



JAM'ora

THE GRAND RUNWAY

Luxury Runway Experience - Gujarat To Global

28 June 2026 AHMEDABAD, GUJARAT Organized BY JAM EVENT

SPONSORSHIP PROPOSAL 2026

WHY JAMORA — THE GRAND RUNWAY?

Gujarat to Global: Where Heritage Meets Luxury



Heritage on the Runway

Gujarat's Iconic Crafts — Patola, Bandhej, Mashru & Rabari Work — On a Luxury Platform.



Tourism Catalyst

Luxury Influencers, Designers & Media Visiting Ahmedabad — Boosting Gujarat's Global Image.



Cultural Brand Platform

Fusion of Gujarati Craftsmanship With Global Fashion Standards. A World-First Luxury Craft Showcase.



Global Exposure

Promotions In New York (Times Square), Dubai & UK Fashion Channels — Taking Gujarat To The World.

"Where Gujarat's Heritage Meets Global Luxury — A Cultural Movement, Not Just a Fashion Show"

EVENT OVERVIEW

JAMORA – The Grand Runway, Ahmedabad · 28th June 2026



A Luxury Runway Experience Bridging Gujarat's Textile Heritage With Global Fashion — Gujarat to Global

Date: 28th June 2026

Venue: O7 Club (THE FORUM), Ahmedabad, Gujarat

Format: International Luxury Runway

Showstoppers: Mouni Roy · Urvashi Rautela · Malaika Arora

Models: 50 Professionals (35 Females + 15 Males)

Network: 50+ Celebrities

Organizer: JAM Event & ENTERTAINMENT PVT LTD

EXPECTED AUDIENCE STATISTICS

A Premium, Curated Fashion & Cultural Audience

2000+

Premium Audience

60%

Female | 40% Male

50+

Influencers

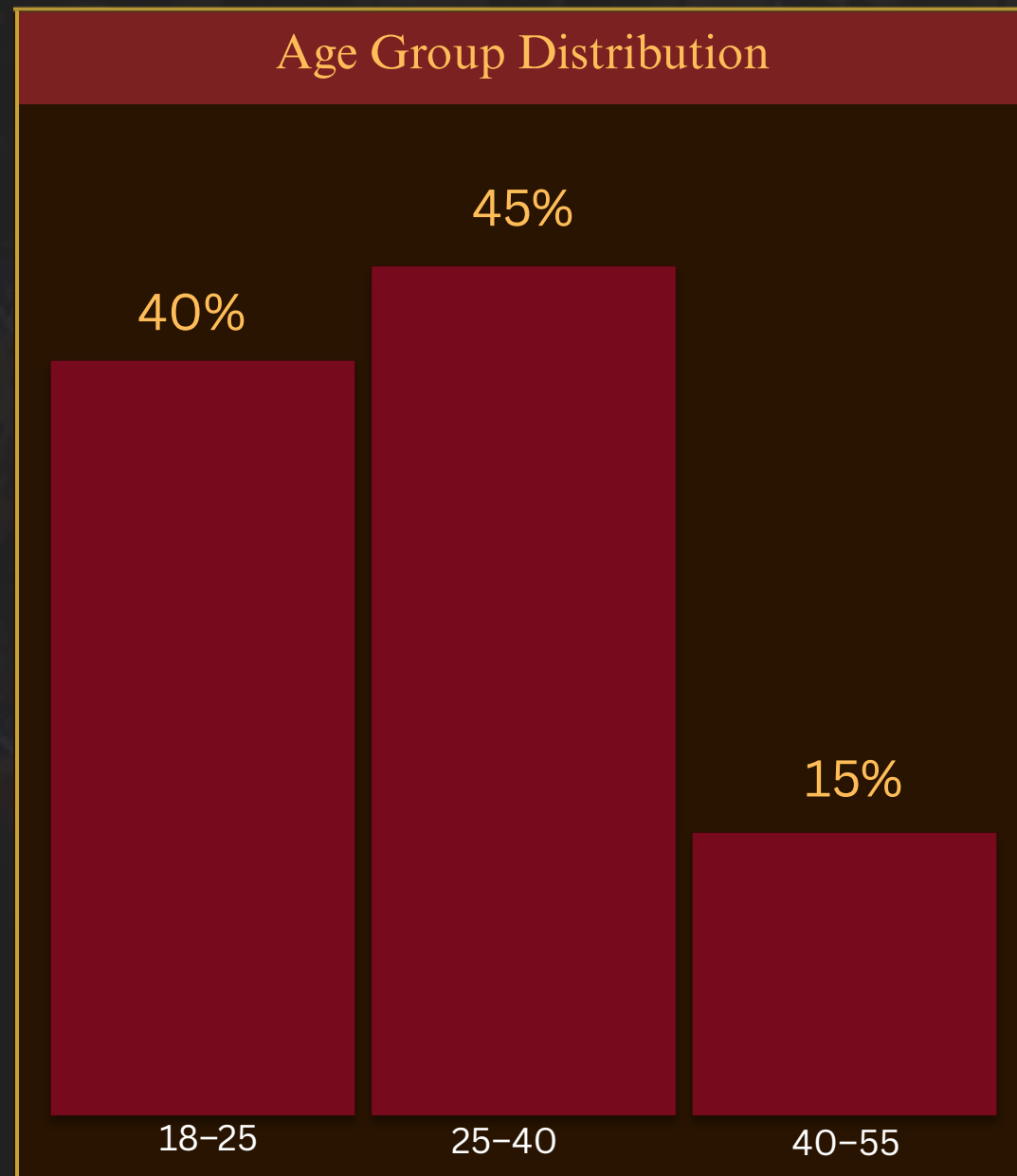
20+

Celebrities

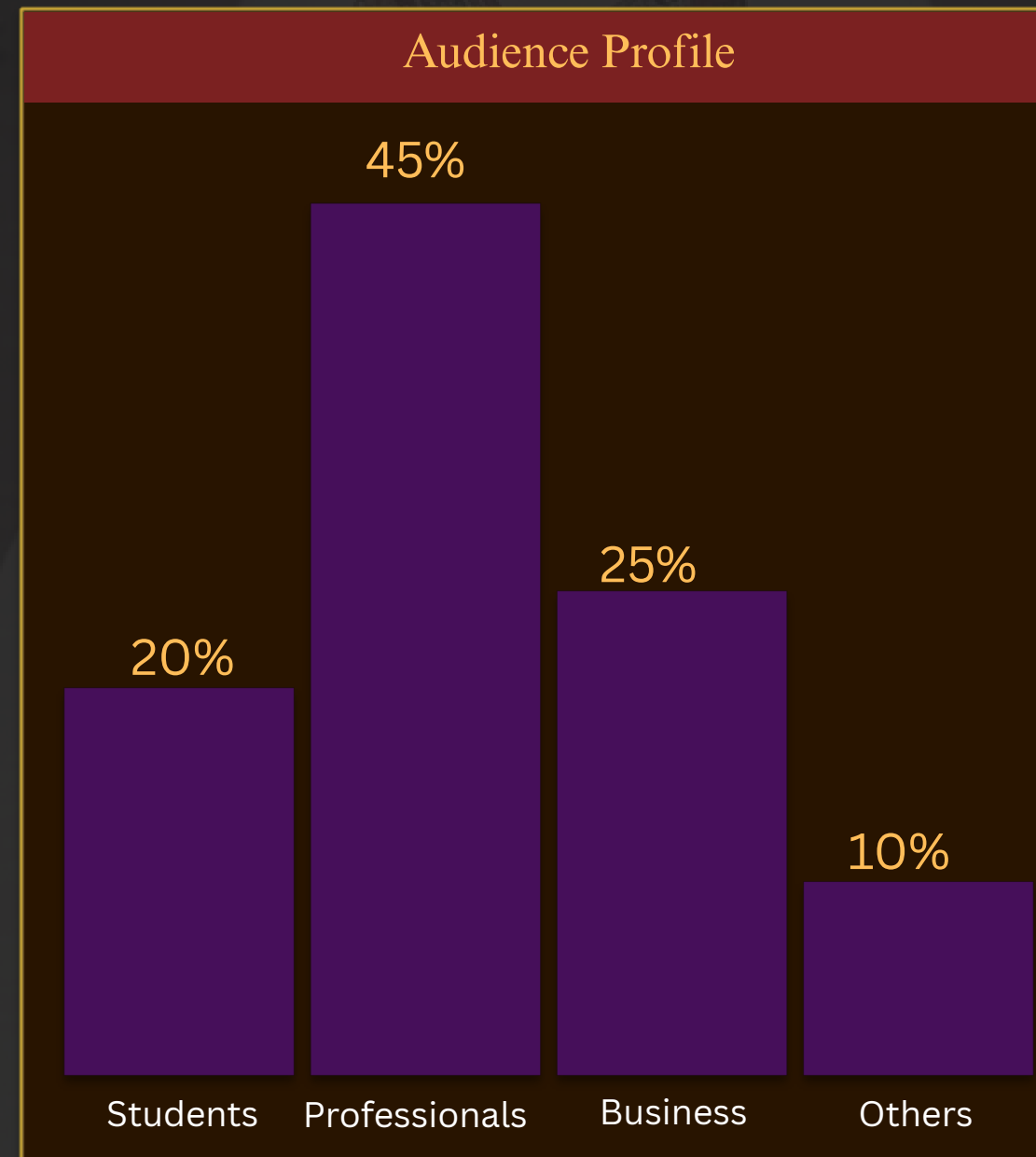
4–6 Cr

Digital Impressions

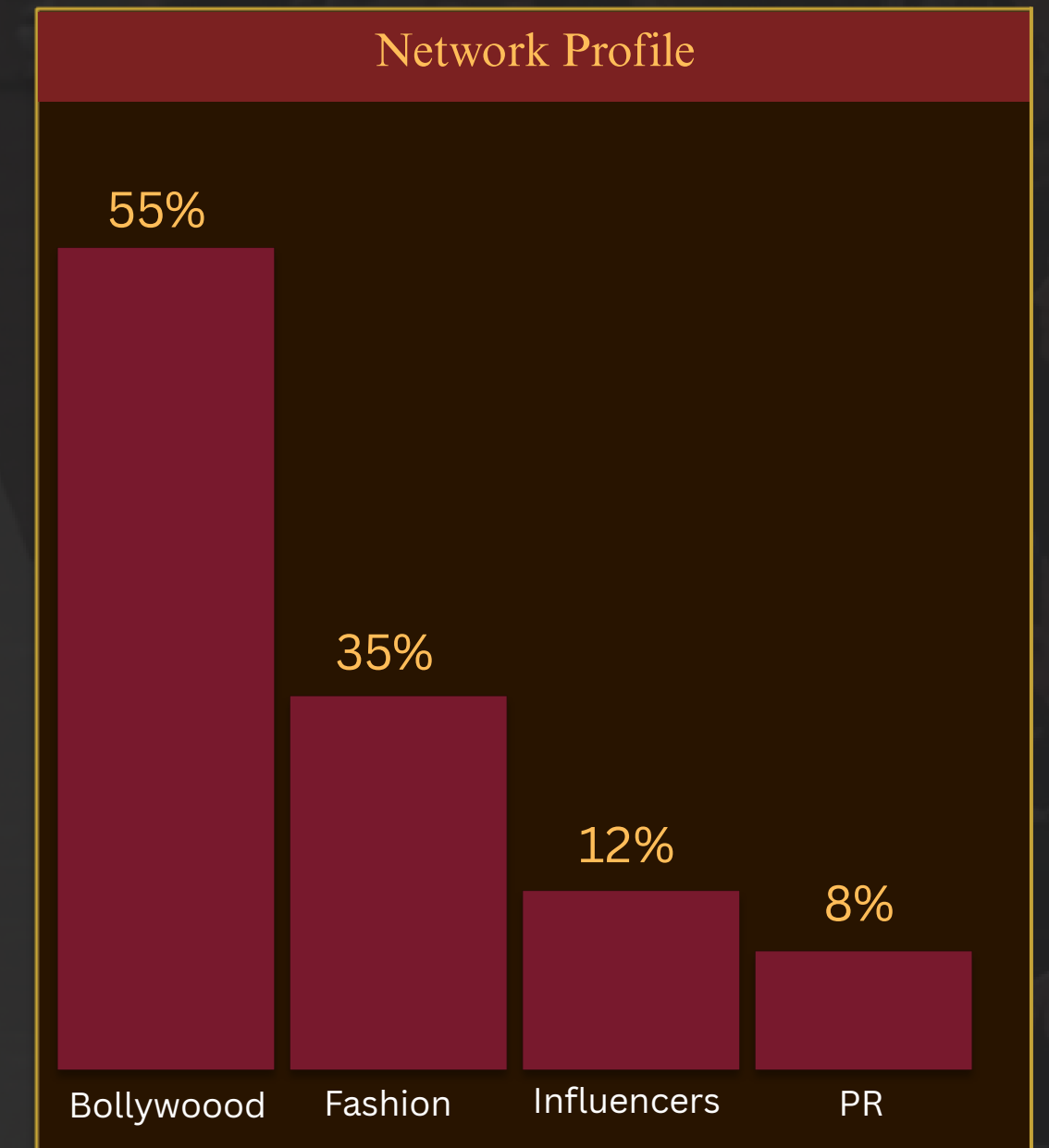
Age Group Distribution



Audience Profile



Network Profile



EVENT USP's

Crafted For Excellence — Premium In Every Detail

Luxury Runway Setup

Professional Stage,
Luxury Layout & Elevated
LED Production

Designer LED Visuals

Cinematic Backdrops,
Dramatic Spotlighting &
LED Walls

Celebrity Lineup

Mouni Roy · Urvashi
Rautela & Malaika
Arora Showstoppers

VIP Networking Lounge

Exclusive Lounge For
Buyers, Stylists, Media
& Brand Partners

Gujarat Crafts Segment

Patola, Bandhej,
Mashru & Rabari
Embroidery On Runway

Dedicated Media Zone

Press Conference, Red
Carpet & 360° Media
Coverage

Precision Choreography

World-Class Lighting
Systems, Precision
Stage Direction

High Tourism Exposure

International Media
Featuring 'Visit
Gujarat' Tagline

CELEBRITY LINEUP

Star Power Meets Couture Craft



MOUNI ROY

Cinematic Glamour, Massive
Social Media Reach &
International Bollywood Prestige

35

Female Models



URVASHI RAUTELA

Global Icon, International
Fashion Credentials & Worldwide
Audience Base

12

Showstoppers



MALAIKA ARORA

India's Timeless Style Icon,
Delivering Fashion Authority
& Elite Brand Association

20+

Celebrities

50+

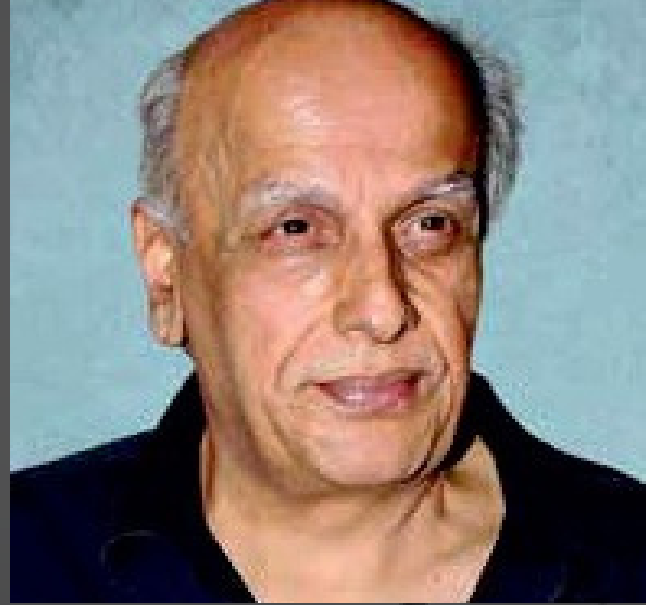
Influencers

15

Male Models

CELEBRITY LINEUP

Star Power Meets Couture Craft



TOURISM INTEGRATION OPPORTUNITIES

Promoting Gujarat on a Global Fashion Stage

Promotional Film

Gujarat's Crafts Showcased On Runway — A Cinematic Promotional Film Featuring Heritage Textures & Weavers.

Cultural Craft Pavilion

Dedicated Zone Featuring Patola Weavers, Bandhej Artisans & Rabari Embroidery Craftsmen At The Runway.

Global Media Exposure

Coverage Featuring 'Visit Gujarat' / 'Explore Ahmedabad' Taglines Across Fashion Publications.

Heritage Walk

Pre-Event Heritage Walk Through Ahmedabad's UNESCO Walled City With Designers, Influencers & Global Media.

Gujarat Tourism Branding

Gujarat Tourism Branding Integrated Across All International Promotions — New York, Dubai, UK Campaigns.

Craft-Couture Fusion

Dedicated Runway Segment Blending Gujarati Heritage Textiles With Contemporary Couture — a World First.

EVENT INFRASTRUCTURE LAYOUT

Luxury at Every Zone – World-Class Production Setup

Grand Stage & Runway

Luxury Runway, Elevated Stage, LED Backdrop & Spotlight Systems

VIP Networking Lounge

Exclusive Lounge For Brand Partners, Buyers, Stylists & Celebrities

Dedicated Media Zone

Press Conference Area, Red Carpet, Photographer Pit & Broadcast Zone

Designer Showcase Area

Brand Display Spaces, Lookbook Stations & Backstage Suites

Grand Stage & Runway

Live Artisan Demonstrations, Heritage Textile & Cultural Zone

LED & Lighting Zones

360° LED Screens, Advanced Lighting Grids & Ambiance Lighting

Premium Hospitality

Gourmet F&B, Curated Mocktail bar & Sponsor Activation Spaces

Parking & Access

Premium Parking, Valet Services & ADA-Accessible Entry Points

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Dramatic Spotlighting &
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Carpet & 360° Media
Coverage

Precision Choreography

World-Class Lighting
Systems, Precision
Stage Direction

High Tourism Exposure

International Media
Featuring 'Visit
Gujarat' Tagline

SPONSORSHIP CATEGORIES

Partner with Gujarat's Most Prestigious Fashion Event

PRESENT BY

₹3 Crore

Logo on All Print+Digital · 20-Sec LED Every 15 Min · VIP Lounge · Runway Exclusivity

CO PRESENT BY

₹1 Crore

10-Sec LED Promo · Hoardings + Entrance Branding · FM Radio · VIP Invitations

POWERED BY

₹50 Lakhs

On-Ground Branding · Newspaper Ads · Anchor Mentions

CO-POWERED BY

₹25 Lakhs

Social Media · Hoardings · VIP Tickets

SUPPORTING PARTNER

₹15 Lakhs

Digital Logo · Social Media Mention · Ticket Allotment

All Tiers Include: Brand Announcement · Crew ID · Digital Collateral · Post-Event ROI Report

PRESENT BY

₹3 CRORE

- Naming Rights – “Event Name Presented By [Brand]”
- Top-Tier Branding Visibility – Prominent Logo Placement Across All Platforms, Including Hoardings, Tickets, Invites, Backdrops, Website, Digital Invites, & WhatsApp Marketing, Celebrity Bites
- Citywide Promotion – Hoardings Across Ahmedabad With a 30-Day Pre-Event Campaign, Along With Newspaper Ads, Cinema Slides, & FM Radio Mentions
- On-Ground Branding Dominance – Prime Branding At Stage, Entry Points, LED Screens, Step & Repeat Backdrops, & Grand Entry Arch
- LED Screen Presence – 20-Second Brand Film Played Every 15 Minutes Throughout The Event
- Anchor Engagement – Regular Brand Mentions Every Hour Including Opening Recognition For Maximum Recall
- Digital & Social Media Amplification – Branded Posts, Reels, & Stories Across All Official Channels , 100 million Reach, 50 Content Assets.
- Momento Moments With Logo & Backdrop (10 Minutes)
- Content Integration – Brand Integration Through Experience Zones, Content Opportunities, & Inclusion In The Official Event Film & Global Post-Event Recap
- Exclusive Positioning – Category Exclusivity Ensuring No Competing Brands
- Cultural Alignment – Branding Within The Gujarat Tourism Special Pavilion
- Hospitality & Access – Dedicated VIP Lounge Access For Brand Team & Guests & Ample of Parking Space
- Ticketing Benefits – Allocation of VIP & Premium Category Passes (20)

CO PRESENT BY & POWERED BY

Sponsorship Deliverables – Premium Partnership Tiers

CO PRESENT BY

₹1 Cr

- Up To 10-Sec Promo Video On LED Screens
- Logo On Hoardings & Outer Wall
- Dangler Branding & Dedicated Stall Inside Venue
- Celebrity Interaction
- Memento Moments With Logo & Backdrop (5 - 7 Minutes)
- Logo On Ticket Window & Parking Poles
- Newspaper Advertisements
- FM Radio Brand Mentions
- International Visibility
- Social Media Posts & Stories (30 Content Assets)
- Cinema Slides Branding
- WhatsApp Marketing Campaign
- VIP Invitation Passes(15)
- Anchor Brand Announcements
- Crew ID Card Logo

POWERED BY

₹50 LAKHS

- “Powered By” Association With Event
- High Visibility Logo Placement (Digital + On-Ground)
- LED Screen Visibility & Brand Mentions On Passes, Hoardings, Digital Marketing
- Dedicated Stall
- On-Ground Branding (Entry, Panels, Installations)
- Social Media Promotions & Campaign Tagging (25 Content Assets)
- Anchor Mentions
- Memento Moments With Logo & Backdrop (2-3 Minutes)

CO-POWERED BY & SUPPORTING PARTNER

Sponsorship Deliverables – Value Partnership Tiers

CO-POWERED BY

₹25 LAKHS

- Logo On Event Creatives & Collaterals
- Venue Branding
- Digital Promotions & Social Media Mentions (20 Content Asset)
- Speech & Brand Filming
- Logo Placement – Passes, Digital Media, Hoarding , led Screens, Standees / Panels
- On-Ground Presence (Standees / Panels)
- Anchor Mentions
- Dedicated Stall
- PR PRE & POST PROMOTIONS
- Memento Moments With Logo & Backdrop (2-3 Minutes)

SUPPORTING PARTNER

₹15 LAKHS

- Logo In Sponsor Line-Up
- Venue Branding
- Selective Digital Mentions
- Logo Placement – Passes, Digital Media, Hoarding
- Speech & Brand Filming
- Dedicated JAM Events Team Member Allotment (1)
- Memento Moments With Logo & Backdrop (2-3 Minutes)
- Dedicated Stall

PROMOTIONAL CHANNELS

360° Marketing Campaign — Multi-Platform Brand Reach

Outdoor Hoardings

30-Day City-Wide
Ahmedabad Campaign at
Prime Locations

Social Media Marketing

Instagram, Facebook, YouTube
Branded Posts, Reels & Stories

FM Radio Ads

Contest Promos, Co-
Branded Prizes & Brand
Recall Spots

Cinema Slides

On-Screen Branding Before
Premium Film Screenings

Print Media

National Newspaper
Advertisements

Airport Ads

Digital Panels at Ahmedabad
Airport — Reaching Travellers

WhatsApp Marketing

Bulk Campaign To 10K+
Curated Event Community

Digital Runway Films

Cinematic Event Films On
YouTube & OTT Platforms

Fashion PR

Press Releases To Fashion
Magazines & Media
Houses

Influencer Content

50+ Reels, Check-Ins
& Sponsor Brand
Features

Tourism Videos

Visit Gujarat' Cultural
Content For National
Platforms

Fashion Truck Road Show & Mobile Promotion

Pre-Event Truck Show &
Mobile Promotion Across
Ahmedabad

MEDIA PLAN & HOARDINGS

Comprehensive 3-Phase 360° Campaign

PHASE 01

Pre-Promotions

- ▶ 10+ Hoardings In City (Teaser Campaign)
- ▶ Official Press Conference
- ▶ Fashion Truck Road Show (Gujarat)
- ▶ Influencer Activations & Reels
- ▶ Meta / Instagram Paid Ads
- ▶ FM Radio – Contest Promos
- ▶ WhatsApp Marketing Blast
- ▶ Celebrity Announcement Posts
- ▶ Event Microsite & SEO Launch

PHASE 02

On-Ground

- ▶ Live Telecast (Social Media)
- ▶ OTT Streaming
- ▶ Media Bytes & Press Interviews
- ▶ Stall Installations & Activations
- ▶ News + Magazine Coverage
- ▶ 360° Venue Branding
- ▶ Red Carpet Photography
- ▶ Sponsor Brand Activations

PHASE 03

Post-Promotions

- ▶ Official Event Film Release
- ▶ Digital Magazine Feature
- ▶ Press Release Distribution
- ▶ Social Media Recap Campaign
- ▶ Designer Portfolio Distribution
- ▶ Sponsor ROI Report

EVENT TIMELINE

Countdown to The Grand Runway — 24th May 2026

Foundation & Onboarding

- ▶ Sponsorship Outreach
- ▶ Designer Registration & Intake
- ▶ Concept Alignment & Mood Boards
- ▶ Venue Booking & Logistics
- ▶ Brand Material Collection
- ▶ Press Conference Planning

Production & Marketing

- ▶ PR Go-Live & Media Bookings
- ▶ Hoarding Campaign Launch (City-Wide)
- ▶ Influencer Calendar Activation
- ▶ Choreography & Model Fittings
- ▶ FM Radio & Cinema Ad Placements
- ▶ Sponsor Branding Finalization

Final Preparation & Showday

- ▶ Technical & Production Run-Through
- ▶ Full Dress Rehearsal
- ▶ Celebrity & Showstopper Confirmations
- ▶ VIP Guest List & Hospitality
- ▶ **24th MAY 2026 — GRAND SHOW DAY**
- ▶ Post-Event Media Release

WHY PARTNER WITH US?

The Value of Associating With The Grand Runway

Celebrity Association

Your Brand Alongside Mouni Roy, Urvashi Rautela & Malaika Arora — Premium Bollywood + Global Brand Positioning.

Massive Digital ROI

4–6 Crore Expected Digital Impressions. 50M+ Combined Reach Across Instagram, YouTube & International Platforms.

Global Brand Visibility

Your Brand Featured In New York, Dubai & UK — Unprecedented International Exposure From a Single Event Partnership.

Cultural Brand Alignment

Associate With Gujarat's Textile Heritage — Patola, Bandhej, Mashru. Premium Tourism + Heritage Brand Value.

Premium Audience

2000+ Elite Footfalls, Influencers, Designers & High-Net-Worth Individuals — a Highly Curated Audience.

Trusted Organizers

JAM Events & Starlight Media — Proven Track Record In Luxury Event Production, Celebrity Management & Global Media.

Your Brand + 2000+ Luxury Guests + 50M Reach + Global Exposure = Unmatched ROI

◆ Partner With JAMORA 2026

ABOUT THE ORGANIZERS

The Creative Force Behind The Grand Runway

JAM EVENTS

Creative Execution & Runway Production Specialists

- ◆ End-To-End Luxury Runway Event Production
- ◆ Music, Choreography & Precision Stage Direction
- ◆ Celebrity Casting & Showstopper Management
- ◆ Set Design, LED Visuals & Advanced Lighting
- ◆ Ad films, Portfolio Shoots & Backstage Management
- ◆ Organizer Of The Grand Runway — Gujarat To Global

ABOUT THE MEDIA

STARLIGHT MEDIA

Official Handling & Management Partner

- ◆ Large-Scale Fashion & Entertainment Event Management
- ◆ Celebrity Network & Talent Management
- ◆ Ad Films, Music Videos & Web Show Production
- ◆ Industry Connections: Designers, Buyers & Media
- ◆ Brand-Entertainment Collaboration Specialist
- ◆ Management Partner For Grand Runway 2026

www.jamevent.co.in

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PROJECTED MARKETING ROI

Exceptional Brand Returns — By The Numbers

4–6 Crore

Digital Impressions

50 Million+

Combined Reach

2000+

Premium Event Audience

50+

Influencers

3 Global

Cities Exposure

Outdoor Hoardings

30-Day City-wide Ahmedabad, 10+ Prime Locations —
Avg 5 Lakh+ Daily Views

TV / OTT Coverage

Telecast + OTT Streaming Reaching Gujarat & Indian
Diaspora Globally

Print & Cinema

Newspaper + Cinema Slides Reaching 50+ Lakh
Ahmedabad & Gujarat Viewers

Social Media Reach

50+ Influencers × Avg 100K Followers = 5 Crore+
Potential Content Impressions

International Exposure

Times Square NYC + Dubai + UK — Global Luxury
Audience Brand Recognition

On-Ground Branding

2000+ Premium Attendees × Event hours = Deep Brand
Engagement

Every Rupee Invested In JAMORA 2026 Delivers Premium Brand Recall, Global Media Coverage & Luxury Audience Association

THANK YOU

For Considering JAMORA – The Grand Runway As Your Brand Partner

“We Look Forward To Creating Unforgettable Fashion Experiences Together.”

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