

THE CREATORS LOUNGE

23rd National Book Fair
Balrampur Garden, Lucknow

SPONSORSHIP & PARTNERSHIP PROPOSAL 2026

11-DAY FESTIVAL
1-11 OCTOBER 2026

4 EXPERIENCE ZONES
AWARDS • CULTURAL EVENINGS

WHERE STORIES MEET OPPORTUNITY

A platform connecting authors, artists, creators, readers, institutions, brands and thought leaders through experiences designed for visibility, collaboration and meaningful engagement.

POWERED BY

ViveBale • Force One Books • KT Foundation • Speaking Buddha

Festival Overview

The Creators Lounge is designed as an immersive creator ecosystem rather than a conventional exhibition. Across eleven days, participating creators, readers, experts, institutions and brands engage through live programming, exhibitions, conversations, recognition and networking.

MAIN STAGE	Talks, panels, book launches, performances and keynote conversations.
EXHIBITION AREA	Book stalls, art displays, creator showcases and marketplace experiences.
INTERVIEW & PODCAST STUDIO	Recorded conversations, creator interviews, media features and thought leadership.
CAFÉ & NETWORKING	Informal conversations, collaborations, community building and relationship creation.

Festival Highlights

- Awards celebrating excellence across five major segments.
- Cultural evenings creating an engaging extended festival experience.
- Author and reader interactions, launches, workshops and creator showcases.
- Podcast, interview and media opportunities extending the festival beyond the physical venue.

Sponsorship & Partnership Opportunities

Multiple entry points—from high-visibility festival ownership to exclusive sector partnerships and award-category association.

PARTNERSHIP	INVESTMENT	PRIMARY VALUE
Title Sponsor	■1,25,000	Main stage branding, zone presence, stage mentions & award presentation
Co-Powered By Partner	■75,000	Co-branding visibility across all experience zones
Exclusive Category Partner	■31,000	Domain exclusivity across selected sector/category
TCL Award Partner — Single Category	■35,000	Naming association, trophy/certificate and awards backdrop visibility
TCL Award Partner — All 5 Categories	■1,50,000	Full award-segment ownership across all five categories
VIP Dinner & Networking Partner	■1,25,000	Exclusive hosting rights for VIP and speaker networking dinner

Tier 1: Title Sponsor — ■1,25,000

- Dominant logo placement on the Main Stage backdrop and key experience zones.
- Frequent daily host/MC acknowledgments across all 11 festival days.
- Guest of Honor opportunity to present major awards live on stage.
- Prime-hour keynote speaking slot plus guaranteed panelist position.
- Premium logo integration within the live Podcast & Interview Studio.

Tier 2: Co-Powered By Partner — ■75,000

- Logo placement across all four Experience Zones.
- Standee and banner visibility in high-footfall corridors.
- Opportunity to participate in selected panels plus live stage mentions.
- Logo display within the Podcast Lounge backdrop.

Tier 3: Exclusive Category Partner — ■31,000

- One exclusive partner per sector, protecting the category from direct competitor sponsorship at this tier.
- Dedicated display/counter opportunity depending on category, including sampling or literature distribution where appropriate.
- Inclusion in official event press notes and social media announcements.
- Available domains include Media, Refreshment, Beverage, Travel, School, University, Wellness, Publishing, Print, Magazine, Social Media, Zone, and Gifting & Goodie Bag.

Special Partnership Opportunities

TCL Award Category Sponsorship

Single Category: ■35,000 | All 5 Categories: ■1,50,000

- Association with Literary, Art & Design, Youth & Academic, Digital Impact, and Special Honors.
- Logo placement on winner trophies and official award certificates.
- Logo presence on the official awards backdrop.
- Executive representative invited on stage to present trophies.

VIP Dinner & Networking Partner — ■1,25,000

- Exclusive title/hosting association for the private networking dinner.
- Opportunity to deliver opening remarks.
- Branding through table tents, standees and welcome backdrop.
- Complimentary VIP access for nominated brand executives.

Why Partner With The Creators Lounge?

11 DAYS OF PRESENCE	Extended opportunities for repeated brand recall and audience engagement.
MULTIPLE AUDIENCE TOUCHPOINTS	Creators, authors, readers, artists, students, educators, institutions, influencers and professionals.
EXPERIENTIAL BRANDING	Visibility across stage, exhibition, podcast and networking environments.
CONTENT BEYOND THE EVENT	Recorded interviews and creator conversations can extend association beyond the physical festival.
PURPOSE + VISIBILITY	A platform where commercial visibility can coexist with support for creativity, learning and recognition.

Let's Build a Meaningful Partnership

1–11 October 2026
Balrampur Garden, Lucknow

CONTACT

Email: admincreatorslounge@gmail.com

Phone: +91 8755833664

POWERED BY

ViveBale • Force One Books • KT Foundation • Speaking Buddha

Your Story. Your Stage. Your Legacy.