

PLANT A TREE THIS MONSOON CAMPAIGN

GreenLeapDelhi is an initiative by Department of Environment and Forests GNCTD, to make Delhi a better place for living. Plant a Tree this Monsoon Campaign is being launched as part of this initiative with aim of planting one million trees in Delhi.



It is a citizen driven action, so lets [join hands](#) and work towards a greener and sustainable Delhi

The details of the Campaign are as follows:

- Campaign Launch** : 23 rd July 2011
Campaign Completion : till the achievement of target
(i.e. planting 1 million trees) approx. 3 weeks
Press Conference : 15-16 July 2011
Website : www.greenleapdelhi.org.in

BE A PART OF THIS INITIATIVE AND ALSO AVAIL SPECIAL SPONSORSHIP BENEFITS

Sponsorship proposal for "Plant a Tree This Monsoon Campaign"

Branding Available at :

- **Bus Q Shelter** : for 45 days w.e.f. 11 July 2011 at 100 newly constructed DTC Bus "Q" Sheleters spread across the city.
- **Street Furniture** : for 45 days w.e.f. 16 July 2011 at 300 Information panels & Kiosk installed by JC Deaux in collaboration with Delhi Tourism.
- **Distribution Centre Setup** : w.e.f. 21 July 2011 (till Completion) installation of 3 Mtr. X 3 Mtr. foldable tent with manpower for distribution of saplings.
- **Posters for Restaurants/ Schools / Govt. Organizations** : w.e.f 16 July 2011 (till Completion) above 5000 posters of 20" X 30".
- **Direct Mailers** : more than 5 Lac letter signed by Hon'able CM of Govt. of NCT of Delhi to be sent to school children to create awareness among them
- **Events Setup** : Minimum 50 events with the gathering of more than 1500 people in the presence of VVIPs & VIPs for planting minimum 5000 saplings with event area spread across 1 acre ort more.
- **Distribution Vehicle** : w.e.f 20 July 2011 Almost 1000 distribution centre (incl. RWAs, Schools, Govt. Offices, Event Sites, Eco Clubs & all metro stations) Decorated Tata 407 for distribution of saplings from Govt. Nurseries to Distribution centre.
- **Decorated Trees**: Decoration of 100 oldest trees of the city during the Campaign

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- **A/V Film & Jingle:** to be run on Theatres, Local Cable Network and FM Channels (acknowledgement at the end of the message)

Financials for Sponsorship

Sponsorship Category	Cost	Branding Platform Available
Presenting Sponsor / Major Sponsor	50 Lac	Logo of the Company and Acknowledgement at all options
Associate Sponsor	25 Lac	Logo of the Company at all outdoor branding
Supporting Sponsor	10 Lac	Acknowledgement on Radio Ads and A/V Films
Partners		
Distribution Partner	50,000 Each location	<ul style="list-style-type: none"> • Partner for distribution of saplings (has to arrange the man power and foldable tent with their logo at almost 100 distribution centre and will also take care of the plants in stock)
Distribution Partner	50,000/- per Vehicle	<ul style="list-style-type: none"> • Partner for distribution of saplings from Govt. Nurseries to almost 1000 distribution centre with their logo on the vehicle) Vehicle with decoration will be provided by the Govt. (Vehicle will don't have any no entry restrictions and carry 24 permission to ply on any part of Delhi)
Event Partner	1.5 Lac per event	<ul style="list-style-type: none"> • Event Partner - Branding of the Company at Event site. Cost of Branding Material will be borne by the Company

If you are interested in exploring sponsorship opportunities, please contact:
FICCI Environment & Climate Change Division at environment@ficci.com

