

Club FM Onam Influencer Couple Show



Celebrating Onam Through Entertainment, Culture & Influencer Power

A unique festive special featuring Kerala's most loved influencer couples in an unforgettable Onam celebration.

The Concept

This Onam, Club FM presents a one of a kind entertainment show that brings together five popular Kerala influencer couples for a day filled with fun, laughter, and festive celebrations.

Designed to capture the true essence of Onam, the show combines culture, entertainment, and authentic couple interactions to create engaging content for audiences across Kerala.

The Venue

A Traditional Kerala Heritage Resort

The entire show takes place amidst the serene beauty of a traditional Kerala heritage resort, providing the perfect backdrop to showcase the richness of Kerala's culture and the festive spirit of Onam.

The natural surroundings, traditional architecture, and festive décor create an immersive visual experience.

What the Show Includes

- Exciting Couple Challenges
- Fun filled team games
- Onam inspired activities
- Friendly competitions
- Interactive conversations
- Entertainment segments
- Surprise tasks
- Light hearted moments
- Celebration of togetherness

Every challenge is designed to entertain while highlighting the chemistry and personalities of the participating couples.

Hosted by Club FM RJs

Club FM's energetic and charismatic RJs guide the audience through every challenge, conversation, and celebration.

Their engaging hosting style keeps the show lively, humorous, and interactive, ensuring a seamless entertainment experience throughout.

Why This Show?

This special combines the influence of Kerala's top digital creators with the trusted reach of Club FM to deliver premium festive content across multiple platforms.

With its perfect blend of entertainment, culture, and influencer engagement, the show is designed to create high audience engagement while celebrating the true spirit of Onam.

The Club FM Onam Experience

A vibrant celebration where culture meets content, influencers meet audiences, and brands become part of Kerala's biggest festive season.

One Celebration. Five Influencer Couples. Endless Entertainment.

Tentative Influencer

1. Sanju Lakshmi

(<https://www.instagram.com/lakshmysanju?igsh=MWVldmtkemQyZHJ4eA==>)

2. Meethmiri

(https://www.instagram.com/meeth_miri?igsh=NGUyeHA4OHVqNDR6)

3. Jisma Vimal

(https://www.instagram.com/jisma_jiji_kizhakkarakattu?igsh=ZXlTeTY3c20xNWpi)

4. Nasif & Wife

(<https://www.instagram.com/naaaaaaasif?igsh=MWZpcTZjZWprY3NwYg==>)

5. Shariq

(https://www.instagram.com/sha_rick ?igsh=MmFxOTZ1Z3Zrd25v)



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Delivering Platforms:

One Full Episode in Youtube, Facebook.
Four Instagram Reels, Facebook Reel & Youtube Shorts.

Sponsorship Opportunities

Title Sponsor - 1 Client
Powered By Partner - 2 clients
Associate Partners

Title Sponsor Deliverables



- The show will be branded as XYZ presents Club FM Onam Influencer Show.
- Dedicated Branded Game Rounds exclusively created for Title Sponsor - 3 Rounds
- Logo Placement on game sets, props, scoreboards, challenge cards, and digital graphics. # Product Placement integrated naturally within the activities.
- Branded Props & Decor customized to match the client's identity.
- RJ Brand Mentions before, during, and after each challenge and Influencer Interaction with products during the game.
- Brand-focused conversations woven naturally into the show
- Ad banners in Social Media Extensions including reels, behind-the-scenes content, and influencer posts featuring the brand.
- Radio Promo - 5 sec client tag x 10 spots per day x 7 days
- Logo Presence in all the promotions - Social Media, Posters
- Mathrubhumi Daily - Article on the show integrating the sponsor's name
- **50% of the investment value as commercial seconds in Club FM**

Investment : ABC + GST

Powered By Sponsor Deliverables



- Dedicated Branded Game Rounds exclusively created for Powered By Sponsor - 2 Rounds
- Logo Placement on game sets, props, scoreboards, challenge cards, and digital graphics. # Product Placement integrated naturally within the activities.
- RJ Brand Mentions before, during, and after each challenge.
- Brand-focused conversations woven naturally into the show.
- Ad banners on rotation in Social Media Extensions including reels, behind-the-scenes content, and influencer posts featuring the brand.
- Winner Giveaways & Gift Hampers by the sponsor
- Radio Promo - 5 sec client tag x 10 spots per day x 7 days
- Logo Presence in all the promotions - Social Media, Posters
- Mathrubhumi Daily - Article on the show integrating the sponsor's name
- **50% of the investment value as commercial seconds in Club FM**

Investment : ABC + GST

Associate Partners Deliverables



- Dedicated Branded Game Rounds exclusively created for Powered By Sponsor - 1 Round
- Logo Placement on game sets, props, scoreboards, challenge cards, and digital graphics. # Product Placement integrated naturally within the activities.
- RJ Brand Mentions before, during, and after each challenge.
- Brand-focused conversations woven naturally into the show.
- Ad banners on rotation in Social Media Extensions including reels, behind-the-scenes content, and influencer posts featuring the brand.
- Winner Giveaways & Gift Hampers by the sponsor
- Radio Promo - 3 sec client tag x 10 spots per day x 7 days
- Logo Presence in all the promotions - Social Media, Posters
- Mathrubhumi Daily - Article on the show integrating the sponsor's name
- **50% of the investment value as commercial seconds in Club FM**

Investment : ABC + GST

THANK

