

BIG IMPACT

A W A R D S



BIG IMPACT AWARDS
is not just an event; it is an
incredible experience of a
lifetime for Impact creators

BIG IMPACT

A W A R D S

Embarking on this incredible journey in January 2023, BIG FM invited Education Institutions, Educationists, entrepreneurs, business leaders and visionaries from various industries to step forward and showcase their remarkable achievements

**BIG
IMPACT**
A W A R D S

Journey so far...

20 CITIES

20 MEGA EVENTS

AND A COLOSSAL DISPLAY OF
RADIO AND DIGITAL POWER PLAY



Glimpses of Delhi Chapter (Season 1)



MEGA CELEBRITIES & DIGNITARIES

BIG IMPACT AWARDS 2023

92.7 BIG FM
dhan badhi hai
tuh dekho

CHIEF GUEST

CO-POWERED BY
OJK AUTOS



DR. MUNJPARA MAHENDRABHAI KALUBHAI
HON'BLE UNION MINISTER OF STATE FOR AYUSH
AND WOMAN AND CHILD DEVELOPMENT

CC India

BIG IMPACT AWARDS 2023

92.7 BIG FM
dhan badhi hai
tuh dekho

PROUD WINNERS

CO-POWERED BY
OJK AUTOS



AWARDED TO
DR. SATINDER SARTAAJ
FOR
BIG IMPACT GLOBAL ENTERTAINER

CC India

BIG IMPACT AWARDS 2023

92.7 BIG FM
dhan badhi hai
tuh dekho

PROUD WINNERS

CO-POWERED BY
OJK AUTOS



AWARDED TO
SANYA MALHOTRA
FOR
BIG IMPACT VERSATILE ACTRESS OF THE YEAR

CC India

BIG IMPACT AWARDS 2023

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dhan badhi hai
tuh dekho

GUEST OF HONOUR

CO-POWERED BY
OJK AUTOS



DJ NARAIN
MUSIC COMPOSER, PERFORMER, ROCK BAND SINGER, THEATRE DIRECTOR,
PUBLISHER, ACADEMICIAN & SPORTS MANAGEMENT EXPERT

CC India

11th March , 2023@ Eros, Nehru Place

GRAND EVENT SET-UP & MUSICAL PERFORMANCES



PRINT & TV PROMOTIONS



FULL PAGE AD IN HT CITY

COVERAGE BY ABP NEWS IN NEWS WHEEL



BIG IMPACT

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The platform has already set up a benchmark in championing the spirit of entrepreneurship and recognizing IMPACT businesses who have carved their path to success...

Presenting...

BIG IMPACT

A W A R D S

2 0 2 4

Delhi NCR



A CELEBRATION OF SUCCESS AND GLORY

BROAD CATEGORIES

Auto

Education

Hospitality

Health & Wellness

Real Estate & Allied

Fashion, Lifestyle & Others

EXECUTION PHASES

1

PRE BUZZ

Teaser promos
& mentions

2

INVITING NOMINATIONS

Promos & RJ mentions
inviting nominations
across categories

3

ON GROUND AWARDS PROMOTIONS

Promos & mentions
creating buzz around the
on-ground awards
ceremony

4

GALA NIGHT

Networking opportunities
Celebrity Presence
PR coverage

5

SUSTAINING THE BUZZ

Winner testimonials
& bytes

BIG IMPACT

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GALA AWARDS NIGHT

THE AWARDS NIGHT



**BIG
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- VENUE: Eros Hotel
- DATE: 9th March, 24

We culminate the event with a grand on ground award ceremony where the chosen ones in every category will be felicitated & awarded with BIG IMPACT trophy

A STAR STUDDERD EVENING



The event will capture and showcase the value and quality of partnering brand and showcase it to a premium audience in an ultra-premium setting and the awards being handed over by renowned personalities & dignitaries

*Indicative pictures

**POWER PACKED
PERFORMANCES**

BIG IMPACT

A W A R D S

2 0 2 4



CELEBRATING IMPACT BUSINESSES OF

DELHI/NCR

EXTENSIVE ON-AIR PROMOTIONS



ON-AIR PROMOTIONS GRID

Phase	Element	Description	Number of days	Rotations / day	Total Rotations	Sponsorship Tags		
						Title / Presenting	Powered By	Associate
						(5 secs)	(4 secs)	(3 secs)
Pre Promotion	Teasers	Teasing the upcoming event	3	10	30	Y	Y	
	Promos	Inviting Nominations	20	12	240	Y	Y	Y
	RJ mentions	Inviting Nominations	20	2	40	Y	
	Special Interstitial	Integrated Interstitials (2 days Prior to event)	2	8	16	Y	Y	Y
	TOH	2 days prior to event	2	15	30	Y	Y	Y
	Sweepers	2 days prior to event	2	10	20	Y	Y	
	Celeb Bytes	Building up Excitement (3 days prior to event)	3	6	18	Y	...	
Event Day	On Ground Coverage	Live Event coverage links	1	10	10	Y	Y	Y
	Nominee Bytes	Building up Excitement	1	6	6	Y	Y	Y
	Countdown Bumpers	Countdown Bumpers before event starts	1	12	12	Y	Y	
	RJ Mentions	Teasing Upcoming event	1	4	4	Y	
Post Event	Winners Byte	Amplifying the achievements of winners	5	16	80	Y	Y	Y
	RJMs	Talking about the winners	5	2	10	Y	

ON GROUND PROMOTIONS GRID

S. No.	Element	Details	Presenting	Powered By	Associate	Awardee
1	On-Ground	Main LED (1)	ILU - Logo loop	Logo loop	Logo loop	NA
2		Standeers (8)	ILU	Logo	Logo in band	NA
3		Back Drop (4)	ILU	Logo	Logo in band	NA
4		Arch Gate (1)	ILU	Logo	Logo in band	NA
5		Felicitation	Memento	Memento	Memento	Trophy & Certificate
6		Invite	6	4	3	2
7	News Coverage	Event coverage on prominent news channel				
8	Print - Post Event	1 Full page in HT	ILU	Logo	Logo in band	Pic with trophy

SOCIAL MEDIA AMPLIFICATION

Element	Description	Platform	Count	Total
Static Post	Teaser Post, Announcement Post, Celebrity post	FB, Insta, LinkedIn	4	12
Reel	RJ Advocacy (RJ Reel creating hype of the event)	FB, Insta	3	6
Winner Post	All winner post	FB, Insta, LinkedIn	30	90
Winner Byte	Short video byte of winners	FB	10	10
Culmination Video	Logo presence in culmination video	FB, Insta, Youtube	1	3

PRINT AMPLIFICATION



Post event feature with winner pics

DELIVERABLES FOR AWARDEES



4.5 Lacs
+ **GST**

Join Us



As we take this giant leap towards strengthening the entrepreneurial domain by celebrating & encouraging ~~business~~ Leaders to continue thriving in their respective fields and positively contribute to the economy