

SPONSORSHIP PROSPECTUS · 2026 EDITION

Samanvay 50

Fifty Years of Kuchipudi

Saturday 19 September 2026 · Chowdiah Memorial Hall, Bengaluru

Sri Raja Rajeshwari Kalaniketan · Samanvay Foundation · Est. 1976

Founder-Director Dr Veena Murthy Vijay · Karnataka Kalashree

Fifty years — heritage, pedagogy, reinvention

Sri Raja Rajeshwari Kalaniketan turns fifty in 2026 — an ecosystem institution combining pedagogy, repertory development, academic credentialing and public performance under a single founder-director vision. Over 400 students trained over two decades through the BFA and Diploma pathways.

Heritage

Bengaluru as a classical seat — a fifty-year lineage of Kuchipudi carried by a Karnataka Kalashree institution.

Pedagogy

BFA and Diploma pathways, plus the Creative Lab — training, credentialing and youth programmes under one roof.

Reinvention

A repertory that grows with society while staying rooted in its grammar — new work on a classical spine.

“It must grow with society while staying rooted in its grammar.”

— Dr Veena Murthy Vijay · Karnataka Kalashree · Sangeet Natak Akademi Puraskar (2026)

THE FESTIVAL

Samanvay 50 at a glance

EDITION

Samanvay 50 — Fifty Years of Kuchipudi

DATE

Saturday 19 September 2026

VENUE

Chowdiah Memorial Hall, Bengaluru

FORMAT

Gala performances (5:30 pm & 7:30 pm) · Creative Lab · patron dinner & film premiere (12 September)

INSTITUTION

Sri Raja Rajeshwari Kalaniketan / Samanvay Foundation, est. 1976

Programme details and full running order confirmed on announcement. Figures and inclusions confirmed by signed MOU.

THE CASE

Why partner with Samanvay 50

Cultural prestige

Association with Dr Veena Murthy Vijay, Karnataka Kalashree, and the SRRKN / Samanvay legacy — fifty years of Kuchipudi in Bengaluru.

Editorial audience

Repeat-visit, high-income, culturally-engaged. Programmers and presenters attend; corporate guests are received.

Press footprint

Regional and national arts press — The Hindu, Deccan Herald, Mint Lounge, Hindu Tamil, regional dailies. Editions historically yield 50+ pieces.

CSR alignment

Arts, education and heritage under Schedule VII of the Companies Act 2013. 80G receipts issued (legal vehicle being finalised).

Brand association

Co-branded programme, hospitality-lounge presence, on-stage acknowledgement — and a fifty-year story you appear in.

AUDIENCE

Who you reach

Figures from the 2024–25 cycle; 2026 metrics refreshed post-festival. Marked TBC where exact numbers are still being audited.

ATTENDANCE

Gala attendance
800 seats · sold-through

Creative Lab
200+ registered

Patron / hospitality
60 invited

Returning audience
≈55% year-on-year

DEMOGRAPHICS

Age
25–65, skewing 35–55

Income
Upper-middle to HNI

Geography
Bengaluru 70% · rest of India 20% · diaspora 10%

Profile
Programmers · presenters · alumni

PRESS & DIGITAL

Print features
30–50 pieces / cycle · TBC

Digital arts press
20–30 pieces / cycle · TBC

Photography
Co-licensed to partners

IG · YT · newsletter
Figures being audited · TBC

SPONSORSHIP TIERS

Ways to partner · 01–03

TIER · 01

Title

Festival-defining. Co-branded edition; highest exclusivity.

- Co-branded festival title — “Samanvay 50, presented by [Partner]”
- Top-of-fold logo on all programmes & collateral
- On-stage acknowledgement at the Gala (5:30 + 7:30)
- Branded session within the Creative Lab
- 20 reserved Gala seats + private hospitality lounge
- Press release inclusion + 3 dedicated social posts
- Category exclusivity — sole sponsor in your category

INDICATIVE INVESTMENT

INR _____ · by MOU

TIER · 02

Presenting

Festival anchor; second-tier branding across surfaces.

- Programme co-credit on Gala and Creative Lab
- Logo placement on all collateral
- On-stage acknowledgement at Gala inauguration
- 12 reserved Gala seats + hospitality access
- Press release inclusion + 2 dedicated social posts

INDICATIVE INVESTMENT

INR _____ · by MOU

TIER · 03

Associate

Aligned with a specific section of the festival.

- Section-specific co-credit (film premiere, opening solo or guest slot)
- Logo placement on programme + section signage
- 8 reserved Gala seats
- 1 dedicated social post + press release mention

INDICATIVE INVESTMENT

INR _____ · by MOU

SPONSORSHIP TIERS

Ways to partner · 04–05

TIER · 04

Hospitality

Patron-tier dining, lounge sponsorship, on-site experience.

- Hospitality lounge branding (Gala evening)
- Co-branded patron dinner (12 September, film premiere)
- 6 reserved Gala seats + patron-dinner invitations
- Programme inclusion

INDICATIVE INVESTMENT

INR _____ · by MOU

TIER · 05

Sadhana / Scholarship

Underwrite a scholarship cohort or youth-programme slots.

- Named scholarship (1–3 students, BFA / Diploma)
- Logo on Creative Lab youth-programme signage
- 4 reserved Gala seats
- Programme inclusion + alumni-network introduction

INDICATIVE INVESTMENT

INR _____ · by MOU

BEFORE YOU CIRCULATE

Indicative pricing for each tier is provided on request and confirmed by a signed MOU.

Custom and category-exclusive packages are available on discussion.

[Investment figures to be completed by Samanvay before this deck is sent to sponsors.]

GOVERNANCE

CSR, tax and partner rights

CSR-ELIGIBLE

Arts, education and heritage fall under Schedule VII of the Companies Act 2013 — a natural home for a CSR or brand-purpose allocation.

80G RECEIPTS

Contributions are receipted for 80G. The Foundation's legal vehicle (Section 8 / Trust) is being finalised — confirmed in the MOU.

PHOTOGRAPHY & RIGHTS

Full festival photography — stage, lobby and hospitality — is co-licensed to partners with usage rights.

MOU-BASED

Every inclusion is confirmed by a signed Memorandum of Understanding. Category exclusivity is available at the Title tier.

PARTNER WITH US

Let's build the fiftieth edition together

- 1 Select a tier — or discuss a custom / category-exclusive package
- 2 Send a sponsor enquiry or call the Foundation
- 3 Confirm inclusions and sign the MOU
- 4 Onboarding and branding rollout ahead of 19 September

Sri Raja Rajeshwari Kalaniketan · Samanvay Foundation

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