Q2. Give 5 strategies that can be used for the sponsorship of Synapse’s events.

ANS. The strategies that I would use would be :

* I would first approach the past sponsors who trusted and supported the events of synapse before ,assuring them that they would benefit from the sponsorship as they did I the past.
* For new sponsorships ,I would target those companies whose target audience is either college students or small business whose target buyer Is the younger gen.
* To convince the new sponsors I would show them how successful our past events have been and how satisfied our past sponsors have been .
* I would also target the food stalls around our college to sponsor us ,main reason being no one can resist good food ,especially after enjoying all the fun synapse events. This will also be an great way to advertise these food stalls so getting sponsorship would be comparatively easier.

Q3. Give 5 benefits to give to the sponsors

ANS. The benefits I would give the sponsors would be :

* For the food stalls the best benefit we could give them would be the advertisement that they would get ,as when the students discover that the food is good then they will go back to the stalls
* We could let them conduct seminars or workshops with the students to advertise themselves.
* Sponsors can showcase their branding through customized badges and lanyards worn by students
* The sponsors can get honest reviews from our students ,which can help them with their market research.

Q4.

Ans. FPCG- belgian waffles, bingo, smooth

Edu-abroad- Avanse, mygreatlearning, edX

Tech-jetBrainS, coda ,ADOBE

Q5 .

Ans .If a marketing campaign doesn’t go as planned I would try to find a solution to the problem as fast as possible . I would act according to the situation ,depending on what the problem is .