

THE SAPPHIRE NIGHT

WITH MASOOM SHARMA



Desi Beat • Haryanvi Heat

Where Music Meets Millions

AGRA | 24 OCTOBER 2026

Venue: Agrawan Heritage University Agra

20,000+

LIVE AUDIENCE

10 Million+

DIGITAL REACH

Presented By: Sapphire Creator Network

An Event By: Tradcom Marketing Pvt. Ltd.

in association With Shakuntalam Films



THE BIG IDEA

NOT JUST A CONCERT.

IT'S A DESI YOUTH PHENOMENON.

The Sapphire Night With Masoom Sharma brings together Haryanvi music, desi culture, youth energy and digital entertainment on one massive platform.

One Night • One Star • One Madness

Agra is ready for the Haryanvi Heat.



THE MASOOM EFFECT

ONE ARTIST MILLIONS OF CONNECTIONS

Masoom Sharma is a major name in the Haryanvi music space, with a powerful digital audience and highly engaging music culture.

His audience doesn't just listen.

They:...

👉 They Sing

👉 They Dance

👉 They Record

👉 They Share

👉 They Create Reels

👉 They Follow the moment

THAT MAKES THE AUDIENCE A MEDIA CHANNEL.



THE CROWD

ONE MASSIVE EXPERIENCE.

EXPECTED LIVE AUDIENCE

20,000+

CORE AUDIENCE

- 15–35 Years
- Students
- Young Professionals
- Business Community
- Desi & Urban Youth

Audience Pull From:

Agra • Mathura • Aligarh • Firozabad • Hathras • Etawah • Gwalior •
Dholpur • Bharatpur • Delhi NCR • Haryana • Rajasthan • Western UP

THE DIGITAL EXPLOSION

ONE NIGHT. MILLIONS OF SCREENS.

Through: YouTube • Instagram • Facebook • Reels • Influencers • Media Coverage • Fan-Generated Content • Short-Form Videos • Live/Digital Content

10M+

Expected Digital Reach

50-100M+

Expected Social Media Impressions

Every attendee becomes a content creator.

WHY BRANDS SHOULD JOIN

YOUR BRAND DOESN'T JUST GET SEEN.

YOUR BRAND BECOMES PART OF THE EXPERIENCE.

01

MASS VISIBILITY

20,000+ physical audience + massive digital exposure

03

BRAND EXPERIENCE

Activations, stalls, sampling & engagement zones

05

REGIONAL MARKET ACCESS

Western UP • NCR • Haryana • Rajasthan

02

YOUTH CONNECT

Direct access to a highly active youth audience

04

DIGITAL AMPLIFICATION

Reels, influencer content, live integrations & aftermovie



BRAND ACTIVATION

TURN ATTENTION INTO ENGAGEMENT.

Sponsors can create:

- SELFIE ZONES
- EXPERIENCE BOOTHS
- PRODUCT SAMPLING
- INTERACTIVE GAMES
- QR CAMPAIGNS
- INFLUENCER MEETUPS
- CONSUMER ENGAGEMENT



ON-GROUND BRANDING

- Stage
- LED Screens
- Entry Gates
- Backdrops
- Fan Zones
- Food/Experience Areas
- Digital Screens



DIGITAL PLATFORM OPPORTUNITY

MORE THAN A LIVE EVENT. A PREMIUM CONTENT PROPERTY.

Digital / OTT partners can explore:

→ Live Streaming Rights

→ Digital Streaming Rights

— Concert Highlights

⇒ Aftermovie

↘ Behind-the-Scenes

🔄 Artist Interviews

🏹 Fan Stories

↑ Exclusive Short-Form Content

CONTENT LIVES BEYOND THE NIGHT.

One event → Multiple content assets → Months of digital visibility

OWN YOUR SPACE. OWN THE MOMENT.

TITLE / POWERED BY PARTNER

- Naming Rights
- Stage Branding
- LED
- Digital Integration
- Promotional Material
- VIP Hospitality

BROADCASTING PARTNER

- Official broadcasting partner status
- Exclusive content access
- Strong digital visibility
- On ground brand visibility
- Post event visibility
- Corporate Hospitality

CO-POWERED BY PARTNER

- Premium Branding
- LED
- Digital Promotions
- Social Media Integration

ASSOCIATE PARTNER

- Event Branding
- Activation Space
- Social Media Visibility

CATEGORY

- Activation Zone
- Product Display
- Event Branding
- VIP Hospitality

EXHIBITION / ACTIVATION PARTNER

- Activation Zone
- Product Display
- Sampling
- Consumer Engagement
- VIP Hospitality

Partnership packages can be customised according to brand objectives.

THE BIG OPPORTUNITY

20,000+ PEOPLE ON GROUND.

10 Million+ SCREENS ONLINE.

ONE NIGHT TO OWN.

The Sapphire Night With Masoom Sharma is positioned as a high-impact Desi Youth Entertainment & Digital Property connecting brands with one of North India's fastest-growing music audiences.

JOIN US AS A FOUNDING PARTNER.

SPONSOR • STREAM • OWN THE MOMENT





CONTACT & CLOSING

THE SAPPHIRE NIGHT WITH MASOOM SHARMA

Desi Beat • Haryanvi Heat
Where Music Meets Millions.

EVENT DETAILS

AGRA | 24 OCTOBER 2026

ORGANIZERS

Presented By: Sapphire Creator Network
An Event By: Tradcom Marketing Pvt. Ltd.

CONTACT INFORMATION

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Thank You

TRADCOM
Marketing Pvt. Ltd.



SAPPHIRE CN
SAPPHIRE CREATOR NETWORK
PRESENTS

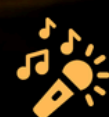
**SHAKUNTALAM
FILMS**

**DESI BEAT
HARYANVI HEAT
LIVE MUSICAL
EXPERIENCE LIKE
NEVER BEFORE!**

THE
SAPPHIRE
Night
WITH
MASOOM SHARMA

**SATURDAY
24
OCTOBER
2026**

LIVE PERFORMANCE BY
MASOOM SHARMA



**DESI
BEAT**



**HARYANVI
HEAT**



**LIVE
CONCERT**



**20,000+
LIVE AUDIENCE**

WHERE

MUSIC

MEETS

MILLIONS!



AGRAWAN HERITAGE UNIVERSITY

AGRA

EVENT PRODUCER
RAMESH SHARMA

EXECUTIVE PRODUCER
RUSTAM KATHERIA

PR EXECUTIVE
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