



TENTH ANNIVERSARY

Bangalore Business Literature Festival

14 September, 2024

Sponsorship Proposal

<https://bizlitfest.com>



The Bangalore Business Literature Festival team is delighted to invite brands, organizations and patrons to join our mission of celebrating and promoting business literature in India.

In its nine editions since 2015, BBLF has hosted close to 300 top authors and business leaders and hundreds of readers representing CXOs, entrepreneurs, graduate students and faculty. Check out our speaker list [here](#).

BBLF offers organizations and brands an excellent opportunity to be associated with a unique and meaningful conversation platform that promises to enhance the intellectual capital of the country.

Impact 2015 - 2023

9

Editions

250+

Authors/Speakers Hosted

10000+

Audience

300,000+

Social Media
Engagement

Tenth Anniversary Special

- Renowned Speakers
- Several online conversations with new and young authors from June 2024
- A pre-festival get-together of authors, business leaders and CXOs
- Felicitate people who have contributed to the festival

Past Sponsors



Past Partners



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

wework



learn, engage, transform



YOURSTORY



KNOWLEDGE@WHARTON

indigo
— 91.9 fm —

TAILORMAN
MADE TO MEASURE

Sapna®
Since 1967
India's Largest Book Mall

GoodWorkLabs
Technology Superstars



JUST  BOOKS



Former Speakers

Alan Rosling



Co-founder, Director -
ECube Investment Advisors

Alok Kejriwal



Author,
Founder - Games2Win

Prof. Anil Gupta



Founder - Honey Bee Network,
SRISTI, GIAN and NIF

Ankur Warikoo



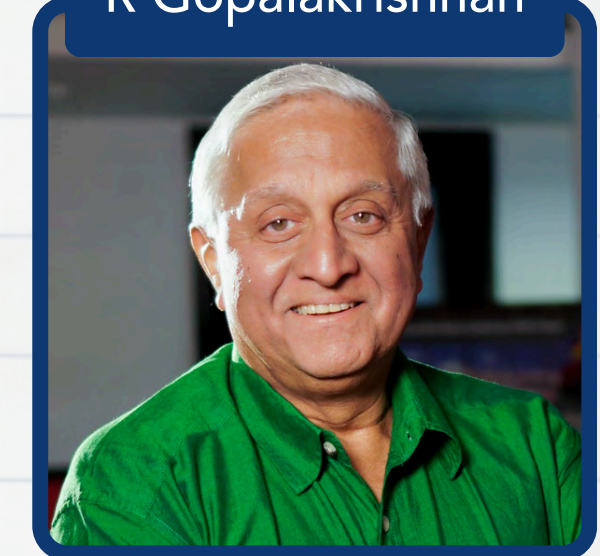
Best-selling Author

Devdutt Pattanaik



Prolific Author

R Gopalakrishnan



Author, Corporate Advisor

Captain Gopinath



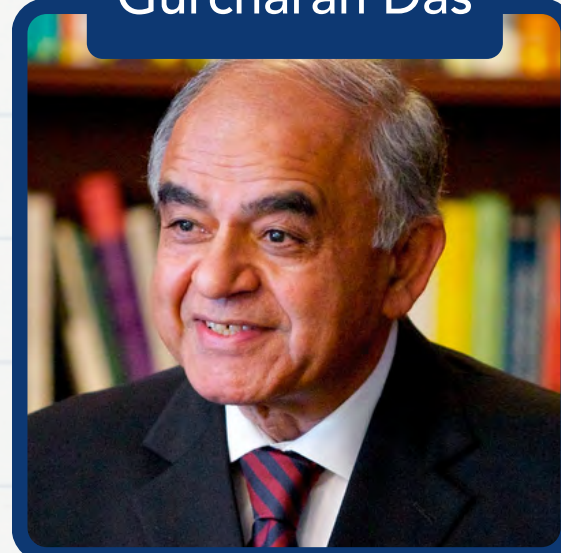
Author, Entrepreneur

Govindraj Ethiraj



Journalist,
Founder - IndiaSpend

Gurcharan Das



Best-selling Author

T N Hari



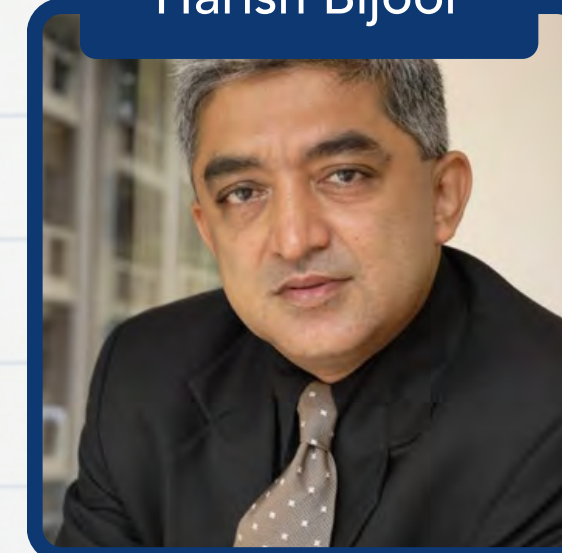
Author, Co-founder - Artha
School of Entrepreneurship

Harini Nagendra



Author, Faculty -
Azim Premji University

Harish Bijoor



Founder - Harish Bijoor
Consults Inc.

Former Speakers

Kris
Gopalakrishnan



Co-founder - Infosys

Lalitesh Katragadda



Founder - Indihood,
Co-founder - Google Map Maker

Madan Padaki



Serial Social Entrepreneur

Malvika Harita



Former CEO - Satchi &
Satchi Focus

Manish Sabarwal



Co-founder, Chairman -
TeamLease Services

Mridula Ramesh



Author, Angel Investor

Mukund Rajan



Author,
Co-founder - ECube

Nagaraja Prakasam



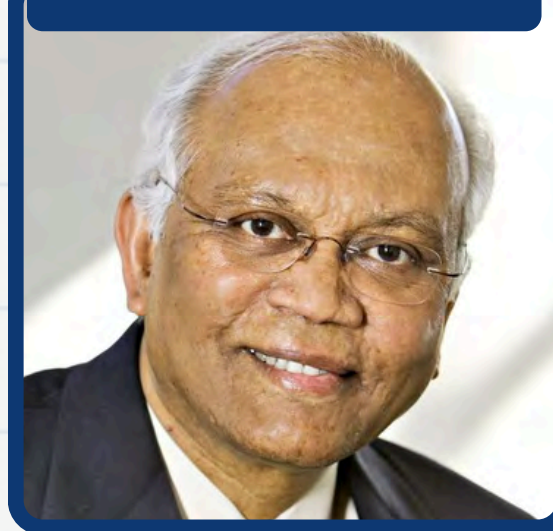
Angel Investor, Social
Entrepreneur and Mentor

Narayana Murthy



Co-founder - Infosys

R A Mashelkar



Author, Entrepreneur

Ram Guha



Author, Historian

Rama Bijapurkar



Prolific Author,
Thought Leader

Former Speakers

Rashmi Bansal



Author, Faculty -
Ashoka University

Prof. Rishikesha Krishnan



Author, Director - IIMB

Sahil Barua



Co-founder e-commerce
firm - Delhivery

Sameer
Dhanrajani



Serial Social Entrepreneur

Shradha Sharma



Author, Founder -
YourStory

Siddharth Pai



Author, Venture Capitalist

Subroto Bagchi



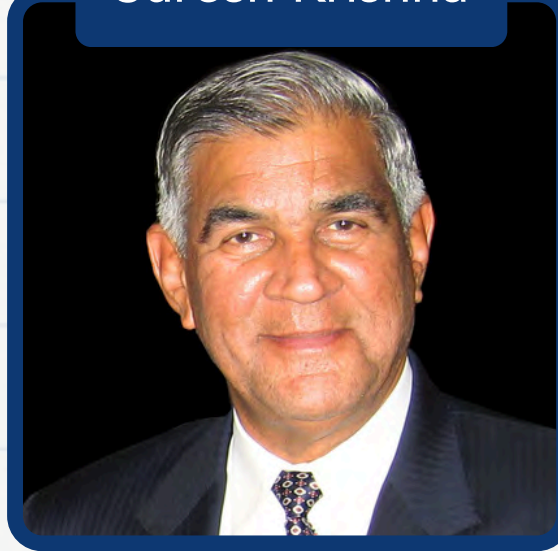
Author, Co-founder -
MindTree

Sudhakar Rao



Director, ICFAI Group

Suresh Krishna



Former Founder - TVS

Suresh Narasimha



Founder - CoCreate.ventures,
CEO - JustBooks

Vinita Bali



Former CEO - Britannia

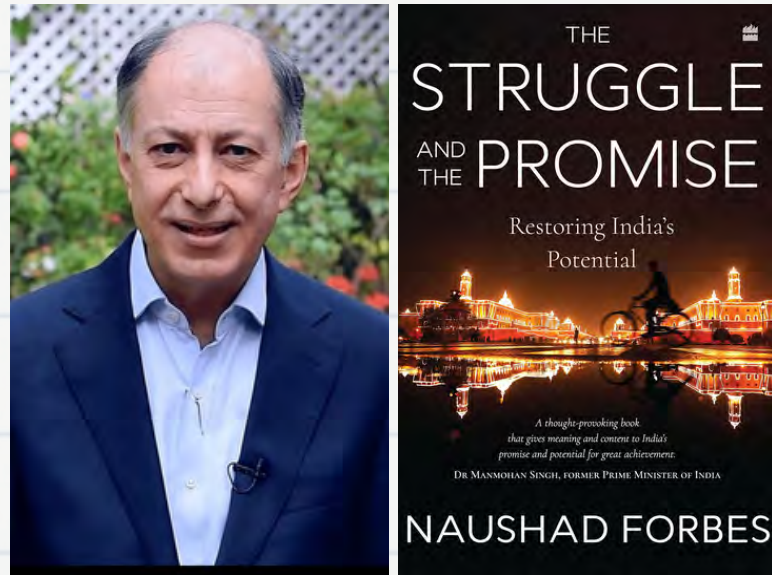
Wilma Rodrigues



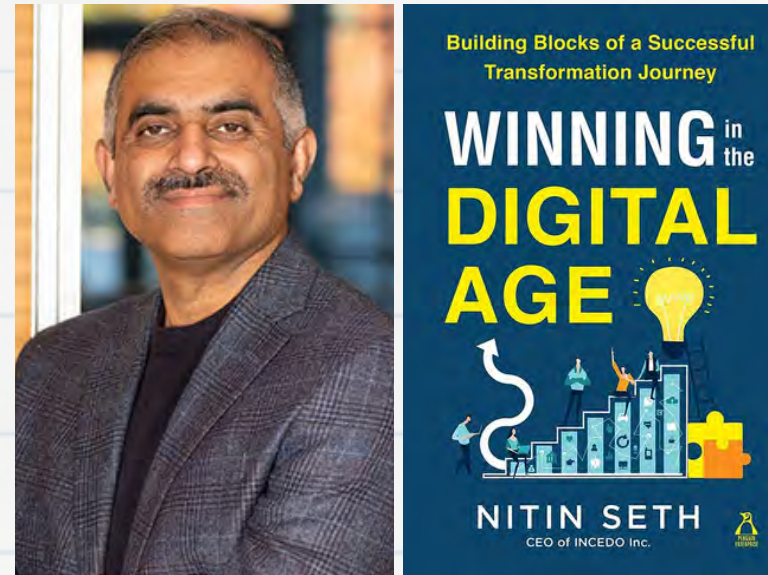
Founder, CEO - Saahas
Zero Waste

BBLF CK Prahalad Best Business Book Award

2023



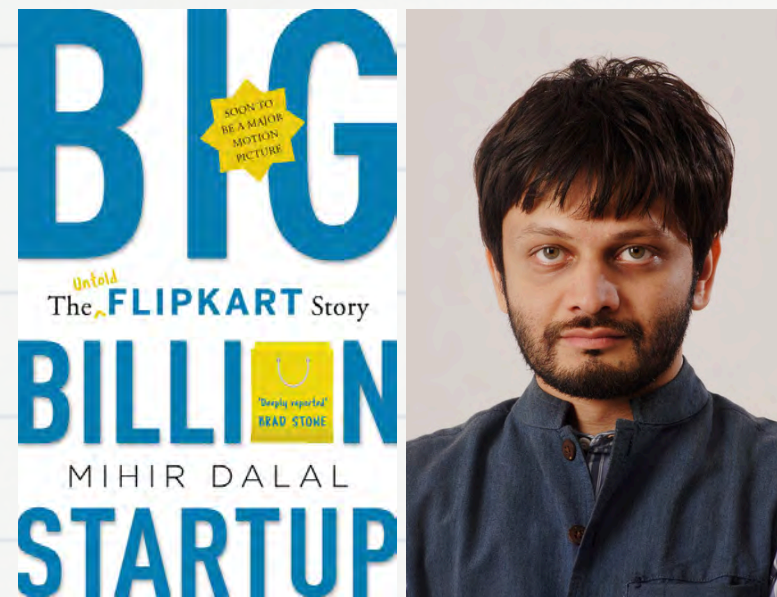
2022



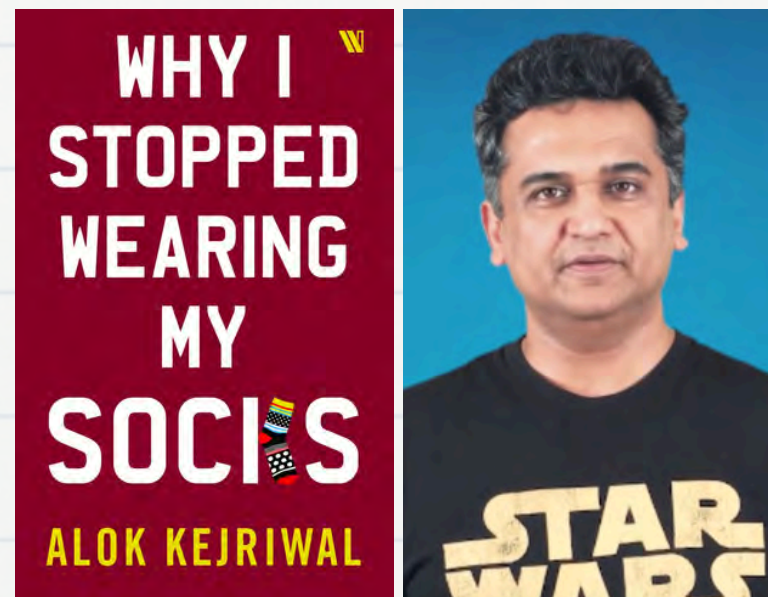
2021



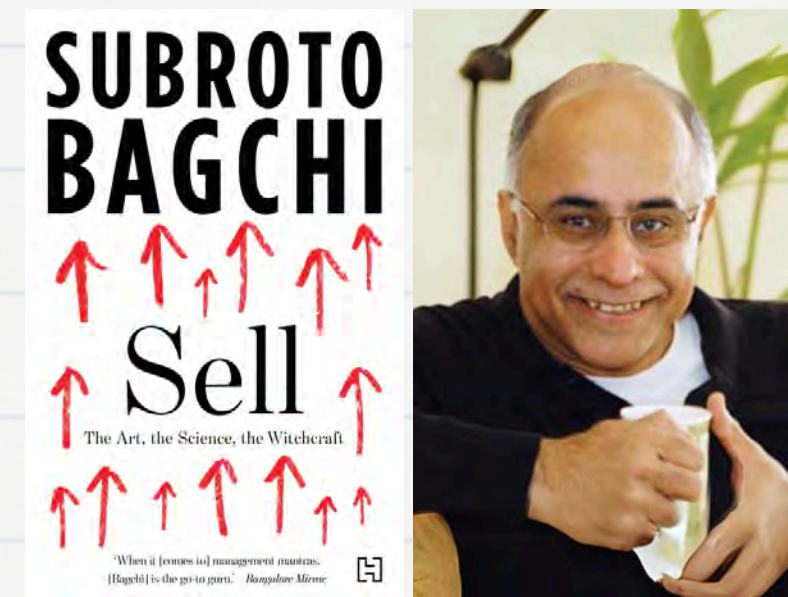
2020



2019



2018



BBLF Team

Dr. V Raghunathan



Prolific Author, Former Faculty -
IIM Ahmedabad

Benedict
Paramanand



Author, Editor -
SustainabilityNext

P Shankar



Writer/editor at Knowledge
at Wharton

Kashyap Kompella



Author, CEO - RPA2AI
Research

Madanmohan Rao



Knowledge Management
Guru and Writer

Support Team

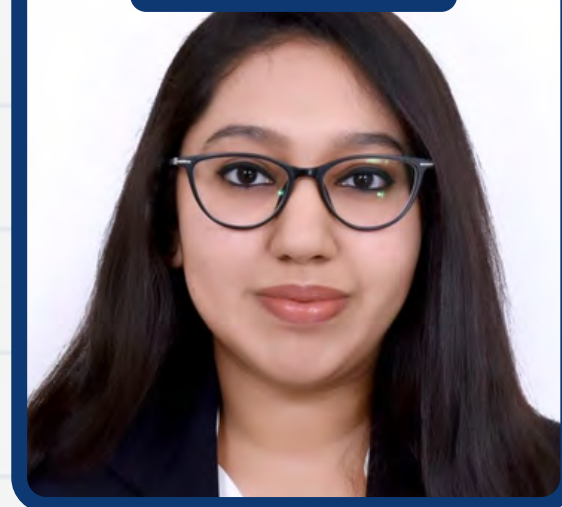
Ganesh Keerthi



Amisha Thakur



Sheetal KN



Lakshmi R Nair



Audience Profile

BBLF attracts an eclectic mix of entrepreneurs, business executives and graduate students from Bangalore and other cities. We expect an audience of more than 1,500 at a highly accessible and charming venue.

BBLF offers sponsoring brands a unique opportunity to connect and engage with the audience at the venue and also with the pre and post event campaigns. We aggressively promote the festival sessions on social media platforms.

Unlike most literature festivals, BBLF is participative. It offers ample networking opportunities and an exploration into the world of business and management books at a well-stocked bookstore.

Participating in BBLF is a full day of immersion into the best of conversations, insights and experiences.

Sponsorship Rates

Title Sponsor

Rs. 10 lakhs

Co-Sponsors

Rs. 5 lakhs

Patrons

Rs. 5 lakhs

B-School Sponsors

Rs. 3 lakhs

Gift

Rs. 1 lakh

Lunch

Rs. 2 lakhs

Hospitality

Rs. 2 lakhs

Product Display

Rs. 30,000/ (Table space)

**Best Business
Book Award**

Rs. 6 lakhs

**Best Debut Author
Book Award**

Rs. 2 lakhs

What the Title Sponsor gets

- A unique opportunity for branding at a premium day-long festival
- Branding opportunity on all communication collaterals including social media posts - pre and post festival
- A table/TV screen at the venue to display products
- Speaking opportunity
- Announcement of the brand names
- Play promo videos
- Give away mementoes and photo opportunity with star speakers

What Co-Sponsors get

- A unique opportunity for branding along with the aspirational business spenders
- Branding opportunity on all communication collaterals including social media
- Opportunity to speak in a panel
- Free entry for team members
- Brand call-out during the fest
- Mementoes and photo opportunity with speakers
- Brand Display Banner / Table

What B School-Sponsors get

- A unique opportunity for branding along with the aspirational business spenders
- Branding opportunity on all communication collaterals including social media
- Opportunity to speak in a panel
- Free entry for team members
- Brand call-out during the fest
- Mementoes and photo opportunity with speakers
- Brand Display Banner / Table

What Other Sponsors get

- A unique opportunity for branding along with the aspirational business spenders
- Branding opportunity on all communication collaterals including social media
- Brand call-out during the fest

We look forward to hosting you

Benedict Paramanand

CEO - Bizlitfest

benedict99@gmail.com

9880602275

<https://bizlitfest.com>