

Sponsorship Proposal for "Dhat Teri: Unspoken Bonds & Urban Chronicles"

Introduction

Web Series Overview:

"Dhat Teri" paints a vivid canvas of urban life in Mumbai, intertwining the dynamics of a modern family with existential comedy. While Ranjna and Rihaan navigate the ups and downs of their personal and professional lives, they share a tangled web of emotions with their social media star mother, Nikki Mittal.

Mission:

To bring to the screen the intricate balance of humor and heartbreak, individual dreams, and family ties.

Why Sponsor "Dhat Teri"?

Audience Demographics:

Tailored for the bilingual Hindi-English audience aged 18-60, appealing particularly to those resonating with family nuances, individual aspirations, and the charm of Mumbai's urban landscape.

Alignment with Brand Values:

Through the characters' distinct personalities and life stages, [Brand's Name]'s merchandise can narrate tales of contemporary India, blending tradition and modernity.

Emotional & Comic Depth:

The dual essence of light-hearted comedy with profound emotional connections offers brands a unique palette for storytelling.

Exposure Opportunities

Visual Exposure:

- Nikki's glamorous, always-on-the-trend presence can highlight [Brand's Name]'s chic collection.
- Ranjna's ad-agency environment introduces modern, corporate style, whereas her personal escapades can showcase casual, expressive wear.
- Rihaan's IT backdrop brings opportunities for smart-casual styles.
- Verbal Mentions: Organic dialogues about style preferences, brand choices, and Mumbai's fashion pulse can effortlessly introduce [Brand's Name].
- Reels & Social Media: Moments from Mumbai's picturesque locales, quirky family interactions, and individual character arcs, all adorned with [Brand's Name] merchandise.

Deliverables

- **Featured Episodes:** Integrate your brand into the very fabric of our narrative.
- **Promotion Duration:** Assured [X]+ minutes of combined visual and verbal brand showcases throughout the series.
- **Social Media:** [X] reels per episode, weekly bilingual Instagram posts, and daily story highlights while the season is live.
- **Analytics:** Detailed bi-weekly reports, tracking audience engagement, feedback, and the impact of brand integrations.

Budget & Funding

- **Mumbai Masala Package:** ₹[X] lakhs + [X] merchandise items. Benefits: Dominant wardrobe choices for all characters, prime logo visibility.
- **Urban Heartbeat Package:** ₹[X] lakhs + [x] merchandise items. Benefits: Featured wardrobe for Ranjna and Rihaan, secondary brand placements.
- **Digital Dilemma Package:** ₹[x] lakhs + [x] merchandise items. Benefits: Specific attire choices for Nikki's digital persona, with influencer-style promotions.

Episode-based Sponsorship Options

Platinum Series Sponsorship: ₹[x] + [x] merchandise items.

Benefits:

- Sponsorship for all 8 episodes.
- Dominant wardrobe choices for all characters.
- Prime logo visibility in each episode.
- Acknowledgment as the "Title Sponsor" in promotional materials.
- Social Media Takeovers and Exclusive BTS Content.

Gold Half-Series Sponsorship: ₹[x] + [x] merchandise items.

Benefits:

- Sponsorship for any 4 episodes.
- Featured wardrobe for main characters in chosen episodes.
- Secondary brand placements in those episodes.
- Acknowledgment in the opening and closing credits of the sponsored episodes.
- Social Media Highlights and Featured BTS Content.

Silver Spotlight Sponsorship: ₹[x] + [x] merchandise items.

Benefits:

- Sponsorship for any 2 episodes.
- Select attire choices for main characters in the chosen episodes.
- Tertiary brand placements in those episodes.
- Acknowledgment in the closing credits of the sponsored episodes.

- Social Media Shoutouts.

Bronze Single Episode Sponsorship: ₹[x] + [x] merchandise items.

Benefits:

- Sponsorship for any 1 episode.
- Collaborative wardrobe choices for the episode's central theme or events.
- Brand placements in key scenes.
- Mention in the episode's online promotional content.

Closing

"Dhat Teri" is a reflection of today's India - dynamic, diverse, and digitally-driven, yet rooted in emotions and family ties. By collaborating with [Brand's Name], we aspire to enhance our storytelling, making it a sartorial and cinematic delight. Let's co-create a series that captures hearts and transcends boundaries.

For partnership discussions, please connect with us at [Your Contact Info].

Best Regards,

[Your Name]
Producer, "Dhat Teri"