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IIITA-MUN
MODEL UNITED NATIONS
2017



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About Model United Nations

The aim of any Model United Nations conference is to bring out the best of real life skills: oratory skills, negotiation skills and above all, seeking the most optimal solutions to multifaceted and open ended problems among those who believe in their capabilities. It is not a mere emulation of any real United Nations conference, as the attendees are almost always subjected to scenarios and agendas that require thinking on the feet and help prepare leaders of tomorrow. Ever since the benefits of the MUN as a concept and in practice came to the fore in India, Model United Nations in itself has become the de facto flagship event of any literary association in the country – and because of the open ended nature of the event, it promises a unique experience to each of the participants. In addition to the participants which hail from different regions of the country, there will be a considerable body of professors, university representatives, and executives who will come to witness the grand occasion.

Animosities between nations, political controversies, scandals, crises, territorial disputes, allegations, lobbying – these are all what each and every MUN attendee is expected to come prepared for. All in all, an MUN promises to achieve growth for each attendee in an area of their choice – whether it be research, oration, lobbying, social skills, decision making prowess or any combination of the same, to various degrees.



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Who we are

Indian Institute of Information Technology, Allahabad is a Centre of Excellence for Information Technology and an Institute of National Importance as per the Government of India. The college, synonymous with nothing but the best in the field of Information Technology, has been successfully conducting Model United Nations for the past three years – being the pioneer in the Allahabad MUN circuit. The MUN conference is conducted as a flagship event under the aegis of Effervescence, the cultural fest of IIIT Allahabad as well as Sarasva, the Literary Society of IIIT Allahabad. The level of the Model United Nations conference has been increasing exponentially year after year - it has become one of the biggest MUNs in the Allahabad – Kanpur – Lucknow belt in merely three years since its inception.

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Past MUNs at a glance





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About IIITA-MUN 2017

In the spirit of fostering collaboration amongst the leaders of tomorrow, Indian Institute of Information Technology, Allahabad proudly unveils the Indian Institute of Information Technology Model United Nations – IIITA's flagship premiere national student conference. Growing steadily since 2014, IIITAMUN invites student ambassadors from all over India and beyond for three days of intense discourse on geo-political issues threatening our world.

IIITA MUN is proud to have a diverse audience. Reaching out to student leaders and ambassadors from universities and schools across the nation, IIITA MUN gathers over 100 impressionable and passionate minds to propose novel solutions to pressing international concerns. In addition, there will be a considerable body of professors, university representatives, and executives who will come to witness the grand occasion.

Standing on the shoulders of four exceedingly successful conferences, IIITA MUN 2017 aims not only to increase the number of participating nations, but also to further its prestige in Indian Universities and institutions. Our aim this year is to not only enhance the debate that takes place within the walls of the conference rooms, but also to increase the reach of North India's premiere Model United Nations. This year we plan to reach out to students from not only north India but from the entire country.

To conduct a successful event that will garner national attention and publicity, IIITAMUN once again extends its hand of cooperation to its nurturing and supportive sponsorship base to form committed partnerships for another mutually beneficial and successful event.





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Sponsorship Opportunities ◆ Distinguish your organization

IIITA-MUN 2017 understands the importance of showcasing the efforts, products, and services that our sponsors have worked hard upon. Thus we are delighted to offer you a variety of flexible and customized sponsorship opportunities depending upon your goals and needs.

Sponsoring a national event such as this presents your organization with the great opportunity to advertise to a group of future and current leaders, professionals, and thinkers. In the previous years, IIITA-MUN has taken steps towards becoming a platform of global recognition for participating universities, colleges and other institutions of repute. In cognizance of this, extensive publicity has been planned keeping in mind the scale of the event this year.

Thus, IIITA requests your support in forming a committed partnership with your organization for a mutually beneficial event. In return for cash or kind sponsorships, IIITA-MUN 2017 is delighted to offer you several opportunities as described below:



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Sponsorship Opportunities • Our Reach

- A combined reach of over 1,00,000 people by the official online presence of Effervescence, IIIT Allahabad and Sarasva, the Literary Society of IIIT Allahabad
- 3 Major Model UN Conferences in 2014, 2015 and 2016, seeing a collective participation of more than 800 students
- Collaborations with various International MUNs of repute
- Flagship event of Effervescence, second biggest fest in the state of Uttar Pradesh and one of the biggest and highest rated fests in the country, which sees a footfall of about 10,000 people
- Various branding avenues as the conference is officially a precursor to Effervescence

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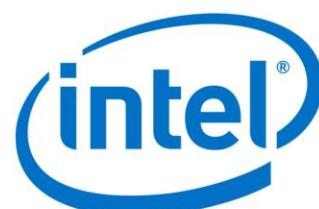


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Sponsorship Opportunities

◆ Sponsors

Effervescence, and MUN as its flagship event, has attributed a major part of its success to sponsors, many of which are





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Sponsorship Opportunities

The Platinum Sponsor shall be recognized as the Title Sponsor for IIITA MUN 2017 and will be part of the event name. Additionally, your organization will become the Title Sponsor of the MUN Dinner and Cultural Night, which would be graced by presence of eminent personalities and the chief guest. This will serve as a prime avenue of exposure of your organisation.

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Publicity and Brand Visibility Strategies

For ensuring unparalleled visibility for our sponsors, we provide the following possible tried-and-tested channels of outreach

◆ **Posters & Banners**

Posters placed outside lecture theatres, every hall of residence, dining areas, and much-frequent social and academic lounges. Posters will be distributed to several local colleges as well, thereby exposing the brand logos to several thousand students. Banners placed near Cafeteria and Main Entrance Gate.

◆ **Newspapers**

- Two weeks before the event, press releases would be sent to the leading English dailies in India - The Times of India, Deccan Chronicle and the Tribune.
- Campus wide Publicity: The event will be publicized among IIIT-Allahabad students through pre-event & post-event newsletters in the monthly university publications - Hues. These newspapers have a readership of over 5,000 students and are a great way to increase awareness about your organization among the student population.
- MUN Press: - The official team of junior journalists of IIITAMUN will be publishing daily newspapers throughout the event, which will be circulated in hard and soft copy to several hundred students and professionals. These too will feature your logos.



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Publicity and Brand Visibility Strategies

◆ **Electronic publicity**

Advertisements and promotions of the event will be put up on the official newsletter that is electronically distributed to every student's email ID. Every IIITA undergraduate student shall receive information emails about the event. Your organization's logo shall form a part of the e-mail content. This channel of publicity will give your organization the chance to reach out to institutes in Singapore as well as around the world.

Website: Having touched over 1,50,000 hits in previous editions of Effervescence, the Effervescence website guarantees you prime coverage to your target audience. With a dedicated sponsor's page, sponsors will now enjoy exclusive privileges on a scale never seen before – sponsors are invited to provide their very own write-ups. Sponsor logos will be linked to the website of their choice.

We can do something other than the advertisement screens, something which we can actually pull off Advertisement Screens: Publicity material for the event shall also be displayed on the various advertisement screens fit across the academic complexes – capturing the attention of several hundreds of students and professionals alike.

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Level Of Partnership



Sponsorship Tier

- Logo on Identity Cards, Placards, Posters, Banners and other printed material published by IIITA-MUN
- Online Publicity on a weekly basis starting from the date of signing MOU
- Your organisation's logo and link on IIITA-MUN's website, Facebook page, Quora page and other online presence
- Logo Placement in all the emails sent out by IIITA-MUN
- Full Page Publicity of Advertising Content (Pamphlets/ Write ups) in Conference Handbook
- Sponsor Booth and Representative during Opening and Closing Ceremony
- Sponsor Publicity Material or Product inside Goodie Bags



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Level of Partnership



Sponsorship Tier

- Logo on Identity Cards, Placards, Posters, and Banners published by IIITA-MUN
- Online Publicity on a bi-weekly basis starting from the date of signing MOU
- Your organisations logo and link on IIITA-MUN's website, Facebook page, Quora page and other online presence
- Logo Placement in all the emails sent out by IIITA-MUN
- Half Page Publicity of Advertising Content (Pamphlets/ Write ups) in Conference Handbook
- Sponsor Booth and Representative during Opening and Closing Ceremony

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Level Of Partnership



Sponsorship Tier

- Logo on Identity Cards, Placards, Posters, Banners and other printed material published by IIITA-MUN
- Online Publicity on a monthly basis starting from the date of signing MOU
- Your organisations logo and link on IIITA-MUN's website
- Quarter Page Publicity of Advertising Content (Pamphlets/ Write ups) in Conference Handbook

In-kind sponsors

If you wish to sponsor in kind and avail similar benefits as mentioned above, you can consider the following-

- Provide refreshments (Beverages and Snacks) for the event
- Sponsor the Logistics (Stationary requirements, Posters, Banners and Placards) for the event
- Sponsor the Delegate Night (Dinner and Ball)

In-kind sponsorship is subject to the cost of goods/services provided.

Any further terms and conditions should be agreed upon and mentioned in writing prior to signing of agreement.



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