

SPONSORSHIP OPPORTUNITY 2023



**KALINGA
UNIVERSITY**



**NAAC
GRADE B+**
Accredited University



Ranked in
Top 101-150
Universities



7th ANNUAL SPORTS FEST 2023

📅 21st, 22nd & 23rd February 2023

at
Sports Complex,
Kalinga University



To,

Greetings from Kalinga University!

About Us:

Kalinga University, Raipur is a NAAC accredited University with Grade B+ and the Only Private University in Chhattisgarh ranked in Top 101-150 Universities in NIRF Ranking 2022 and has emerged as a centre of excellence of higher education in Central India. Strategically located in the Smart City of New Raipur, this University has started carving a niche for itself in the education domain and is rising as a shining star on the horizon of quality education.

Infrastructure – Kalinga offers World Class Infrastructure and student facilities with student centric approach. Highest attention is paid to hands on learning approach and students are encouraged to come up with innovative ideas for projects and practicals. The University has more than 90 laboratories and workshops, all well equipped with the latest, state of the art apparatus and tools. Special emphasis is given to the development of communication skills through the language lab. More than 1000 computers are available for the use of the students.

Schools of Excellence – Currently the University is serving the student community by offering various UG and PG programs namely Engineering, Law, Pharmacy, Arts & Humanities, Science, Commerce & Management, Biotechnology, Information Technology, Library Science, Fashion Design & Interior Design, User Experience, Yoga, Film Making and Journalism & Mass Communication.

About the Fest:

Sports Fest is conducted annually by the University with a series of Indoor & Outdoor games which enjoys massive participation from students and staff members. The Annual Sports fest has enthusiastic participation from the students. Every event is well attended with sizable audience for each event.

This year Sports Fest will be held from 21st Feb 2023 to 23rd Feb 2023 and below are the list of events:

Kabaddi (Men & Women) Tug of war (Men & Women) Table Tennis (Men & Women) Athletics (Men & Women) Pool (Men & Women) Kho-Kho (Men & Women) Cricket (Men & Women) Chess (Men & Women) Badminton (Men & Women) Football (Men) Basketball (Men & Women) Volleyball (Men) Carrom (Men & Women) Three Leg Race (Men & Women)

Sponsorship Letter

Dear Potential Sponsor,

We would like to invite you to contribute as a sponsor for our forthcoming event, Annual Sports Fest 2023 going to be held from 21st to 23rd Feb 2023 at Kalinga University, Raipur. This proposal will discuss the opportunity to form a mutually beneficial partnership between you as our sponsor, in 7th Annual Sports Fest 2023 at Kalinga University, Raipur. Join our event to promote your product and increase brand awareness. While you are one of the most recognizable companies in the world, we're very confident in our ability to exceed expectations for you and deliver your brand to the youth that are most likely going to be your customers.

We see a synergy and connection that would be of benefit to you in raising the profile of your company to our audience - and to your target market.

To ensure the success of our 7th Annual Sports Fest 2023 we are seeking partnerships and financial support, to promote this important event. We, therefore, take this opportunity to invite you to be our partner for this event.

We are grateful that you have taken a few minutes of your time to look at our sponsorship opportunities enclosed and consider generously supporting this vital initiative. We look forward to discussing partnership opportunities with your company and look forward to working with you to promote our efforts.

We thank you in anticipation!

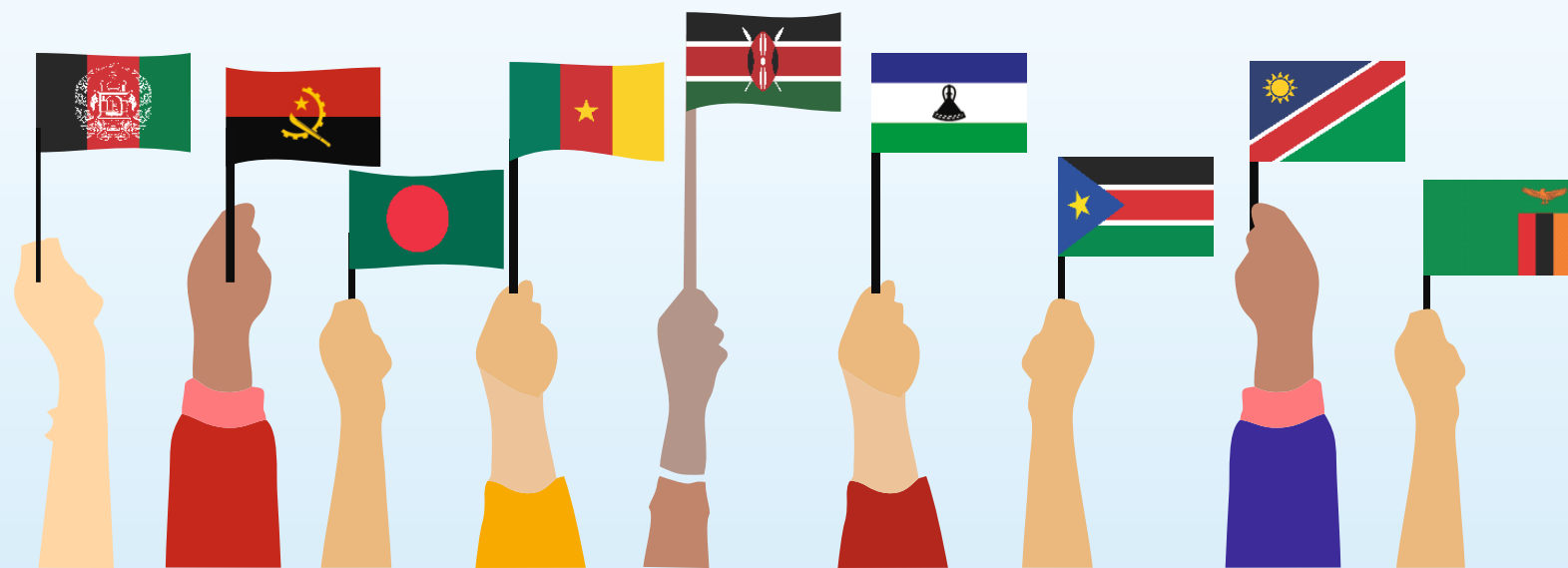
Sincerely,

Attendees Profile:

The event will be attended by the students from various parts of the country. Apart from this, students from countries like Afghanistan, Angola, Bangladesh, Cameroon, Gambia, Ivory Coast, Kenya, Lesotho, Liberia, Malawi, Namibia, Nepal, Nigeria, South Korea, South Sudan, Tanzania, Zambia and Zimbabwe will also be present. Students various other Colleges and Universities will also participate in the Sports fest.

Other Attendees:

- 1.Eminent Chief Guests & Guests
- 2.Corporate Persons from Industry
- 3.Kalinga University Staff
- 4.Students from various Institutes across the country



Why Sponsor Us?

1. Sponsors will be guaranteed unmatched visibility among all the participants as well as the audience for the whole duration of the fest.
2. Publicity of the fest will extend across the campus through posters, banners etc.
3. You get an opportunity to catch budding professionals to mould them into loyal customers for years to come.
4. The events are well-promoted in local media. Unlike trade fairs and exhibitions, these fests and events are also well-attended and are considered quite successful
5. Logo placement in event brochures, flyers for the fests, websites, social media marketing, online and offline campaigns will make your brand familiar to thousands of individuals associated with the event directly or indirectly
6. Our crowd will be consisting of students from various parts of India, giving our sponsors an opportunity to establish a diverse customer base.
7. Aiming over 500 participants in the age group of 18-30, this fest can be a golden opportunity for promoting your brand.

SOCIAL MEDIA EXPOSURE

Through our direct social media channels like University website as well as our large array of media partners around the globe –We are in a position to reach a very valuable demographic skewing towards consumers with a full-time job and relatively high income. These individuals are big spenders on digital media subscriptions.



Facebook is a powerful tool to engage conversation with attendees, online viewers and youngster. Thanks to our Facebook fan page, we'll post about our Sponsors and they will be presented on this page through a dedicated section.



Our Twitter account gathers a large community. To communicate, we will post about the program but also exclusive content such as Tweets about the sponsors redirecting to the link of your choice can also be made.



We have our YouTube channel and that have more than 2.74K subscribers and, depending on the sponsorship level, sponsors logo will be displayed on the channel but also on each of the video published.

BRAND VISIBILITY

We are pleased to offer your company an opportunity to become a part of this journey as a sponsor where you can expect optimum visibility for your brand, increasing your national presence and professional profile. Don't miss your marketing opportunity at this big event!

Sponsorship Packages

PARAMETER	TITLE SPONSOR (Only 1)	GOLD SPONSOR	SILVER SPONSOR
Sponsorship Amount	Rs 1,00,000/-	Rs 50,000/-	Rs 25,000/-
Brand Promotion	Promotion as TITLE Sponsor on all Fest Related Material/Regular announcements about title sponsors, Entrance Gate branded completely by title sponsors, Slideshows through projectors, Privilege to organize an event on location (T&C apply),	Backdrop, Posters on University's Notice Boards & other Regular announcement throughout the Fest collaterals.,	Backdrops/ Regular announcements throughout the Fest
Booth Space/ Canopy	2	2	1
Standeers	5	3	1
Digital Media	Prominent Display	Prominent Display	Basic Display
Branding at Website	Banner Display	Banner Display	Banner Display

Individual Sponsorship Package:

S.No	Sponsorship Options	Price
1	Standee (6*2.5) or (6*4)	Rs 2000/-
2	Logo on Backdrop/banner	Rs 5000/-
3	Banner on Website	Rs 2000/-
4	Canopy/Booth Space	Rs 5000/-
5	Product Display	Rs 5000/-
6	Posters on University's Notice Boards	Rs 1000/-
7	Display on Digital Media	Rs 5000/-
8	Video Film Display to Participants **	Rs 5000/-
9	Specific Event Name (Sponsor a particular event like Prize Distribution Sponsor or Games Sponsor)	Rs 5000/-
10	Specific Winner (Sponsor 1st , 2nd or 3rd winner)	Rs 5000/-
11	1 Standee + Logo on Backdrop/banner+ Canopy/Booth Space	Rs 10,000/-

** The duration of the Video should be of maximum 5 Minutes.

Bank Details

Bank Name:	ICICI BANK
Account Name:	Kalinga University
Account Number:	390701000010
IFSC CODE	ICIC0003907
SWIFT CODE	ICICINBBCTS



Contact Details:

Mr Rajesh Saini

Accounts Manager

Contact Details: 9350041517

Email: finance@kalingauniversity.ac.in

Sponsorship Form

Date: 21 Feb 2023 to 23 Feb 2023

Venue: Sports Ground, Kalinga University

Name:

Company/Firm:

Mailing Address:

Type of Sponsorship:

☐ Title Sponsor ☐ Gold Sponsor ☐ Silver Sponsor

☐ Individual Sponsor(If yes then mention).....

Amount Contributed:through (cash/cheque).....

Cheque No.....Dated..... Payable to.....

Drawn on bank Branch.....

Mobile No:

Email:

Place:

Signature:

Date:

Stamp: