



**THIS CRICKET
SEASON IS GONNA
BE LIT WITH,
FEVER NETWORK!**



**FEVER NETWORK IS THE OFFICIAL
RADIO PARTNER OF TOP T20 TEAMS.**



DESERT STORM

THE T-20 FEVER!

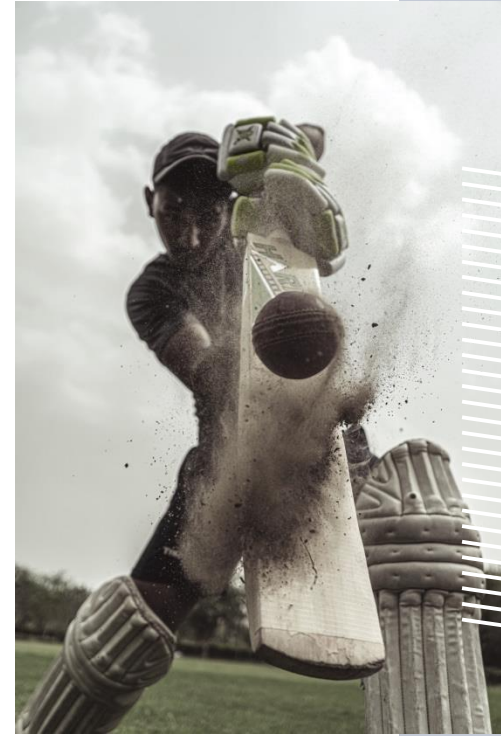
THE FEVER NETWORK



ABOUT DESERT STORM

The world hasn't gone without so much cricket in so long...ever. And for a country like India – that means that we've lost a lot of purpose. But, we don't have to worry, it's back. Are you ready to take on the Desert Storm?

The T20 season this year is going to be LIT with the Fever Network as we partner with 5 teams – **Delhi Capitals, Mumbai Indians, Kolkata Knight Riders, Royal Challengers Bangalore and Chennai Super Kings!** So let the cricket frenzy begin!



www.fever.fm/partner-with-us.html

#DESERTSTORM

DELHI CAPITALS



#DCROARMACHA

Listener & RJ compilation video roaring to the DC anthem

#FANCONFERENCE

2 fan conferences – cricket expert interacts with dc fans on digital & radio



#DC PODCAST

Tune in to get a slice of your favourite players' life, loaded with fun and unheard tales in the DC podcast



#DESERTSTORM

CHENNAI SUPER KINGS



YELLOVERECYCLES

This is a CSK's CSR initiative. Super Jerseys will be made from recycled PET bottles that are collected by a drive in the city Chennai.

#YELLOW TAXI

CSK and Fever 91.9 FM branded taxi will be going around the city along with an RJ. On ground engagement with instant gratifications in terms of CSK goodies



#SPIN THE WHEEL

As a part of digital integration, the game will be played on instagram/FB live. Answer questions when the wheel is spun to win CSK Merchandise



#DESERTSTORM

ROYAL CHALLENGERS BLR



ANTHEM WEEK

Indie and UG bands singing anthem covers across shows on air and on digital. Jam and sing along in this never before musical week

#FANS safe STADIUM

All the fun and excitement of the cricket season, with your fav RJs at your office only if you are a FAN! We will come to your office/corporate and create fever safe studio!



#FAN-TASTIC 1000

An opportunity for the RCB fans to meet the players via zoom



#DESERTSTORM

KOLKATA KNIGHT RIDERS



JUNIOR KNIGHTS

Engaging contest on air & digital, where mother & child will have to participate as a team

#RADIO PREMIERE LEAGUE

While the players battle on the field, we shall play the game on radio. 6 teams 6 stations.



#KNIGHT IN THE HOUSE



A special feature for our esteemed sponsor, where the client along with their family members will get to interact LIVE with the popular Knights



#DESERTSTORM

MUMBAI INDIANS



#MI FAMILY FAN CONTEST

The contest for the plan culminates with a video call with the players on wishing, and fun gossips

FAN'THEM VIDEO

MI Anthem Recreation on air & digital platforms (FB & Insta) asking Fans to sing the MI anthem & upload their videos



#CHEF SPECIAL

A chef will be invited on-air who would share recipes for Arabic cuisines & favourite dishes of MI Players too

REACH & DELIVERABLES

Element	Unit	Reach	Impressions
Print Ad	8 QP		20MN
Social Media Impressions		43MN	65MN
Podcasts	5		50000
Banners - HT.COM			20MN
Editorial Push By HT.COM			15MN
Trade Mailers	4		100K
Radio Secondages	15,00,000 secs		29MN

150MN+ Combined Reach



Interested in joining hands with us?

Reach out to us at fever.network@hindustantimes.com
OR simply fill this form : [Link](#)

We assure to get back to you in 24 hours!

THE FEVER NETWORK

