTEEMED ORGANIZATION.

- **BRAND EXPOSURE:** YOUR BRAND WILL TAKE CENTER STAGE WITH PROMINENT PLACEMENT IN OUR MARKETING COLLATERAL, INCLUDING POSTERS, BANNERS, AND DIGITAL PROMOTIONS.
- **TARGETED AUDIENCE ENGAGEMENT:** LEVERAGE SOCIAL MEDIA CAMPAIGNS TO ENGAGE A BROADER AUDIENCE, TAPPING INTO THE VAST ONLINE COMMUNITY THAT JAMरंग ATTRACTS.
- **DIGITAL MARKETING:** EXTENSIVE DIGITAL COVERAGE, INCLUDING LOGO PLACEMENT ON THE OFFICIAL EVENT WEBSITE, EMAIL CAMPAIGNS, AND SOCIAL MEDIA CHANNELS.



# BENEFITS TO THE SPONSORS



- **CORPORATE SOCIAL RESPONSIBILITY (CSR):** SHOWCASE YOUR COMMITMENT TO CSR BY ALIGNING YOUR BRAND WITH OUR JAMरंग FEST'S PHILANTHROPIC INITIATIVES.
- **EXCLUSIVE VIP ACCESS:** ELEVATE CLIENT AND EMPLOYEE EXPERIENCES AND ENHANCE NETWORKING OPPORTUNITIES BY PARTICIPATING IN VIP LOUNGES AND TAILORED HOSPITALITY.
- **CUSTOMIZED SPONSORSHIP PACKAGES:** TAILOR YOUR SPONSORSHIP PACKAGE TO ALIGN WITH YOUR SPECIFIC MARKETING GOALS AND BUDGET. ENJOY FLEXIBILITY IN CHOOSING FROM A RANGE OF SPONSORSHIP LEVELS AND BENEFITS.





JAMरंग

**THANK YOU**

SPONSORSHIP DEPT. 2024