



SCOPE | SERVICE | SCHEDULE

# BRAND ACTIVATION

## DEALS IN

### Mainline Advertisement

- Newspaper
- Television
- Radio
- Bill Board

### Bus Branding

- SBSTC Bus
- Public Bus
- Volvo Bus
- Bus Back-panel
- Bus Ticket

### Rail Branding

- Tram Body
- Train Body
- Railway Platform
- Metro Train Body
- Metro Railway Platform

### Vehicle Wrap

- Mobile Display Vans
- Mobile Canters
- Cabs (Taxi)

### Other Media

- Canopies / Kiosks Installation
- Customer's Interaction Program
- Data Collection Activities
- Biker Rally
- Fliers Distributions
- Newspaper Inserts

WE HAVE SCOPE - SERVICE - SCHEDULE

## SERVICES RANGE AT A GLANCE

### Private Bus Branding

**Full Body - ₹ 29,000/-**

Rent - ₹ 22,500/month | Print - ₹ 5,000 | Pasting - ₹ 1,500

**Back Panel - ₹ 7,000/-**

Rent - ₹ 5,000/month | Print - ₹ 1,500 | Pasting - ₹ 500



### Volvo Bus Branding

**Normal\* - ₹ 2,49,500/-**

Rent - ₹ 2,00,000 / month | Print & Pasting - ₹ 49,500

**Premium\* - ₹ 2,74,500/-**

Rent - ₹ 2,25,000 / month | Print & Pasting - ₹ 49,500

\* Premium Routes: Airport to Tollygunge, Airport to Santragachi, Newtown to Tollygunge; Normal Routes: Airport to Howrah, Airport to Esplanade, Airport to Parnashree

### Bus Ticket Branding

**Normal Bus Ticket\* - ₹ 20,000/-**

**Volvo Bus Ticket\* - ₹ 30,000/-**

\* Including printing and distribution per lac.





## Rail Branding

**Front Lit - ₹ 569/ Sqft.**

Rent - ₹ 550 / sqft.

Print - ₹ 9 / sqft.

Pasting - ₹ 10 / sqft.

**Back Lit - ₹ 654 / Sqft.**

Rent - ₹ 625 / sqft.

Print - ₹ 19 / sqft.

Pasting - ₹ 10 / sqft.

## Vehicle Wraps

Hydraulic Mobile LED Display Vans - ₹ 5,000 / Day / Month

Non Hydraulic Mobile Display Vans - ₹ 7,500 / Day / Month

Mobile Canters for Promotional Activities - ₹ 7,500 / Day / Month

Cabs (Taxi) Top - ₹ 24,000 / Month

Body - ₹ 15,000/Month

Installation - ₹ 2,500



Kolkata Metro... Sealdah Station...  
Howrah Stations... Kolkata Tram...

## ABOUT US

Event Architect is one of the leading Company, acknowledged for delivering effective, event management and public relation solutions in Kolkata. It brings a new leap within the industry. We aim to guide with Scope, Service and Schedule.

We bring in tailor-made logistical support, based on the needs of every individual client. Considering the growing importance of the Industry, we are passionate about planning and organizing corporate events, theme weddings, entertainment program and, providing public relation solutions. We combine organizational and communication skills and, manage all the complex details from planning to budgeting, from evaluating and afterward.



**SPREAD YOUR WORDS WITHIN YOUR BUDGET**



**Event Architect**

97/1A, Hazra Road, Kolkata 700026 Ph: 033-6514-0244 E-mail: [info@eventarchitect.in](mailto:info@eventarchitect.in) URL: [eventarchitect.in](http://eventarchitect.in)