

Shimla Flying Festival

2023 AT JUNGA

"SOARING TO
NEW HEIGHTS:
PARAGLIDING
FESTIVAL TAKES
FLIGHT"

Who doesn't love a bit of adventure combined with culture, heritage and natural beauty! The **Shimla Flying Festival** – Paragliding Accuracy Championship for sole and tandem pilots promises an exhilarating experience for adventure enthusiasts and spectators alike. With its breathtaking location, skilled participants, and a celebration of culture, cuisine and handicrafts, this event aims to become an unforgettable milestone in the world of paragliding and adventure sports. Join us at Junga, Shimla, from **12th to 15th October 2023**, for an adrenaline-pumping celebration of flight and precision. The Festival is not just an opportunity to experience the thrill of flight and witness world-class demonstrations, but also to promote tourism in the area. The festival is being whole heartedly supported by **Himachal Tourism Department** and **District administration**.



For more information reach us at info@theglideinn.com or call us at **97798 85135**

Event Highlights:

Spectacular Aerial Display: There will be breathtaking aerial displays performed by renowned paragliders, who will be showcasing acrobatic manoeuvres mastery of the skies.

Workshops and Training Sessions: The festival will host workshops and training sessions conducted by experienced paragliders, providing amateurs with an opportunity to learn from the best.

Paragliding Accuracy Championship: The main attraction will be the Paragliding Accuracy Championship, where skilled pilots from across the globe will compete.

Adventure Sports and cultural Extravaganza: Visitors will get to engage in a wide range of adventure sports and be part of cultural programs that provide a glimpse into the vibrant local heritage.

Objectives:



To promote tourism and allied activities to generate employment and boost up the economy of the stakeholders.



To promote handicrafts, other local products, and local attire of the district. To harness the potential of Heritage and spiritual tourism.



To increase the duration of stay of tourists to increase the room nights for hotels of Shimla and in its periphery.



To promote nature parks and wildlife sanctuaries, treks and trails in and around the area. To promote walking trails & bird watching.



To showcase paragliding as an emerging profession. To promote adventure sports like Paragliding along, tree top adventure, biking, trekking and camping.



To provide a variety of entertainment, food, and shopping options, so that the festival offers something for everyone.





What's in it for Sponsors

The Shimla Flying Festival - Paragliding Accuracy Championship offers an array of attractive benefits and opportunities for sponsors to align their brand with an exhilarating adventure sports event. Sponsors can gain significant visibility and engagement with a diverse audience. Here are some compelling incentives for sponsors:

a) Extensive Brand Exposure: Sponsors will receive extensive brand exposure through prominent placement of logos and brand names on event signage, banners, merchandise, and promotional materials. The event's online and offline marketing campaigns will further amplify sponsors' visibility.

b) Reach a Targeted Audience: The festival attracts adventure enthusiasts, travel enthusiasts, local communities, and tourists from various parts of the country and around the world. Sponsors can reach a highly targeted and engaged audience, which can lead to increased brand recognition and potential customer acquisition.

c) Association with Thrilling Adventure: Sponsoring a paragliding championship presents sponsors with a unique opportunity to associate their brand with excitement, adrenaline, and the spirit of adventure. This association can evoke positive emotions among consumers and enhance brand perception.

d) On-Site Activation and Brand Integration: Sponsors can actively engage with the festival's attendees through on-site activations, product demonstrations, interactive experiences, and giveaways. Such interactions can leave a lasting impact on potential customers, fostering brand loyalty and driving sales.

e) Social Media Exposure: The event is likely to generate significant social media buzz, with attendees sharing their experiences online. Sponsors will benefit from social media exposure through event hashtags, mentions, and user-generated content, expanding their online reach and visibility.

The event will be inaugurated by **State Chief Minister** in presence of senior cabinet members. The festival is being whole heartedly supported by **Himachal Tourism Department** and **District administration**.



What's in it for Corporates

The Shimla Flying Festival – Paragliding Accuracy Championship presents an excellent opportunity for corporates to be part of an exciting adventure sports



Brand Visibility and Sponsorship Opportunities:

Corporates can leverage the event's popularity and wide media coverage to increase their brand visibility. By sponsoring different aspects of the festival, such as the championship, workshops, or cultural programs, corporates can position their brand in front of a diverse audience, including adventure enthusiasts, tourists, and media representatives.



Networking Opportunities: The Shimla Flying Festival brings together people from various backgrounds, including adventure sports enthusiasts, travel industry professionals, and local communities. Corporates can capitalise on this diverse gathering to expand their network and forge valuable connections with potential partners, customers, and industry stakeholders.



CSR Initiatives and Community Engagement: Participation in the festival aligns with corporate social responsibility (CSR) objectives. Corporates can contribute to the local community by supporting sustainable tourism practices.



Corporate Team Building and Employee Engagement: The festival offers a unique platform for corporate team building activities and employee engagement initiatives. Companies can organise team-building workshops, training sessions, and even encourage their employees to participate in paragliding or other adventure sports during the event.



Promotional and Marketing Opportunities:

The festival offers opportunities for corporates to conduct on-site promotions, product launches, and interactive marketing activities. Engaging potential customers in a lively and adventurous environment can leave a lasting impression and boost brand loyalty.

