



Memorandum of Understanding

Company Name	Knowafest
Company Profile	
Contact Person	Mr. Pavan Kumar Tadikonda
Proposal	Online Media Partner
Event Date and Location	15 th to 17 th January in online mode
Sponsorship Price	

The subject of this Memorandum of Understanding is to determine the principles of co-operation between the Parties in conjunction with the Kshitij 2021, of which **Knowafest** is one of the **Online Media Partner**.



DELIVERABLES FOR PARTNER

1. **Knowafest** will be given the tag of Online Media Partner/ Exclusive Online Media Partner and the logo will appear wherever our sponsors are mentioned.
2. **Benefits from in-house publicity:**
 - a. All notices and posters regarding Kshitij '21 prior to the fest will carry name and logo of **Knowafest**.
 - b. The in-house workshops and event held 1 month prior to the fest will have banners prominently displaying **Knowafest's** logo.
3. **Benefits from External workshops/presentations:**
 - a. **Knowafest's** name would be highlighted in the pre-Kshitij workshops held in prominent institutes of India.
4. **Benefits from the publicity material distributed:**
 - a. All publicity material dispatched to over 1200 engineering and business colleges in India and abroad will have **Knowafest's** logo.
 - b. Publications by the Kshitij Team will carry **Knowafest's** logo. These include **K- speak** (an official newspaper of Kshitij), schedules, maps, pamphlets which are distributed to over **16,000** students of IIT Kharagpur and other colleges.



5. Benefits after the fest:

- a. **Knowafest's** logo will be given in the Souvenir of Kshitij 2021, which is sent to all our past sponsors, potential sponsors, our more than 10,000 alumni and educational institute across the world.
- b. The sponsorship brochure for Kshitij 2021 distributed to all our existing and potential sponsors will carry logo of **Knowafest**.
- c. The official documentary of Kshitij will carry the name and logo of **Knowafest**.
- d. The teaser of the Kshitij '21 will carry the name, logo and special mention of **Knowafest**.
- e. The Technology Output magazine of Kshitij will carry the logo of **Knowafest**.

6. Benefits derived from our website (www.ktj.in):

- a. The logo of the company along with the hyperlink to Knowafest's website(which had more than 12 millions clicks last year) is given for 5 years.
- b. Knowafest will have its logo at the home page ticker of our website.

7. Benefits through media coverage:

- a. All advertisements for Kshitij 2020 in various media -Newspaper, magazine, television, radio and web will display Knowafest's logo.



Additional Benefits

1. **One** Exclusive Post will be released from our Facebook page (having **1,90,000+ followers**) announcing **Knowafest** as our Proud Online Media Partner, after signing of MOU before fest.
2. **Knowafest** will be assigned **Electronics/Exclusive Electronics Partner** for all the cities where we will conduct Kascade (a preliminary round) and publicity will be done through presentation, cover page of test papers and several posts released from our Facebook pages conveying Kascade information.
(Features of Kascades are: Conducted in more than **10 cities** across major cities of India, **Certified Events**, **500+** participation at each cities with total of more than **5000** students from different cities, **Free** to participate, Exciting prizes and coupons for winners.)
3. Website Login portal will have a box displaying **Knowafest's** logo where Participant will have to enter company name as an alternative of Captcha for Robot Verification (we had more than **20,000** website registrations in previous edition with more than **12 millions** clicks).



Benefits from Knowafest

1. **Six Media articles** will be released from Knowafest's social media platforms about Kshitij; three pre-fest and three post fest.



TERM

This Understanding shall come into effect on the date of signature and shall remain in force until the Event has occurred.

On behalf of Kshitij 2021	On behalf of Knowafest
 Sahil Dhamore Core Organizing Team Member Kshitij 2021 Technology Students' Gymkhana IIT Kharagpur	Name- Designation- Date-