

SPONSORSHIP DECK • 2026

STREET LAND

Put your brand where culture lives.

Music, fashion, art, creators, independent brands and a young, highly social audience — under one experience. For brands, this isn't branding. It's an opportunity to build a community.

04 OCTOBER 2026

THE OLIVE COURT, JODHPUR

MUSIC • FASHION • ART • CULTURE



WHAT IS STREETLAND?

More than an event.

STREETLAND is a street-culture experience that brings music, fashion, art, workshops, stalls, creators and community together in one place — on one day, in Jodhpur.

It's built for a new generation that doesn't separate what they listen to from what they wear, what they make or who they follow. Different streets. One culture.

Not just a stage. A movement.

SIX STREETS. ONE LAND.



MUSIC

Amazing DJ line-ups and sounds that keep the streets moving.

FASHION

Streetwear, sneakers, style and independent labels.

ART

Creative expression, visual culture and makers.

WORKSHOPS

People don't just watch here — they participate.

STALLS

Independent brands, local businesses and new discoveries.

COMMUNITY

Different interests, one culture, one place.



THE STREETLAND AUDIENCE

Built for the next generation.

Your audience isn't just watching. They're discovering, sharing, creating, buying and influencing. STREETLAND gives brands a physical and digital environment to connect with them authentically.

500+

Expected crowd

20+

Curated stalls

30+

Creators & influencers

Jodhpur

Strong local youth & college audience

WHAT THEY'RE INTO

MUSIC

FASHION

SNEAKERS

ART

LIFESTYLE

FOOD

CREATORS

ENTREPRENEURSHIP

LOCAL CULTURE



Six ways in.

01

BRAND VISIBILITY

Event branding, digital communication, social media, venue, stage & experience branding, promotional content, photography and video.

02

ON-GROUND ACTIVATION

Don't just display your logo — create something people interact with. Installations, photo moments, sampling zones, games, creator corners, launches, drops.

03

SOCIAL MEDIA INTEGRATION

Reels, stories, collaborative posts, brand features, artist & creator content, event recaps and UGC amplification.

04

CREATOR & INFLUENCER CONNECT

Creators and influencers from across Rajasthan — collaborations, product seeding, content integrations, challenges and brand storytelling.

05

PRODUCT DISCOVERY

Put products directly into the hands of your audience. Ideal for fashion, beauty, food, lifestyle, tech, sneakers, accessories and youth brands.

06

COMMUNITY CONNECTION

People remember experiences more than advertisements. Don't just sponsor the event — own a moment.



Pick your territory

Not fixed boring packages — different territories of the land your brand can own.

TITLE PARTNER

STREETLAND PRESENTED BY [BRAND]

- ✦ Naming integration
- ✦ Main + stage branding
- ✦ Hero digital placement
- ✦ Dedicated activation
- ✦ Creator integration
- ✦ Custom campaign

EXPERIENCE PARTNER

OWN THE EXPERIENCE

- ✦ Own one major experience
- ✦ Fashion / Art / Music / Creator
- ✦ Custom on-ground activation
- ✦ Digital visibility

MUSIC PARTNER

POWER THE SOUND

- ✦ DJ stage integration
- ✦ Artist moments
- ✦ Stage branding
- ✦ Music content + social

FASHION PARTNER

STYLE THE STREETS

- ✦ Street style zone
- ✦ Fashion activation
- ✦ Creator styling
- ✦ Photo moments + drops

CREATOR PARTNER

MEET THE PEOPLE MAKING CULTURE

- ✦ Creator lounge
- ✦ Creator challenges
- ✦ Product gifting
- ✦ UGC + amplification

WORKSHOP PARTNER

LET PEOPLE CREATE WITH YOU

- ✦ Branded interactive workshop
- ✦ Customisation / art / DIY
- ✦ Photography + design
- ✦ Creative technology

HYDRATION PARTNER

KEEP THE STREETS MOVING

- ✦ Hydration stations
- ✦ Product sampling
- ✦ Wellness experiences
- ✦ Branded refreshment zones

CUSTOM PARTNERSHIP

HAVE A BIGGER IDEA?

- ✦ Custom brand zones
- ✦ Product launches
- ✦ Interactive installations
- ✦ Limited-edition collabs

WHAT YOUR BRAND CAN OWN

A MOMENT.
A SPACE.
AN EXPERIENCE.
A CONVERSATION.
A COMMUNITY.
A MEMORY.

People remember experiences more than advertisements.

The benefits board



DIGITAL

Instagram visibility

Reels

Stories

Collaborations

Event content

ON-GROUND

Venue branding

Brand activation

Experience zones

Product integration

Sampling

COMMUNITY

Youth audience

Creators

Independent brands

Community

UGC

HOW IT WORKS

01 INQUIRY

Tell us what you want to build.

02 CALL

We reply within 48 hours.

03 PROPOSAL

A custom territory, rates & plan.

04 ACTIVATION

Your brand, live at Streetland.

DISCUSS A PARTNERSHIP

Your brand. Our culture. One bigger experience.

STREETLAND is looking for brands that don't want to simply advertise to the next generation — they want to be part of it. Tell us what you want to build and our partnerships crew replies within 48 hours.

SPONSORS & PARTNERSHIPS

info@vsupportu.com

INSTAGRAM

[@streetland](https://www.instagram.com/streetland)



Let's build your street.

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