

Sponsorship Proposal

'ZEPHYR 2024'

(Inter College Techno-Management Fest)

Dates: 20th to 22nd Dec, 2024

Dear Ma'am/Sir

At the outset, we are pleased to introduce ourselves as a leading Management Institute of Rajasthan, India. IPS BUSINESS SCHOOL is the pioneer in the field of management education and offers programs like MBA, BBA and BCA.

“ZEPHYR-2024” (Inter Collegiate Techno-Management Fest) organized by IPS BUSINESS SCHOOL is one of the prestigious event in the landscape of management education in Rajasthan. ZEPHYR is conducted annually since 2008. The competition provides unique opportunity to acquire managerial skills, IT skills, leadership and above all teamwork. Besides, Participants revisit their classroom teachings and test their acumen in simulated environment.

AUDIENCE PULLING FACTORS IN THE FEST

1. Approximately 1000 invites to the Engineering Colleges, Management Colleges, Degree Colleges, Institutes to participate in the Fest.
2. Personalized invites to all the major Corporate & Industries of the state.
3. Aggressive Media Plan covering News Paper Ads, FM Slots, WhatsApp Marketing, Facebook, Instagram & LinkedIn Ads Campaign, Banners, Posters, Emailers, SMS's & Other Social Media.
4. Aggressive Participation Plan
 - a) Free entries for the participants.
 - b) Worthful Gift Hampers from different corporate / companies' worth of approx Rs. 1000/- for each participant and Rs. 2000/- for Fashion Show Participants (One Time).
5. To bring the audience a special lucky draw for the visitors & Gift Hamper to each.
6. Inviting Celebrities, People from the Top Corporate, Elite Academicians and Various Performance & Influencer Groups.
7. Attractive Prizes, Trophies & Certificates to the Participants.
8. Star Attraction Mega Fashion Show, got the confirmations from the leading Management, Engineering, Degree, I.T. & Fashion Institutes

This 3 days Fest is scheduled from 20th to 22nd 2024. SPONSORSHIP

Our offer through GOLD Sponsorship (Rs. 50000/-)

- All our communication (posters, leaflet, and banner) during the campaign would include your company's logo.
- One stall of 10 * 10 space
- Sponsors name will be announced repeatedly during the events.
- Logo placement on the event backdrop/LED Screen.
- Branding space on the event newsletters
- The background of the stage would display your sponsorship status.
- Your posters & banners would be prominently displayed in the Venue.
- Your Standees would be prominently displayed in the Venue.
- Data of all the visitors will be provided (If required).
- One Display Standee in the main Program Hall.

Our offer through SILVER Sponsorship (Rs. 40000/-)

- All our communication (leaflet, banner) during the campaign would include your company's logo.
- Logo placement on the event Backdrop/LED Screen.
- Branding space on the event newsletters
- The background of the stage would display your sponsorship status.
- Your poster & banner would be displayed in the Venue.

Our offer through BRONZE Sponsorship (Rs. 25000/-)

- All our communication (leaflet, banner) during the campaign would include your company's logo.
- Branding space on the event newsletters
- Your poster & banner would be displayed in the Venue.

We earnestly believe that your sponsorship will nurture a cherishing and everlasting mutuallybenefitting relationship.

We hereby also take the privilege of inviting you to grace this youth festival with your esteemedpresence in person.

I look forward for your early revert and confirmation.

For details please feel free to contact our Event Coordinators-

Dr. (Prof) Mridula Sharma - M: 7891208899

Prof Suvidha Mam - M: 8104428202

Thanking You

With Warm Regards

Mrs. Deepti Agarwal
Managing Director