ROAR ON WHEEELS

PRESENTED BY

Versatility Events
Art of next Generation

LUXURY PARTNER

UPDATE CARS
Accelerating the future

EVENT SUPPORTING PARTNER

cube events
Imagination • Creation • Celebration

POPPYPINE EVENTS

LIVE THE ROAR. LOVE THE RIDE.

DETAILED EVENT PROPOSAL
SPONSORSHIP & PARTNERSHIP

SALEM · 2026 — THE ULTIMATE AUTOMOTIVE EXPERIENCE

EVENT DATES

9 · 10 · 11

OCTOBER 2026

VENUE

R&M - KVP Grounds

SEELANAICKENPATTI BYPASS, SALEM

ONE GROUND. ENDLESS POWER. EPIC EXPERIENCE.

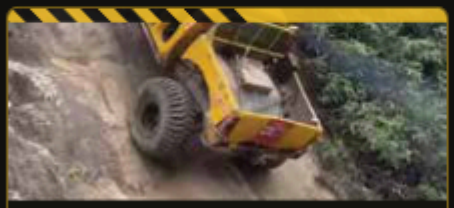
OVERVIEW

THE EVENT AT A GLANCE

Roar on Wheels – Salem 2026 is a three-day automotive festival — one ground carrying nine headline attractions, running across all three days.

3	9	20 L+	100	₹299
EVENT DAYS	ATTRACTIONS	SOCIAL REACH	BUSINESS STALLS	ENTRY PASS

WHAT HAPPENS ON THE GROUND



01 OFF-ROAD TRACK EXPERIENCE
Drive real 4×4 cars on a purpose-built adventure track



02 CAR & BIKE STUNT SHOWS
Professional riders & drivers — multiple shows daily



03 VINTAGE BIKE & CAR DISPLAY
Classic machines preserved & restored by collectors



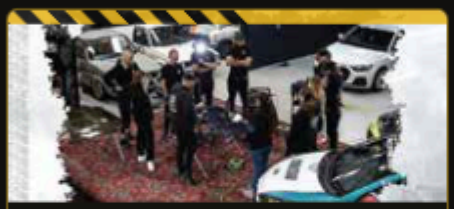
04 MODIFIED CARS & BIKES DISPLAY
The region's most striking custom builds



05 AUTOMOTIVE STALLS ARENA
100 branded stalls — book your number live online



06 ROAD SAFETY AWARENESS WORKSHOP
Led by professionals — for young & first-time riders



07 VEHICLE MAINTENANCE WORKSHOP
Practical demos on real vehicles by technicians



08 RC CARS — REMOTE DRIVE EXPERIENCE
New attraction: high-speed RC racing circuit



09 ENTERTAINMENT AFTER 6 PM
DJ, live music, dance & much more, every evening

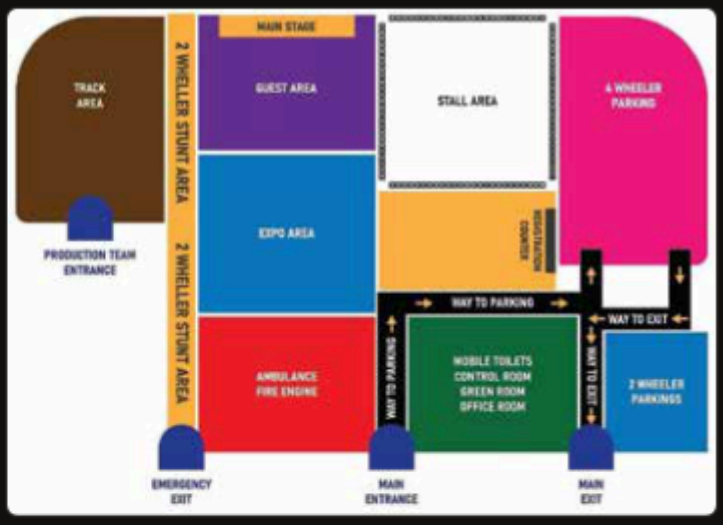
ALL ATTRACTIONS LIVE ON ALL 3 DAYS — OCTOBER 9, 10 & 11

ONE GROUND. NINE ATTRACTIONS. THREE FULL DAYS.

THE GROUND PLAN

EVENT LAYOUT & ZONES

AERIAL VIEW — R&M – KVP GROUNDS, SEELANAICKENPATTI BYPASS, SALEM



GROUND LAYOUT — ZONES, STALL ARENA, ENTRANCES & PARKING

- **Off-road track area** — the main 4×4 zone
- **2-wheeler stunt area** — along the access road
- **Main stage & guest area** — shows & awards
- **Expo area** — modified, vintage & brand displays
- **Stall area** — 100 numbered stalls
- **RC racing circuit** — new attraction
- **Safety zone** — ambulance & fire engine on ground
- **Parking** — separate 4W & 2W with marked routes
- **Support** — toilets, control room & office rooms

SEPARATE ENTRY & EXIT ROUTES · MARSHALLED PARKING · FULL SAFETY INFRASTRUCTURE

THE MAIN THEME OF THE EVENT

OFF-ROAD TRACK EXPERIENCE



WATER CROSSING



MUD PIT & DEEP RUTS



LOG ARTICULATION



CONTROLLED DESCENT



DIRT TRAIL LOOP



WATER EXIT CLIMB

IMAGES FROM THE ACTUAL OFF-ROAD TRACK BEING PREPARED FOR ROAR ON WHEELS 2026

THE PARTICIPANT EXPERIENCE

- **Registration & briefing** — mandatory safety and technique briefing before entering the track.
- **Instructor-led run** — a trained instructor accompanies every run, obstacle by obstacle.
- **Marshalled obstacles** — spotters positioned at every technical section.

SAFETY & OPERATIONS

- **Recovery vehicle, ambulance & fire tender** on the ground for the full event.
- **Trained marshals** controlling entry, spacing and run sequencing.
- **Vehicle checks** before each session — tyres, recovery points, fluid levels.

VEHICLES ON THE TRACK

The zone runs on capable 4×4 platforms — **Mahindra Thar, Force Gurkha, Maruti Jimny, Mitsubishi Pajero** and similar. Owners bringing their own 4×4 may participate subject to a technical and safety check.

EXPERT BRIEFINGS · INSTRUCTOR GUIDANCE · FULL SAFETY COVER

LIVE ARENA

CAR & BIKE STUNT SHOW



PROFESSIONAL STUNT ARENA — PYROTECHNICS & PRECISION RIDING



WHEELIE RUNS — STUNT RIDERS IN ACTION

A **professionally produced stunt show** performed by experienced, full-time stunt riders and drivers who perform at automotive events across the country — professional-grade team, machines and safety protocol.

WHAT THE AUDIENCE SEES

- **Precision bike stunts** — wheelies, stoppies, burnouts and drifts
- **Car sequences** — two-wheel driving, handbrake turns, controlled spins
- **Fire & pyro effects** — synchronised flames in the evening shows

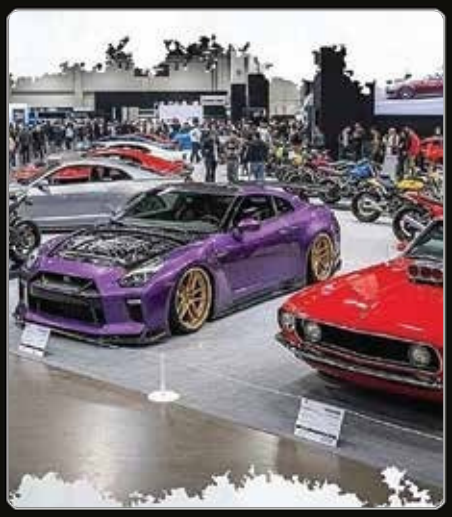
SHOW SCHEDULE & SAFETY

- **Multiple shows daily** — evening slots timed for maximum crowd
- **Barricaded arena** with enforced safety distance and full protective gear
- **Fire tender & ambulance** on standby for every show

EXPERIENCED PROFESSIONAL PERFORMERS · STRICT SAFETY STANDARDS · MULTIPLE SHOWS DAILY

CURATED SHOWCASE

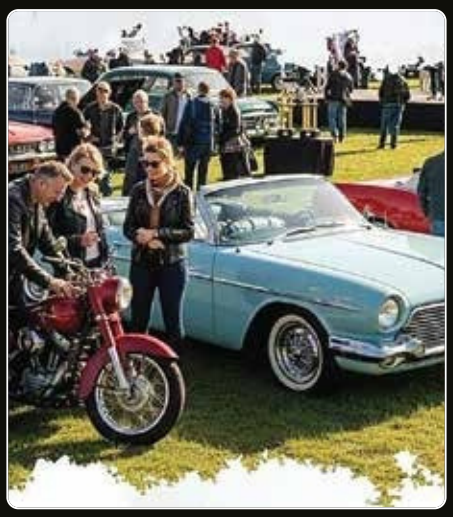
MODIFIED & VINTAGE DISPLAY



MODIFIED SHOWCASE — CUSTOM BUILDS



WIDE-BODY BUILD — SCISSOR DOORS UP



VINTAGE EXPO — CLASSICS & MOTORCYCLES

MODIFIED CAR & BIKE DISPLAY

The region's most striking **modified cars, superbikes and custom builds**, exhibited on a dedicated display area with spotlighting and information boards.

- **Builder recognition** — the workshop behind each build is credited beside the vehicle
- **Awards** — judged categories with trophies, presented on the main stage

VINTAGE CAR & BIKE EXPO

A heritage section presenting **classic cars and motorcycles** preserved and restored by private collectors across Tamil Nadu.

- **Restoration storytelling** — year, model and restoration history on display boards
- **Rewards** — best preserved, best restored and people's choice

NEW ATTRACTION — RC RACING

Miniature machines, full-size adrenaline — **high-speed RC cars** battle it out on a purpose-built race circuit right inside the festival ground. Fun for kids and families, live action all 3 days.



TWO GENERATIONS OF AUTOMOTIVE CULTURE — CUTTING-EDGE CUSTOM AND PRESERVED CLASSIC

KNOWLEDGE ZONE

WORKSHOPS & AWARENESS



LIVE DEMONSTRATIONS BY EXPERIENCED TECHNICIANS



ROAD SAFETY SESSIONS LED BY PROFESSIONALS

VEHICLE MAINTENANCE WORKSHOP

- **Practical demos on real vehicles** — engine, tyre and battery care in plain language
- **Roadside readiness** — safe tyre changes, jump-starts, warning-light basics

ROAD SAFETY & AWARENESS

- **Defensive driving & safety gear** — focused on young riders and first-time drivers
- **Safety pledge** — visitors take a road-safety pledge and receive awareness material

PRACTICAL, EXPERT-LED SESSIONS — FREE FOR ALL EVENT VISITORS

EXHIBIT WITH US

STALL DELIVERABLES

Stalls are located in a dedicated, numbered arena beside the registration counter — on the main footfall route between the entrance, expo area and parking. Every stall is delivered **ready to use**.

OPTION 1 · 20×20 FT · ₹75,000 + GST

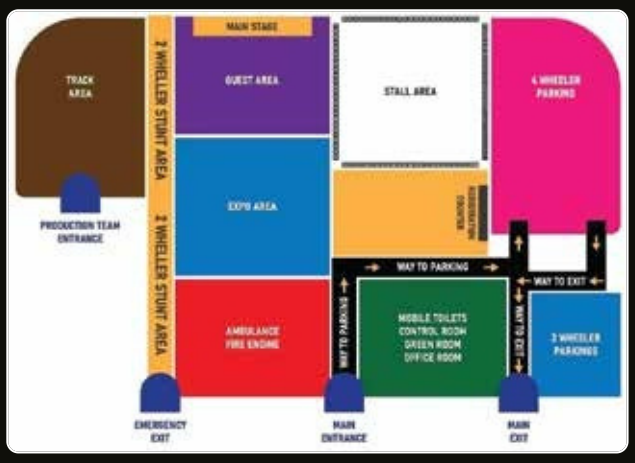
- Arabian tent 20×20 — 1 no
- Air cooler — 1 no
- Focus lights — 2 nos
- Switch box — 1 no
- Tables with cloth — 2 nos
- Chairs with cloth — 4 nos

OPTION 2 · 10×10 FT · ₹50,000 + GST

- Arabian tent 10×10 — 1 no
- Air cooler — 1 no
- Focus light — 1 no
- Switch box — 1 no
- Table with cloth — 1 no
- Chairs with cloth — 2 nos



BUSINESS EXPO — BRANDED STALL AREA



NUMBERED STALL ARENA ON THE GROUND LAYOUT

DELIVERABLE	DETAILS
Prime location	Numbered stall beside the registration counter, on the primary visitor route
Three-day presence	Full exhibiting rights across 9, 10 and 11 October 2026
Stall selection	Choose your exact stall number live on the event website at booking
On-ground support	Control room, security, housekeeping, ambulance and fire safety cover
Tax invoice	GST invoice issued against your GSTIN on confirmation

STALL NUMBERING & BOOKING

Stalls 1–50 are 20×20 ft at **₹75,000 + GST** · **Stalls 51–100** are 10×10 ft at **₹50,000 + GST**. Availability is live at **roaronwheels.com/stalls** — pick your stall number on the layout and confirm instantly online.

100 STALLS · READY-TO-USE SETUP · BOOK YOUR EXACT STALL NUMBER ONLINE

HOW WE FILL THE GROUND

MARKETING & PROMOTION PLAN

Roar on Wheels is promoted through a **three-channel campaign** running from announcement to event day — large-scale digital reach, physical outdoor visibility across Salem, and direct access to organised business communities.

20 L+	12 L+	3
AUDIENCE REACH	IMPRESSIONS	MARKETING CHANNELS

01 · SOCIAL MEDIA MARKETING

- **20 Lakhs+ audience reach** and **12 Lakhs+ impressions** across the campaign — Instagram, Facebook and YouTube, supported by WhatsApp broadcast.
- **Content programme** — teasers, off-road action reels, stunt clips, countdown creatives, sponsor features and daily live coverage during the event.
- **Paid amplification** — geo-targeted campaigns on Salem and surrounding districts; influencer and auto-community collaborations.

02 · OUTDOOR – POSTERS, BANNERS, FLEX & HOARDINGS

- **Hoardings & signal boards** at high-traffic junctions and arterial roads across Salem city.
- **Flex banners & arches** at the venue approach and throughout the ground; posters across colleges, showrooms, service centres, fuel stations, gyms and cafés.
- **Vehicle branding & local media** — promotional vehicle runs, roadshows and regional press coverage.

03 · PUBLIC FORUMS & BUSINESS NETWORKS

- **Organised business communities** — presented directly to members of BNI, JCI, Rotary and similar chapters.
- **Trade & institutional outreach** — dealer associations, workshops, colleges and educational institutions.

SPONSOR BENEFIT

Logo presence in promotional creatives · dedicated sponsor feature posts · brand visibility in event reels & highlight film · presence on hoardings by package tier · on-ground arch, stage & zone branding.

DIGITAL + OUTDOOR + BUSINESS NETWORKS — ONE COORDINATED CAMPAIGN

PARTNER WITH THE ROAR

SPONSORSHIP PACKAGES

EXCLUSIVE NAMING RIGHTS

TITLE SPONSOR — ₹15 Lakhs

- Event named "[Brand] Roar on Wheels – Salem 2026"
- Dominant branding on start/finish arch, main stage & podium
- Branding across all key obstacles & recovery vehicles
- Logo on participant jerseys, bibs & crew uniforms
- Prime product display stalls 20×20 – 2 nos, Experience Zone
- Mentions in all media, promotions & highlight film
- VIP hospitality & stage presence

POWERED BY

POWERED BY SPONSOR — ₹10 Lakhs

- "Powered By" branding on event logo & main stage
- Large branding on track zones & inflatables
- Logo in all promotional creatives
- Live commentary & media mentions
- Product display stalls 20×20 – 2 nos
- Experience Zone & customer engagement rights

ZONE BRANDING

CO-SPONSOR — ₹8 Lakhs

- Exclusive branding at sponsored zone
- Category mentions during live commentary & awards
- Product display stall 20×20 – 1 no, Experience Zone
- Brand visibility in action photos & videos
- Social media coverage of sponsored zone

ASSOCIATE

ASSOCIATE SPONSOR — ₹3 Lakhs

- Logo on common sponsor panels & stage backdrop
- Brand presence on event website & social media
- Group mentions in digital promotions
- Product display stalls 10×10 – 2 nos
- Event access passes

EXCLUSIVE ZONE OWNERSHIP

LOCAL PARTNER — ₹1 Lakhs

- Logo on local sponsor panels
- Product display stall 10×10 – 1 no
- On-ground announcements
- Social media shout-outs

WHY PARTNER WITH US

Your presence at **Roar on Wheels – 2026** positions your brand in front of a highly targeted, engaged automotive audience across three high-energy days. Confirm your sponsorship at the earliest to lock in prime visibility.

ALL SPONSORSHIP COSTS ARE EXCLUSIVE OF TAX — 18% GST APPLICABLE

WHAT YOU RECEIVE

SPONSOR DELIVERABLES

DELIVERABLE	WHAT IT INCLUDES	AVAILABLE IN
Naming rights	Event titled "[Brand] Roar on Wheels – Salem 2026" across all communication	Title
Arch & stage branding	Dominant branding on start/finish arch, main stage and podium	Title, Powered By
Track & obstacle branding	Branding across key obstacles, track zones and recovery vehicles	Title, Powered By, Co-Sponsor
Zone ownership	Exclusive branding of a named zone (off-road, stunt arena, expo, RC, vintage)	Co-Sponsor, Local Partner
Product display stalls	20×20 or 10×10 stalls in the experience zone — quantity by package	All packages
Promotional creatives	Logo placement across digital creatives, posters, flex, banners and hoardings	All packages
Live commentary	Brand and category mentions during announcements and award ceremonies	Title, Powered By, Co-Sponsor
Digital presence	Logo on the event website, social media features and group mentions	All packages
Photo & video coverage	Brand visibility in action photography, event reels and the highlight film	Title, Powered By, Co-Sponsor
Engagement rights	Activations, lead capture and product demos on the ground	Title, Powered By
VIP hospitality	VIP passes, hospitality and stage presence during key ceremonies	Title
Event access passes	Complimentary entry passes for team, guests and clients	All packages
Post-event report	Footfall, media coverage, photos and social performance summary	All packages

BEFORE THE EVENT

- Logo in all campaign creatives
- Announcement & feature posts
- Outdoor & print presence

DURING THE EVENT

- On-ground branding & stalls
- Commentary mentions
- Activation & engagement rights

AFTER THE EVENT

- Highlight film presence
- Photo & video assets
- Post-event performance report

CONFIRM YOUR PARTICIPATION

PAYMENT & CONTACT

BANK ACCOUNT DETAILS

Bank	Axis Bank
Account name	VERSATILITY EVENTS
Account number	920020006197015
IFSC code	UTIB0000170
Mobile	+91 99948 88918

SPONSORSHIPS
+91 99948 88918

STALL BOOKINGS
+91 99946 28918

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info@roaronwheels.com

ONLINE
roaronwheels.com · @roar_onwheels

— OUR PARTNERS —

PRESENTED BY

EVENT SUPPORTING PARTNER

AUDIO & LIGHTING

LED WALL

DJ PARTNER

BIKERS CLUB

DIGITAL MARKETING

PHOTOGRAPHY

SOCIAL MEDIA SUPPORTING

SOCIAL MEDIA

NETWORKING PARTNER

HOSPITALITY PARTNER

TRAVEL PARTNER

OFF ROAD TRACK PARTNER

ORGANISED BY VERSATILITY EVENTS — ART OF NEXT GENERATION

LIVE THE ROAR. LOVE THE RIDE.