



भारतीय
प्रौद्योगिकी
संस्थान
काशी हिन्दू विश्वविद्यालय



INDIAN
INSTITUTE OF
TECHNOLOGY
BANARAS HINDU UNIVERSITY



CENTENARY CELEBRATIONS - GLOBAL ALUMNI MEET Sponsorship Appeal

Ref: IIT(BHU)/CC/_____

Dated:

Organizing Committee

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Prof. Kripa Shanker
Madhup Garg, AIBA
Navneet Singh, AIBA
Prof. P. K. Mishra
Purshottam Kumar
Prof. R K Singh
Prof. Rajesh Kumar
Prof. R K Mishra
Rajeev Gupta, Pres. AIBA
Sunil Khanna, Pres. WIAA
U S Agrawal, BAA
V.N. Gupta (Assocham)

Dear Sir/ Madam

Greetings from IIT(BHU) !!

Indian Institute of Technology, Banaras Hindu University also known as IIT(BHU) is organizing a grand celebration to commemorate our glorious journey of 100 years of Engineering Education in our university, which is one of the world's largest residential universities founded by Bharat Ratna Pt. Madan Mohan Malviya.

We have planned several activities and events under this historic centenary celebrations during the period 2018-2020. One of the biggest of those events would be our **Centenary Institute day (Basant Panchami, 10th Feb,2019)** and **Global Alumni Meet (9th Feb - 12th Feb,2019)**. You would be glad to know that **Honorable Prime Minister, Sh. Narendra Modi** has kindly consented to be the **Chief Guest** for the function on 12th Feb,2019.

We are inviting organizations to be part of the centenary celebrations to collaborate with us to organize the event in a manner befitting this great university of national importance. The different Event Sponsorship opportunities are attached. For particular details, we would be happy to have a conversation with concerned person or department in your esteemed organization.

We are looking forward to your positive response at the earliest and eagerly waiting to greet you in Varanasi in February 2019.

Kind regards,

Nitin Malhotra
Chairman,
Global Alumni Meet- 2019,
IIT (BHU)
+91- 9839057559

Prof. P. K. Mishra
Faculty Coordinator
(Marketing)
Centenary Celebrations,
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What are available sponsorship opportunities?

Sponsor Type	Proposed Amount	Deliverables
Platinum Sponsor	₹1,500,000	<ul style="list-style-type: none"> • Top Brand Positioning for your brand with "IIT(BHU)- Global Alumni Meet " • Alumnus Awards Sponsorship • 6.25 (2.5m x 2.5m) sq mtr octomom booth space, to display the products/solutions • Logo presence in all event related communication like pre-event invite EDMs, mailers, website & online branding • Logo presence at prominent places to the institute enroute from airport and station and at the venue including backdrop, standees & flyers • One full page Advertisement in the IIT(BHU) Centenary souvenir
Gold Sponsors	₹750,000	<ul style="list-style-type: none"> • Presentation slot about the company's products/solutions • 6.25 (2.5m x 2.5m) sq mtr booth space to display the products/solutions • Sponsorship for Tourist Visits including Ganga Aarti • Logo presence in all event related communication like pre-event invite EDMs, mailers, website & online branding • Logo presence at prominent places to the institute enroute from airport and station and at the venue including backdrop, standees & flyers • One full page Advertisement in the IIT(BHU) magazine 2019
Silver Sponsors	₹500,000	<ul style="list-style-type: none"> • Lunch & Dinner Sponsorship opportunity on 12th Feb 2019 • 6.25 (2.5m x 2.5m) sq mtr booth space to display the products/solutions • Logo presence in all event related communication like pre-event invite EDMs, mailers, website & online branding • Logo presence at the venue including backdrop, standees & flyers • One full page Advertisement in the IIT(BHU) magazine 2019
Knowledge Partners	₹250,000	<ul style="list-style-type: none"> • 6.25 (2.5m x 2.5m) sq mtr booth space to display the products/solutions • Logo presence in all event related communication like pre-event invite EDMs, mailers, website & online branding • Logo presence at the exhibition venue on the main backdrop • One full page Advertisement in the IIT(BHU) magazine 2019
Exhibition	₹50,000 onwards	<ul style="list-style-type: none"> • 6.25 (2.5m x 2.5m) sq mtr or bigger booth space to display the products/solutions
Others Options*	₹50,000 onwards	Cultural Night Sponsorships (₹250,000), Hospitality Sponsorship (₹250,000), Travel Sponsorship (₹100,000), Special Lunch/Dinner Sponsor (₹100,000)
Souvenir*	₹25,000 onwards	<ul style="list-style-type: none"> • Souvenir Advertisements Full Page (₹25,000), Back Cover (₹50,000)

* For details, please contact the undersigned.



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How to deposit Sponsorship amount ?

Bank Deposit in the name of “Global Alumni Meet of IIT (BHU)”, ICICI Bank Account No. 031001009704 (IFS Code: ICIC0000310) or **Remittance through Cheque / Draft** :- Can be addressed to “*Man Mohan Gupta, Treasurer, D-59/72-B, Mahmoorganj, Varanasi -221010, Ph: +91-9415203171*”

Who are expected to attend the event?

The institute would see a huge quality audience to this historic event comprising alumni from various reputed organizations at various levels of management, a strong university student and staff community. Further exhibitions would also see strong participation from many institutions and general public from Varanasi city. Professionals from the large organizations in India & overseas, CEO's/CIO's/CTO's/CFO's/CXO's and renowned entrepreneurs from various sectors & industries are expected to attend the event.

For more details and to know more about sponsorship benefits, please contact the undersigned. We would be more than happy to discuss and would try to accommodate any special requests.

Nitin Malhotra

Chairman,
Global Alumni Meet- 2019, IIT (BHU)
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