India’s only National Street Food Festival

11th National Street Food Festival

Organized by National Association of Street Vendors of India (NASVI)

Sponsor

25th to 29th December 2019
At Jawaharlal Nehru Stadium, New Delhi. Gate No. 2
INTRODUCTION

National street food Festival is premier & only street food festival organised. It started by NASVI as a livelihood promotion and advocacy event. Till date a total of 10 National Street Food Festivals having organised. It is a unique event where street food vendors of different regions and places assemble with their signature dishes. It brings more than 150 street food stalls from 28 states of India.

Venue:
Jawahar Lal Nehru Stadium,
New Delhi
25th -29th December, 2019
● **National Street Food Festival**
  - 1st NSFF – July, 2009 at Lady Hardinge College, New Delhi
  - 2nd NSFF – December, 2011 at Constitution Club, New Delhi
  - 3rd NSFF – December, 2012 at Constitution Club, New Delhi
  - 4th NSFF – December, 2013 at Jawaharlal Nehru Stadium, New Delhi
  - 5th NSFF – December, 2014 at Jawaharlal Nehru Stadium, New Delhi
  - 6th NSFF – March, 2015 at Jawaharlal Nehru Stadium, New Delhi
  - 7th NSFF on 12th–14th December, 2015 at Jawaharlal Nehru Stadium, New Delhi
  - 8th NSFF on 23rd–25th December, 2016 at Jawaharlal Nehru Stadium, New Delhi
  - 9th NSFF on 12th – 14th January, 2018 at Jawaharlal Nehru Stadium, New Delhi
  - 10th NSFF on 14th – 16th December, 2018 at Indira Gandhi National Center for the Arts, New Delhi

● **State Level Street Food Festival**
  - Bihar Street Food Festival, March 2013
  - Bihar Street Food Festival, March 2015
  - Lucknow Street Food Festival, March, 2016
  - Delhi Street Food Festival – 21st – 23rd October, 2016 at Baba Kharak Singh Marg, New Delhi
  - Delhi Street Food Festival – 19th–21st February, 2016 at Baba Kharak Singh Marg, New Delhi
  - Bihar Diwas – March, 2017
Participation in International Street Food Festivals

- World Street Food Congress, Singapore 2013
- World Street Food Congress, Singapore 2015
- World Street Food Congress, Manila, Philippines 2016
- World Street Food Congress, Manila, Philippines 2017

Partnership with Ministry of Tourism, Govt of India in organizing National Festival – Bharat Parv

- Bharat Parv – August, 2015 at Garden of Five Senses, New Delhi
- Bharat Parv – 24th – 29th January, 2016 at Red Fort, New Delhi
- Bharat Parv – 14th – 19th August, 2016 at India Gate, New Delhi
- Bharat Parv – 26th – 30th January, 2017 at Red Fort, New Delhi
- Paryatan Parv – 23rd – 25th October, 2017 at India Gate, New Delhi
- Bharat Parv – 26th to 31st January, 2018 at Red Fort, New Delhi
- Paryatan Parv – 16th to 27th September 2018 at India Gate, New Delhi
- Bharat Parv – 26th to 31st January, 2019 at Red Fort, New Delhi
Shahari Samridhi Utsav organized by Ministry of Housing and Urban Affairs, Government of India with NASVI, At India Gate Delhi from 7 February to 16 February 2019.

Participating Vendors

Overwhelming crowd

National Coordinator with food vendor’s trophy

Chennai Food Vendors gets best vendors award.
Tandoori Chai from Rajasthan

Gulab Singh of India Gate Bhelpuri serves one of the most simple-looking snacks, yet the his signature sauce made with mangoes, dates and tamarind. His theatrical way of mixing Bhelpuri makes is a joy to watch.
Over 1,00,000 visitors
150 food stalls from 25 states of India
More than 500 cuisines
Folk Shows
Magic shows
Street Shows
Quiz and competitions for women and children
Live Cooking Demonstrations
Food Talk By Policy Maker and Industry Experts
Presence of celebrities
Awards
DEMOGRAPHICS

AUDIENCE CHARACTERISTICS
- Diverse Age Group
- Chef & Taste Makers
- Foodies & Food Lovers
- Passionate Music Fans
- Active Social Media Users

FACTS
- 5 Hours Average Time Spent at the event
- 96% Visitors Own Smartphones
- 40% Visitors are Families
- 60% Visitors are between the age group 20-35
- Real time update on social media
Presence of few celebrity in Street Food Festival
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PARTICIPATING STATES

- Andhra Pradesh
- Assam
- Bihar
- Chandigarh
- Chattisgarh
- Goa
- Gujarat
- Haryana
- Himachal Pradesh
- Rajasthan
- Jammu
- Kashmir
- Jharkhand
- Karnataka
- Kerala
- Madhya Pradesh
- Maharashtra
- New Delhi
- Telangana
- Odisha
- Punjab
- Sikkim
- Tamil Nadu
- Uttar Pradesh
- Uttaranchal
- West Bengal
- Meghalaya
- Puducherry
National Street Food Festival recognized in Regional, National and International Publications

- Buzzintown
- The Hindu
- Sunday Times
- Times of India
- Times Classified Special
- The Statesman
- The Pioneer
- Jansatta
- Indian Express
- The Asian Age
- Sandhya Times
- Rashtriya Sahara
- Raj Express
- Punjab Kesari
- Nav Bharat Times
- MID Day
- MINT
- Mail Today
- Hindustan Times
- Hindustan
- Financial Express
- Financial Chronicle
- EENADU
- Economic Times
- Dainik Jagran
- Dainik Bhaskar
करौली प्लेस में ले दिल्ली के व्यंजनों का मजा

Street food fest to highlight India's regional cuisines

दो दिवसीय स्ट्रीट फूड फेस्टिवल आज से

सस्ते और सोहतगामे देशी कोल्ड ट्रिंक
Over 200 stalls in line for street food fest from Dec-25

NEW DELHI: Nearly 800 street food vendors from across the country will serve their most popular dishes at the National Street Food Festival to be held at Jawaharlal Nehru Stadium from December 25 to 28.

In the previous edition, delicacies like sarson ka saag from Punjab, lahsun ki keher from Uttar Pradesh and taash kabab from Bihar had become so popular that the organizers had to shut the gates before time due to large crowds.

Not only will the number of vendors double than that of last year, the variety of street food has also been scaled up. According to National Association of Street Food Vendors of India, which is organizing the festival, more than 200 stalls of street foods will be put up.

There will be food from 25 different states. The festival will start at 12 noon on Christmas Day and the entry ticket will cost ₹50 per person. The event will be open for the public till 10 pm on all days.

“We are also launching a street food vendor mobile app ‘Street Satvi’ and a book which has 40 recipes of street food written by vendors themselves. The book also offers the origin of the food item and history of the vendor and street food vendor movement,” said Arbind Singh, national coordinator, NASVI.

The app will be free to download. With it, foodies at the festival can locate street food vendors registered with NASVI in a locality.

“At present there are about 1,000 vendors who have already registered with us and are represented on the app. By end of January we expect a minimum of 10,000 vendors to be registered only in Delhi,” Singh added.

“The vendors at the event have been registered after training them in maintaining hygiene and following good practices. The app has a provision to rate vendors too.

According to NASVI, the theme of this year’s carnival is ‘Food that Empowers’ considering the opportunity it will give to the vendors who participate in the event.

Many vendors last year reported a jump in their sales after the festival as more people got to know about the delicacies that they offer.

Organisers promise that connoisseurs of food will have a wide variety of street food to choose from.
PREVIOUS ADVERTISING

Print:
- 25 Banner at various location in South Delhi and Gurgaon
- Standees at various participating events
- 1,00,000 flyers with all sponsors listed, distributed in Delhi NCR

Roaming Advertising:
- A Bus Fully Covered with street food festival flex covering sponsors logo across Delhi NCR.

Radio:
- Ads on Radio / FM Partner

EMAIL BLAST
- Email blasts to a data base of 50,000 users
NATIONAL Street Food FESTIVAL
10th
14th to 16th December 2018
Time: 12.00 Noon to 12.00 Night

Entry By Ticket
500 street food items from more than 25 states

Special Attraction:
- Rock Band & Solo Performances
- Competition, Games, Demo by Celebrity Chefs
- International food dialogues, Quiz More

At
Indira Gandhi National Center For the Arts
Near India Gate, Rajpath Area, Janpath
Central Secretariat Metro, Gate No.3, New Delhi

www.nasvinet.org, facebook.com/streetfoodfest, twitter.com/nasviindia

Additional images of event materials and attendees.
Promotion on Social Media:

Our Story

National Street Food Festival is a vibrant representation of the myriad tastes of the country, compl...
BENEFITS

Sponsorship packages have been developed to maximize exposure and branding for all sponsors; we are happy to tailor the branding benefits need by the organization.

All Packages include:
- Branding & Advertising
- Marketing & PR
- Customer Acquisition
- Product Sampling and Sales
- Onground Activation
- Digital Reach

- Presenting Sponsor
- Powered by Sponsor
- Co Sponsor

- Associate Partner
- Grocery Partner
- Hygiene Partner
- Menu Partner
Our top level sponsor package gives you premier treatment and unique exposure, with naming rights for the festival, on ground integration logo placement, banner and more. Title sponsor provide utmost visibility.

Presenting Sponsor

General Deliverables:
- Title name rights
- 11th NSFF Logo branding with NSFF
- Sponsor Kiosks
- Advertising: Outdoor, Digital and on ground
- Online: Social media and Websites
- Festival Video and Images
- Press releases
- Announcement online and on ground
- Employee Passes
Our top level sponsor package gives you premier treatment and unique exposure, with naming title for the festival, on ground integration logo placement, banner and more. Title sponsor provide utmost visibility.

Product Partners

General Deliverables:
- Title name rights
- 11th NSFF Logo branding with NSFF
- Sponsor Kiosks
- Advertising: Outdoor, Digital and on ground
- Online: Social media and Websites
- Festival Video and Images
- Press releases
- Announcement online and on ground
- Employee Passes
**On Ground Activation**
- Activation Zone at the Festival – Core integration
- Sponsor Kiosk up to 10ft *10ft
- Logo on every food stall fascia
- Space for Sponsor billboard
- Space for Sponsor Standees
- Logo on Direction Signage
- Logo on Chequered wall for media bites
- Outdoor Media
- Festival LED Screen for visual branding
- Stage Slot for presentation
- Logo on Invitation Cards
- Announcements & Mentions
- Logo on all Id cards & Entry Tickets

**Online Activation**
- Website banners- Home page & Multi Pages
- Digital Media- Cover photo & display pictures
- Multiple online contents- Facebook, Twitter, Instagram
- Dedicated Publishing Newsletter
- Promoted Posts via social media
Our Powered by package makes the most by acknowledging the organization alongside the Title sponsor.

It offers exhibit Space, collateral branding, online promotion & more. It is the ideal package for maximum reach.

**General Deliverables**
- Powered by- Name Title
- 11th NSFF Logo Branding
- Activation zone & Sponsor Kiosk
- Advertising- Print, Outdoor & Digital
- Online- Website, Social Media, Banners & Contents
- Festival Videos & Images
- Announcements- Online & On Ground
- Employee Passes
**On Ground Activation**
- Activation Zone at the Festival – Core integration
- Sponsor Kiosk up to 10ft*10ft
- Logo on every food stall fascia
- Space for Sponsorbillboard
- Space for Sponsor Standees
- Logo on Direction Signage
- Logo on Chequered wall for media bites
- Outdoor Media
- Festival LED Screen for visual branding
- Attractive competition for women or children by your name
- Announcements & Mentions
- Logo on all Id cards

**Online Activation**
- Website banners- Home page & Multi Pages
- Digital Media- Cover photo & display pictures
- Multiple online contents- Facebook, Twitter, Instagram
- Dedicated Publishing Newsletter
- Promoted Posts via social media
CO-SPONSORED BY

Co-Sponsorship package will help you to reach all attendees of the event offering as mentioned below

**General Deliverables**
- Main Logo Branding
- Sponsor Kiosk
- Advertising print, Outdoor & Digital
- Online - Website, Social Media, Banners & Content
- Festival Videos & Images
- Announcements - Online & On Ground

**On Ground Activation**
- Sponsor Kiosk up to 10ft*10ft
- Logo on every food stall fascia
- Space for Sponsorbillboard
- Space for Sponsor Standees
- Logo on Direction Signage
- Logo on Chequered wall for media bites
- Outdoor Media
- Festival LED Screen for visual branding
- Announcements & Mentions
- Logo on all Id cards

**Online Activation**
- Website banners - Home page & Multi Pages
- Digital Media - Cover photo & display pictures
- Multiple online contents - Facebook, Twitter
- Dedicated Newsletter
- Promoted Posts media via social

**Special Attraction:**
- Rock Band & Solo Performances, Competition, Games, Demo by Celebrity Chefs
- International food dialogues, Quiz More...

Entry By Ticket
500 street food items from more than 25 states

**NATIONAL Street Food FESTIVAL 10th**
14th to 16th December 2018
Time: 12.00 Noon to 12:00 Night

At
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Near India Gate, Rajpath Area, Janpath
Central Secretariat Metro, Gate No.3, New Delhi

www.nasvininet.org, facebook.com/streetfoodfest, twitter.com/nasviindia
COMMERCIALS

- Presenting Sponsor Rs. 25L*
- Powered By 15L*
- Co-Sponsored By 10-15L*

* Taxes extra as applicable
CONTACT US

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