



ക്ലബ്ബ് എഫ്എം

മഹാവാലി

CLUB FM MAHAVALI 2026

Kerala's Biggest Inter-College Onam Vadamvali Championship

A High-Energy On-Ground Campus Activation Across Kerala

24 Colleges | 6 Club FM Stations | Thousands of Students .

Event Overview

Vadamvali (Tug-of-War) is one of the most iconic traditional games associated with Onam celebrations in Kerala. More than just a competition, it symbolizes **unity, teamwork, strength, and community bonding**. For generations, Vadamvali (Tug-of-War) has represented the essence of Onam—**bringing families, friends, and communities together in celebration, cooperation, and shared joy**. Club FM Mahavali is a large-scale Onam-themed inter-college Vadamvali (Tug-of-War) championship designed to celebrate Kerala's festive **spirit** with energy, excitement, and youth engagement.

- Club FM's professional Mahavali Vadamvali team will travel across Kerala
- 6 Club FM stations covering 4 prominent colleges per station — 24 colleges across Kerala

The Challenge

- This Onam, **Club FM** will visit colleges with a **Professional Tug of War Team**, bringing Kerala's most loved traditional sport to campus.
- Students form teams based on their **departments** (Commerce, Engineering, Arts, Science, etc.). **in each college**
- **Department-wise Vadamvali competitions** for students. The **winning team** gets a chance to challenge the **Professional Team**.
- **The ultimate challenge: Defeat the professional 8-member Mahavali team and win an additional special cash prize instantly**



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Why Club FM Mahavali?

- Celebrates Kerala's Onam Spirit: Traditional Vadamvali combined with modern campus entertainment
- Massive Youth Engagement: Direct interaction with thousands of college students across Kerala
- High-Energy Campus Experience: Music, RJs, crowd engagement, competitions, and festive excitement
- Strong Brand Visibility: Consistent sponsor branding across on-ground, on-air, and social media platforms



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Recap: Club FM Mahavali - 2025



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Brought to you by **Shymas Honda**
In association with **Garage**
വടംവലിച്ചു നേടൂ, സമ്മാനങ്ങൾ
ഓണം ആഘോഷിക്കാൻ CLUB FM വടംവലി മത്സരത്തിൽ നിങ്ങളുടെ കോളേജുകളിലെത്തുന്നു. ഏറ്റവും വലിയ വേഗതയിൽ കിടിലൻ സമ്മാനങ്ങൾ നേടാനിടയുണ്ട്.
DATE: 27-08-2025
VENUES **CARMEL COLLEGE** OF ENGINEERING & TECHNOLOGY **MAR GREGORIOS** COLLEGE OF ARTS AND SCIENCE

വലി വലി മഹാവലി ഇനി പണം വലിച്ചുടുക്കൂ
Nikshana PRESENTS **കൂബ് എഫ്എം മഹാവലി**
Brought to you by **LuLu** **Garage**
ഓണം ആഘോഷിക്കാൻ CLUB FM വടംവലി മത്സരത്തിൽ നിങ്ങളുടെ കോളേജുകളിലെത്തുന്നു. ഏറ്റവും വലിയ വേഗതയിൽ കിടിലൻ സമ്മാനങ്ങൾ നേടാനിടയുണ്ട്.
ചിന്ത ഇനസ്റ്റിറ്റ്യൂട്ട് ഓഫ് കോമ്പ്യൂട്ടർ, കണ്യാർ 22-08-2025
Education Partner **DRS SANKARANARAYANA COMPUTER CENTRE** Beauty and gift partner **bas** Cakes by, Kannur

വലി വലി മഹാവലി ഇനി പണം വലിച്ചുടുക്കൂ
IMAGE WOMEN & COMPUTERS TO UPGRADE PEOPLE PRESENTS **കൂബ് എഫ്എം മഹാവലി**
In association with **DDRC agilus**
ഓണം ആഘോഷിക്കാൻ CLUB FM ന്നിങ്ങളുടെ കോളേജുകളിലെത്തുന്നു. വടംവലി വിജയികൾക്ക് ക്യാഷ് രേഖയും കിടിലൻ സമ്മാനങ്ങളും.
Supported by city silks
Federal Institute of Science And Technology (FISAT) 27-08-2025



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Key Highlights



Engaging Student Interactions

- Club FM RJs accompanying the Mahavali tour
- Fun campus interactions and crowd engagement activities
- Live entertainment and energetic emcee hosting
- Memorable festive campus experiences



Competitive Excitement

- Interdepartmental Vadamvali competitions
- Cash prizes for winning teams
- Special challenge against the professional Mahavali team



Festival Atmosphere

- Onam-themed branding and activation
- Traditional energy blended with modern youth culture

Audience Reach

Primary Audience

- College Students
- Youth Communities
- Campus Influencers
- Student Unions & Departments

Campaign Scale

- **24** Colleges
- **7** Major Kerala Districts
- **Hundreds** of Direct Student Participants
- **Extensive** Social Media Reach

Brand Advantage

- Connect with Kerala Youth
- Build Campus Visibility
- Create Experiential Engagement
- Improve Long-term Brand Recall

Media Possibilities – Maximizing Exposure

Radio Promotions

- Dedicated promo spots
- RJ mentions
- Event countdowns
- Live event updates
- Winner announcements

Social Media Outreach

- Event announcement creatives
- Campus reels & short-form videos
- College-wise highlights
- Student interaction content
- Real-time social engagement
- Post-event recap coverage

Presenting Sponsorship

"TRENDS PRESENTS CLUB FM MAHAVALI 2026"

Title & Brand Ownership

Exclusive Presenting Sponsor Rights
Special Brand Integration within the Event
Brand Logo Integration in the Official Event Logo
Premium Venue Branding
Logo on Official Event T-Shirts

Media & Radio Integration

Credit Line in all Radio Promos
Event Vehicle Branding
RJ Mentions across all stations
Dedicated Promo Spots: 10 spots × 7 days
Free Commercial Time (FCT): 6,000 seconds (1000 Sec./ station)

Emcee Branding & Live Mentions
Live Campus Mentions
Branding across all Event Collaterals

Digital & Social Media Exposure

Premium Social Media Visibility
One Dedicated Instagram Reel

Branding & Title Rights

Print Advertisement (Mathrubhumi Daily)
3 column x 10 cm ad (all Kerala)

Total Investment for Presenting Sponsorship:



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Brought To You By Sponsorship

On-Ground Deliverables

- Exclusive naming rights
- Logo on official event T-shirts
- Branding across event promotions
- Social media branding visibility
- Branding on support vehicles
- Emcee mentions during activations

On-Air Deliverables

- Credit line in event promos
- Live RJ mentions
- Daily station mentions
- Dedicated radio promos
- Free Commercial Time (FCT): 3,000 seconds (500 Sec./station)
- Print Advertisement (Mathrubhumi Daily)
3 column x 10 cm ad (all Kerala)

Total Investment for Brought To You By Sponsorship:



Associate Sponsorship

On-Ground Deliverables

- Branding in event promotions
- Logo on official event T-shirts
- Branding on vehicles
- Social media visibility
- Emcee mentions during events

On-Air Deliverables

- Credit line in promos
- RJ mentions
- Live campus mentions
- Dedicated radio promos

Total Investment for Associate Sponsorship:



Why Brands Should Partner With Mahavali



High Youth Penetration

Reach Kerala's most active student audience directly



Strong Emotional Connect

Onam + Sports + Campus Energy = High Audience Recall



Multi-Platform Visibility

Integrated exposure through Radio, On-Ground, Social Media, and Video Content



Experiential Marketing Opportunity

Move beyond traditional advertising and create memorable brand experiences

CLUB FM MAHAVALI 2026

**Bigger. Stronger. More
Energetic.**

Let's Celebrate Onam With Kerala's Biggest Campus Vadamvali Championship
Partner With Us For An Unforgettable Youth Engagement Experience.



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