

Shaurya 2024-2025

Indian Institute of Technology Kharagpur



Sponsorship Proposal



**Bharat Petroleum Corporation Limited
(BPCL)**

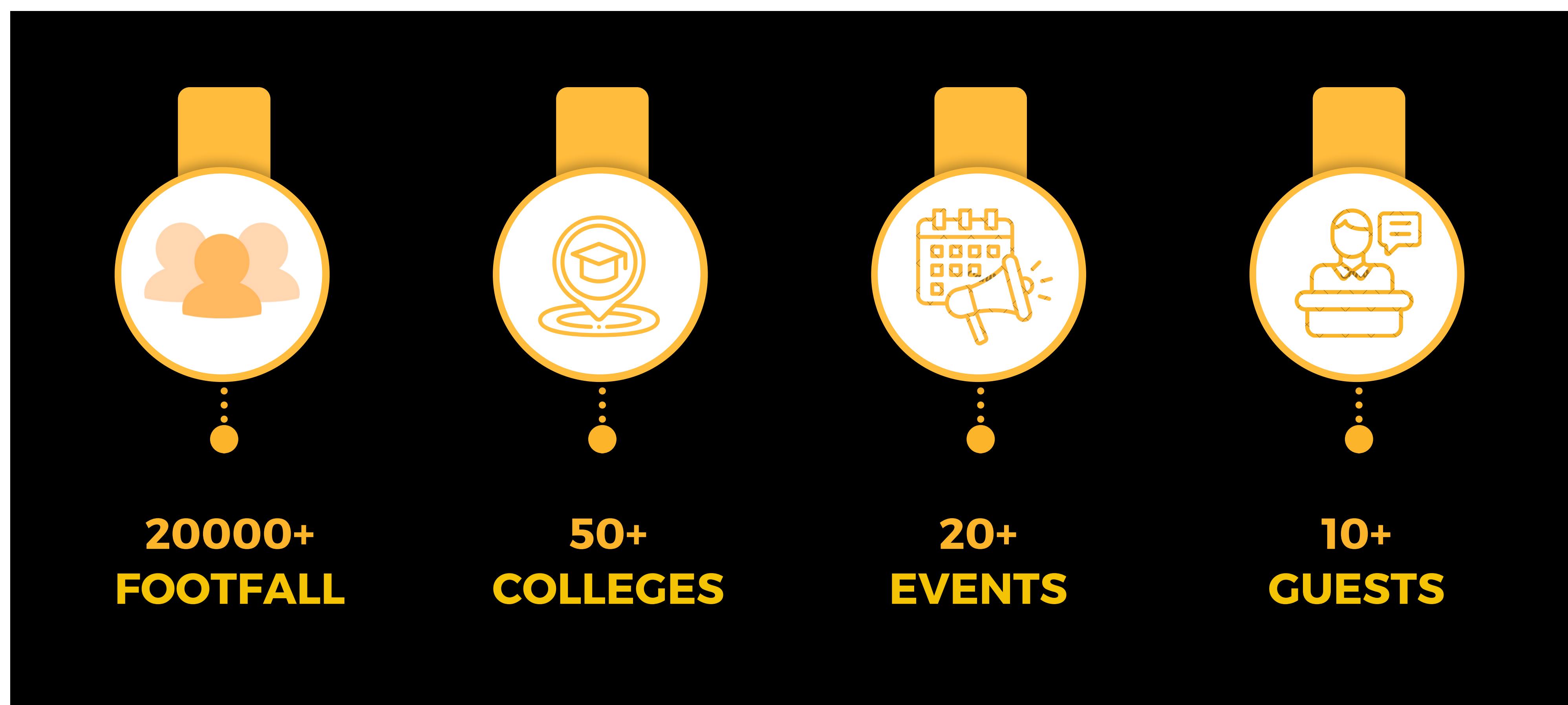


ABOUT SHAURYA:

Shaurya is the annual sports festival of the Indian Institute of Technology (IIT) Kharagpur. It is one of the largest inter-collegiate sports fests in India, attracting participants from colleges across the country. Shaurya will provide a platform for students to showcase their sports skills, engage in healthy competition with their peers, and learn from professional athletes.

The fest will comprise a wide range of sports and games. The events will be organized into men's and women's categories, and students will be able to participate in multiple events if they wish. Shaurya will aim to promote a culture of sports and fitness among students and inspire them to pursue a healthy lifestyle. It will serve as a platform for students to interact with professional athletes, gain valuable experience and knowledge, and network with peers from other colleges.

Our Highlights:

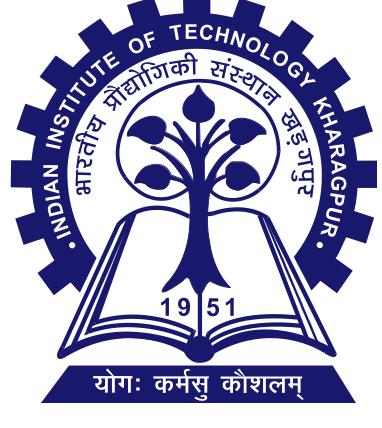




WHY SHAURYA?



- **Targeted Brand Positioning:** Direct access to a highly engaged and influential audience, including students, faculty, and industry professionals.
- **Campaign Platform:** As the 70% of footfall belonged to the age group of 18-25 years, This could be a great opportunity to promote new initiatives and campaigns in a dynamic environment.
- **CSR Alignment:** Showcase commitment to youth empowerment, education, and sports through impactful CSR activities.
- **Prestigious Association:** Enhance brand credibility by partnering with IIT Kharagpur, a globally recognized institution.



DELIVERABLES FOR Bharat Petroleum Corporation Limited (BPCL)

Shaurya would like to offer BPCL the following :

Benefits of Major Sponsor

1. Bharat Petroleum Corporation Limited (BPCL) ENTRY GATE

Logo Presence of Bharat Petroleum Corporation Limited (BPCL) as a Major Sponsor on the Entry Gate at the Prominent Location of The Campus which would prove the best way of Promotion in front of all the visitors attending the Fest. The Gate can be customized as per Bharat Petroleum Corporation Limited (BPCL)'s requirements on mutual agreement.

Advantages:

Maximum Publicity in front of 20,000+ Visitors.

First Impression through Entrance Gate

Expected Footfall: 20,000+



2. VIDEO BRANDING ON LED SCREENS

Bharat Petroleum Corporation Limited (BPCL) can send videos of 30 Seconds each to be played on the LED screen behind guest lecture and star performance. The video advertisement can be played in front of all the attendees of the guest lecture and concerts.

- **Advantages:** Maximum Publicity in front of 20,000+ Visitors.
- **Customized Advertisement USP:** Video branding is eye catchy and hence attracts the attention of a lot of audience.

Footfall Expected: 20,000+



3. EXCLUSIVE CUSTOMISED STALL :

Corporate Stall or Activity Kiosk at a mutually agreed Hotspot Location. It can be used for Product Exhibition, Crowd Engagement, Promotional Activities.

- **Advantages:** Maximum Publicity in front of 20,000+ Visitors. Major Presence at **Hotspot Locations** like Gymkhana or Shaurya Arena.
- **USP:** Attractively presented stalls at strategic locations perfect for brand presence and crowd engagement.
- **Footfall Expected:** 20,000+



4. HOARDINGS AT ENTRY GATE

As a Major Sponsor, Bharat Petroleum Corporation Limited (BPCL) will be provided major Logo Presence on Hoardings (Dimension: 30*17), which will be installed at the Strategic Locations like Entry Gate of IIT Kharagpur.

- **Advantages:** Maximum Publicity in front of 20,000+ Visitors. Major Presence at **Strategic locations** like Entry Gate.
- **USP:** Eye-catching big Hoardings at strategic locations like Entry Gate for the very first impression on Audience.
- **Footfall Expected:** 20,000+

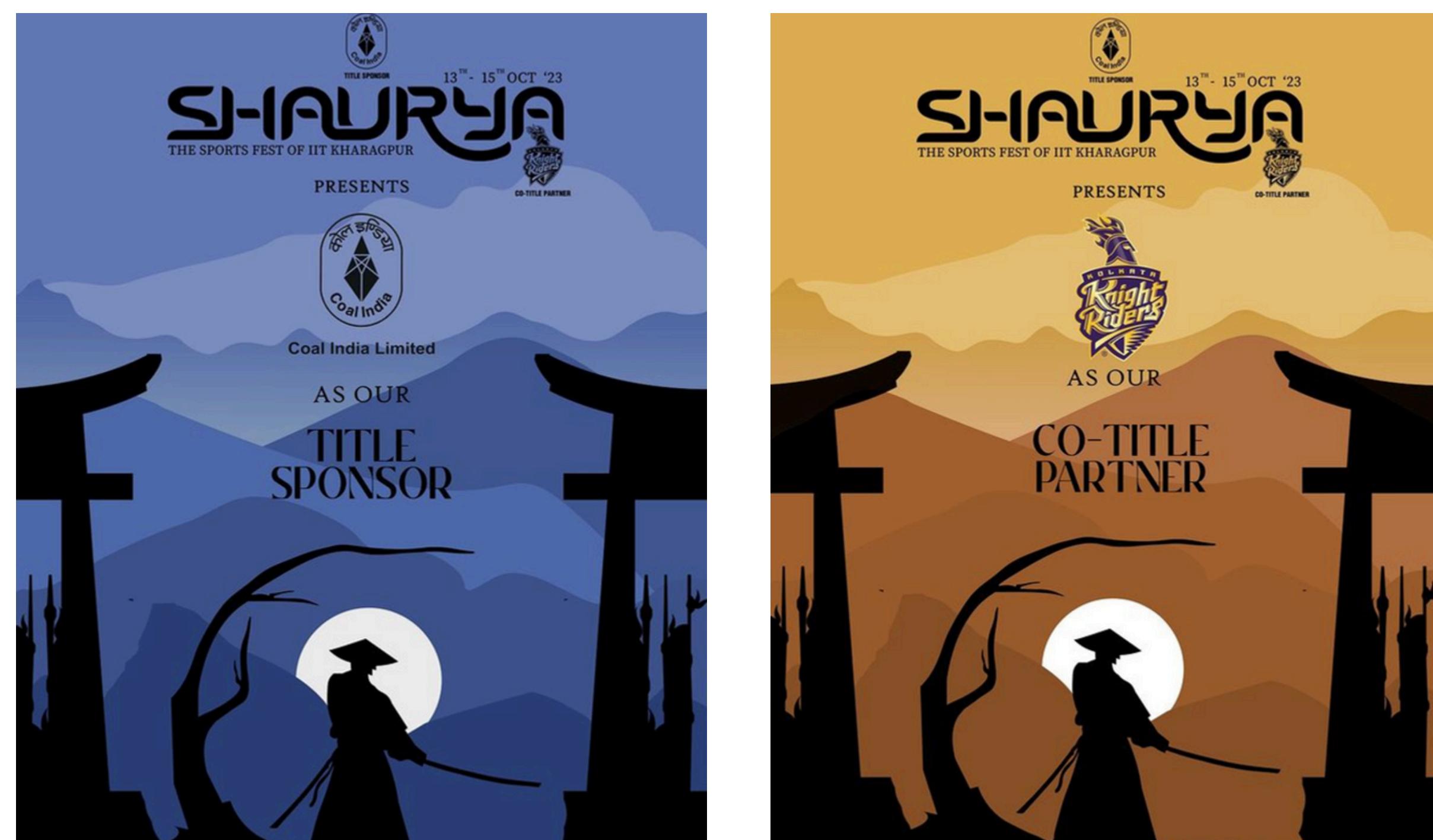




5. EXCLUSIVE SOCIAL MEDIA POST

Exclusive Social Media Post revealing Bharat Petroleum Corporation Limited (BPCL) as the **Major Sponsor** of Shaurya 2024-2025 can be released from all Social Media Handles- Facebook, Instagram, Linkedin, Youtube and X(formerly Twitter).

- **Advantages:** Online Publicity with a reach of 1Lakh+ **Exclusive** Customized Advertisement
- **Online Reach:** 1 Lakh+



6. SPECIAL ASSOCIATION

- Bharat Petroleum Corporation Limited (BPCL) will have a Special Association with Shaurya 2024-2025 and IIT Kharagpur as the Major Sponsor of Shaurya 2024-2025.
- As a Major Sponsor, Bharat Petroleum Corporation Limited (BPCL) will receive the highest level of branding after Title and Co-title Sponsors during the Fest.

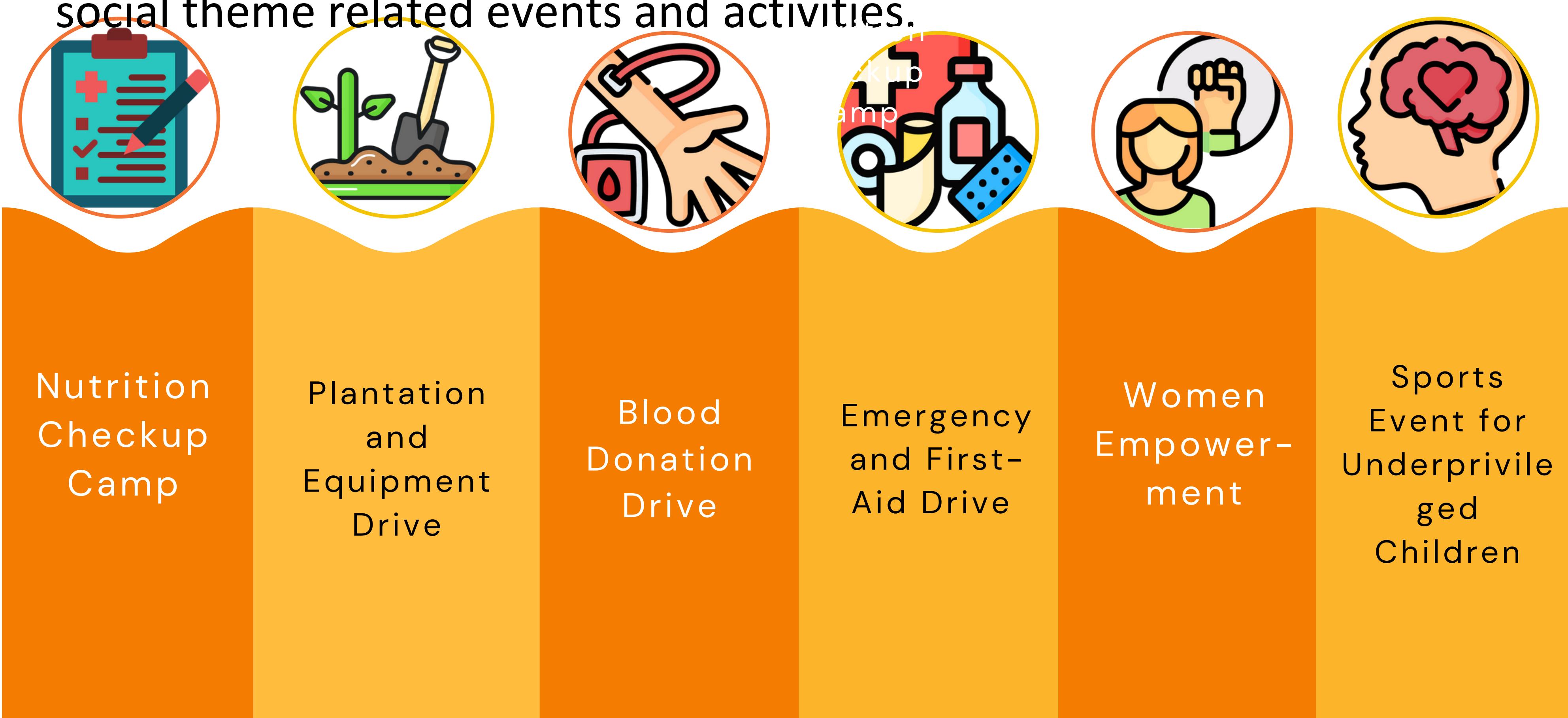
All offline and online posters, branding materials, schedule copies and website will have a special mention of Bharat Petroleum Corporation Limited (BPCL) as the Major Sponsor.

As a Major Sponsor, Bharat Petroleum Corporation Limited (BPCL) will get benefits through On-Campus branding, Off- Campus branding, and Media branding as below.



CSR Activities

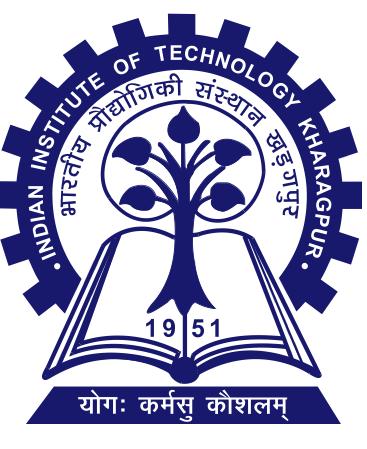
- As an advantage of being the Major Sponsor, Bharat Petroleum Corporation Limited (BPCL) will become partner to our CSR Activities. Bharat Petroleum Corporation Limited (BPCL) will get Publicity through all social theme related events and activities.



Youth Marathon



Plantation Drive



Off-Campus Branding

1. FULL PAGE AD ON Shaurya's MAGAZINE, SOUVENIR

- Full page ad as submitted by Bharat Petroleum Corporation Limited (BPCL) will be published on the Shaurya 2024-2025 Souvenir, gifted to **40,000+ Alumni**.
- Full page ad in Annual Newsletter circulated in **250+ participating colleges**.

2. NATIONWIDE BRANDING BY CAMPUS AMBASSADORS (CAs)

- Social Media Posts featuring Bharat Petroleum Corporation Limited (BPCL) will be shared by 1000+ CAs in participating colleges across India.
- Bharat Petroleum Corporation Limited (BPCL)'s logo presence in Shaurya publicity materials: Notices, Posters sent to 250+ colleges across India.

Outreach Program

- The sponsorship brochure for the next edition of Shaurya sent to all our past, present, and potential sponsors will contain the logo of Bharat Petroleum Corporation Limited (BPCL).
- The sponsorship proposals for the next year's Fest will carry the logo of Bharat Petroleum Corporation Limited (BPCL) as shown in the last page.

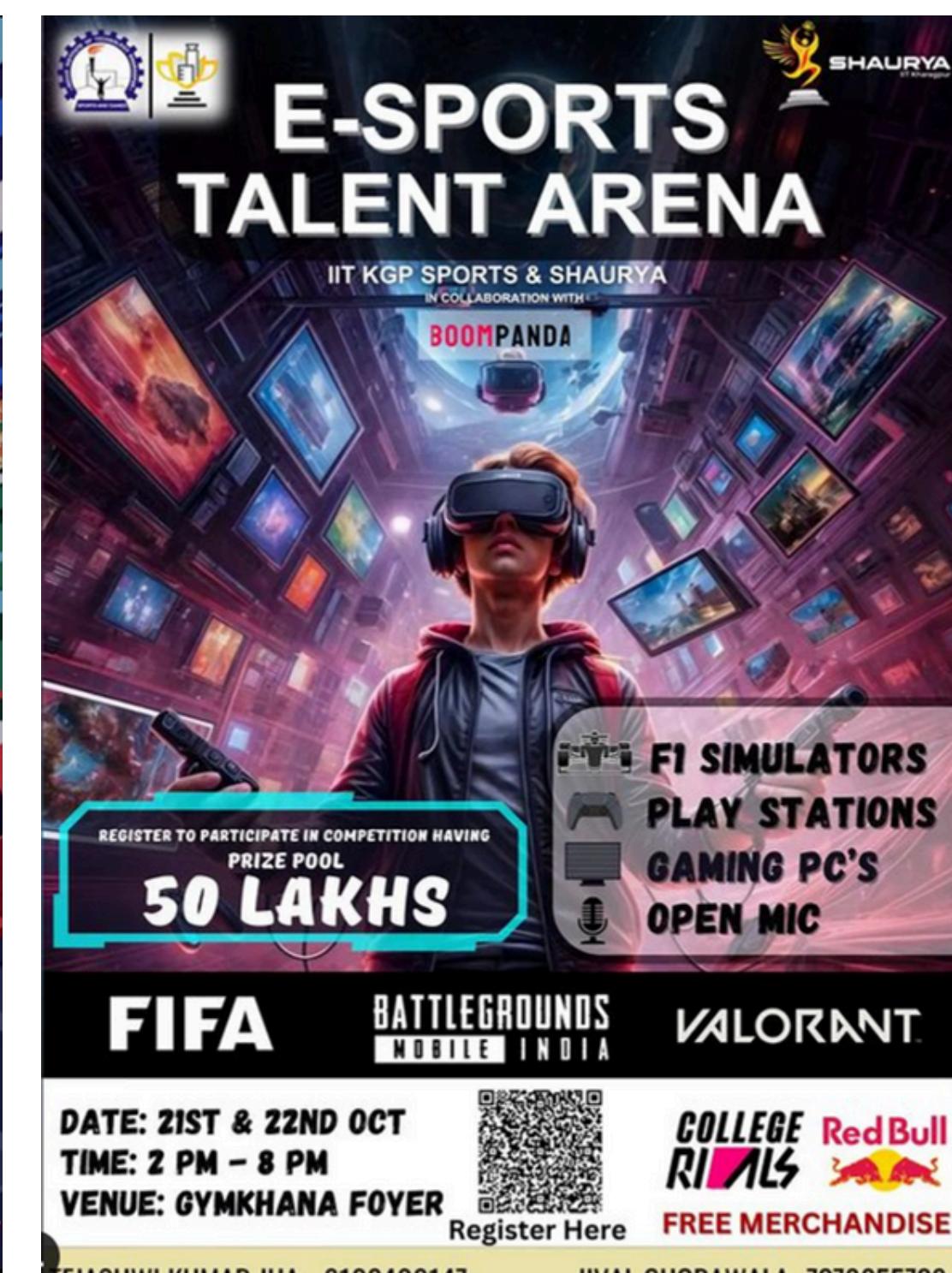




On-Campus Branding

1. PRE-FEST

- Bharat Petroleum Corporation Limited (BPCL) will get attention of the **entire Kharagpur community** of 30,000+ through In- House Publicity drive conducted in all the 22+ hostels and 20+ Hotspot spots.
- **Extensive In-House Publicity** of Bharat Petroleum Corporation Limited (BPCL) through Posters and Creative Props put up at 100+ Notice Boards, 22+ Student Hostels, Strategic Points in the campus.



2. DURING FEST

- Exclusive Banners, Standees, and Dropdowns will be put up at various Hotspot locations, the distribution of which will be as follows:

Branding Avenues	Dimensions	Location	Quantity
Dropdowns	3 ft X 10 ft	Strategic locations	1
Standees	3 ft X 5 ft	Strategic locations	5
Banners	5 ft X 3 ft	Strategic locations	5

Shurya will only provide logistical support in terms of locations and handling of the branding materials. The material will be provided by Bharat Petroleum Corporation Limited (BPCL) .



Media Branding

1. SOCIAL MEDIA BRANDING:

Facebook and Instagram: Exclusive Social Media Post on Facebook and Instagram Handles of Shaurya mentioning Bharat Petroleum Corporation Limited (BPCL) 's association with Shaurya 2024-2025, IIT Kharagpur.

2. PUBLICITY THROUGH MEDIA PARTNERS:

Nationwide Presence of Bharat Petroleum Corporation Limited (BPCL) through online news ads by our **Online Media Partners**. Bharat Petroleum Corporation Limited (BPCL) will also get publicity through our **Magazine Partners**.

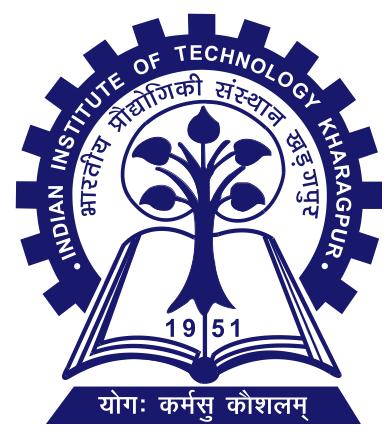
3. PRESENCE ON WEBSITE AND MOBILE APPLICATION

- **Website Integration:** As a Major Sponsor, Bharat Petroleum Corporation Limited (BPCL) 's logo (hyperlinked to Bharat Petroleum Corporation Limited (BPCL) 's website) will be present on the Shaurya's Official Website and will stay there for next 2 years.
- **Mobile Application/Website:** As a Major Sponsor, Bharat Petroleum Corporation Limited (BPCL) logo will be present on the Shaurya Mobile Website and will stay there for next 2 years.

DELIVERABLES FROM Bharat Petroleum Corporation Limited (BPCL)

Sponsorship amount of INR **1,50,000 (Incl. of GST)** towards Shaurya, IIT Kharagpur.

{All of the mentioned deliverables can be **subject to negotiation**. We are open to discussing additional deliverables that align with the sponsor's interests.}



SHAURYA 2023 ASSOCIATIONS



TITLE PARTNER



PREMIER PARTNER



CORPORATE PARTNER



MAJOR PARTNER



ENERGY PARTNER



HYDRATION PARTNER



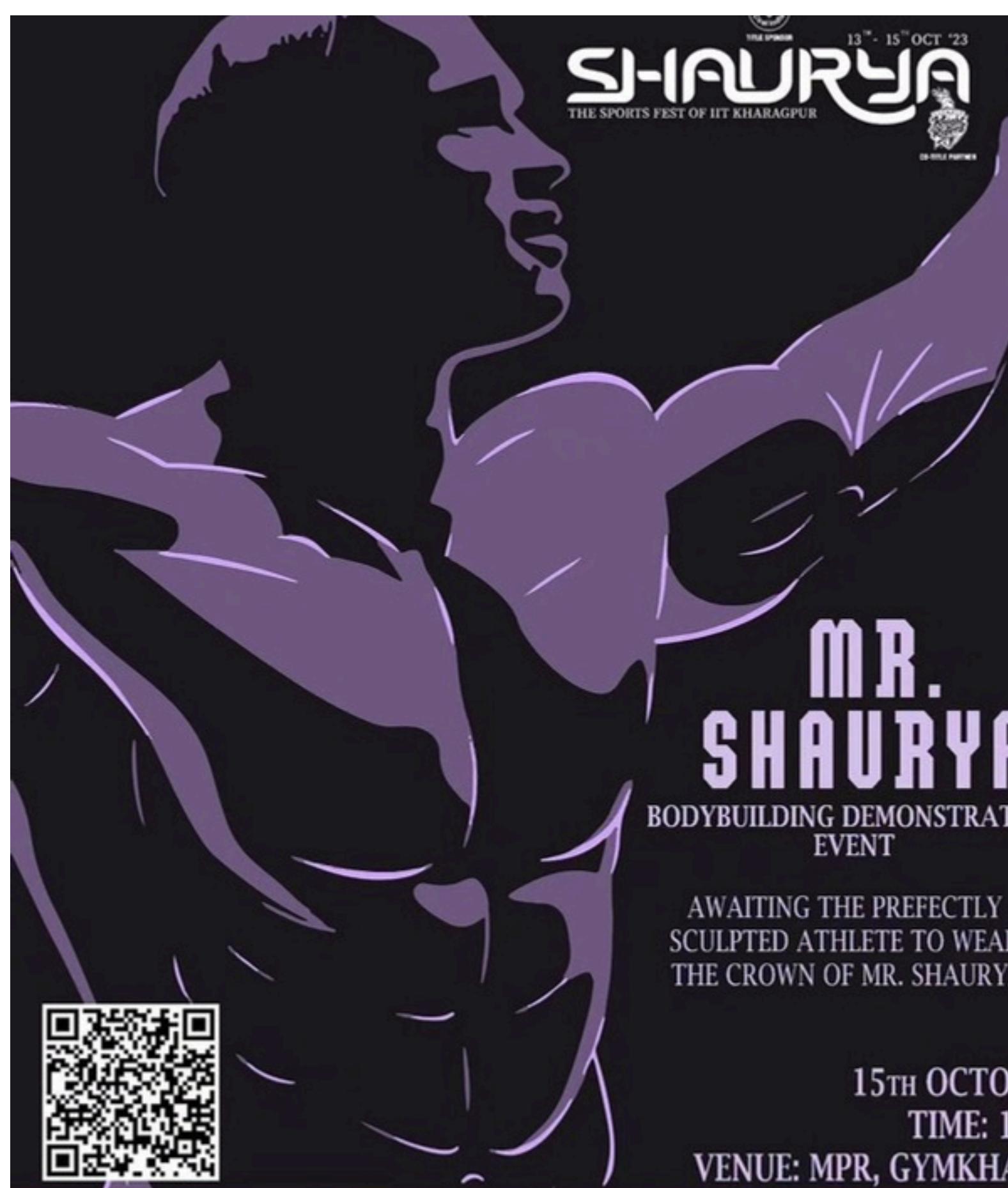
SPORTS PARTNER

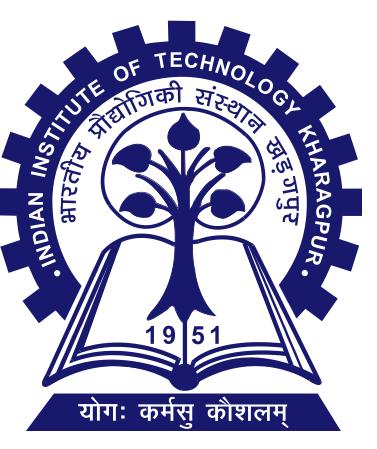
MEDIA PARTNERS





EVENTS OF SHAURYA





PHOTOS OF SHAURYA





PHOTOS OF SHAURYA





THANK YOU



Brij Patel

Finance Head
Shaurya, IIT Kharagpur
Email ID:
brijpatel.shaurya.iitkgp@gmail.com
Ph: +91 7698817843

Krithi Bethu

Sponsorship Sub-Head
Shaurya, IIT Kharagpur
Email ID:
krithibethu.shaurya.iitkgp@gmail.com
Ph: +91 9392700486