

Sponsorship Proposal

'ZEPHYR 2024'

(Inter College Techno-Management Fest)

Dates: 20th, 21st & 22nd March, 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. We are having exclusive tie-ups for online executive management programs i.e. IIM Kozhikode, IIM Calcutta, XLRI Jamshedpur, IIFT New Delhi, AIMA New Delhi to name a few. We are proud to share with you that 'Business World Magazine' has Ranked 'IPS BUSINESS SCHOOL' as No '1' in Jaipur, No '2nd' in Rajasthan & No '73rd' among the Top 100 B-Schools of India.

"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. The ZEPHYR-2024 will cover all core aspects of education, IT like coding, gaming, quizzes and management program, and thus a ZEPHYR experience becomes a solid foundation for their future career.

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.

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

SPONSORSHIP DETAILS

Our offer through **GOLD** Sponsorship (Rs. 1,00,000/-)

- All our communication (posters, leaflet, 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. 75000/-)

- 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. 50000/-)

- 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 mutually benefitting relationship.

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

I look forward for your early revert and confirmation.

For details please feel free to contact our Event Coordinators-

Prof. Nutan Mathur - M: 6377962355

Prof. Suvidha Chaplot - M: 8104428202

Dr. (Prof) Mridula Sharma - M: 7891208899

Thanking You

With Warm Regards

Mrs. Deepti Agarwal

Managing Director