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| **[CEA Logo and IIT Dharwad Logo]** **Civil Engineering Association, IIT Dharwad** |

**Date:**

**Request for Sponsorship of Civil Engineering Association’s Industry Expert Talk Series**

Dear [Sponsor’s Name/Title],

We are excited to introduce the Civil Engineering Association (CEA), a recent initiative by the Department of Civil and Infrastructure Engineering at IIT Dharwad. CEA is dedicated to empowering students with real-world skills and industry insights, bridging the gap between academic theory and practical application.

For the academic session 2024-2025, the CEA is organizing a series of **Industry Expert Talks** featuring renowned professionals who will share valuable insights, best practices, and emerging trends in civil engineering. Sessions will be held online and/or offline to maximize reach and engagement among our students and academic community.

In this context, your sponsorship would significantly enhance the impact of this initiative. We are pleased to offer a range of sponsorship levels, including Gold, Silver, Bronze, and Supporting Sponsorship, each of which will provide substantial exposure to our motivated network of engineering students, academic faculty, and industry professionals. As a valued sponsor, your brand logo will be prominently displayed on event posters, banners, and brochures. At the start of each session, a brief video will highlight your brand with a logo display, also shared across CEA’s social media channels for maximum visibility. Additionally, your team will receive exclusive invitations to attend and participate in CEA’s upcoming events.

We would be delighted to discuss this proposal further and explore how we can align this collaboration with your company’s goals. Thank you for considering this opportunity to support the Civil Engineering Association at IIT Dharwad.

We look forward to a fruitful partnership that fosters innovation and learning.

**Sincerely,**

Table 1: Outline of the sponsorship benefits.

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| **Level of Sponsorship** | **Supporting Sponsor**  **[25,000 INR]** | **Bronze**  **Sponsor**  **[50,000 INR]** | **Silver**  **Sponsor**  **[1,00,000 INR]** | **Gold**  **Sponsor**  **[2,00,000 INR]** |
| Brand Visibility | Name-listed on event posters and brochures | Logo on event posters and brochures | Prominent logo on event posters, brochures, and banners | Prime logo placement on all event materials, including posters, brochures, banners |
| On-Campus Branding | -- | -- | Logo on banners at select locations | Logo on banners at key campus locations |
| Video Acknowledgement | Logo mention in post-event highlights | Logo display at session opening | Short message with logo at session opening | Personalized video message and logo at session opening, shared on social media |
| Social-media Promotion | Mention in one post | Mention on CEA social channels | Feature post on CEA social channels | Dedicated posts on CEA social channels and event highlights |
| Event Participation | Invitation to attend sessions | Invitation to attend sessions | Complimentary invitation to all sessions | VIP invitations to all sessions and exclusive CEA events |
| Recruitment Access | -- | Resume access to select students | Resume access to select students | Direct access to top students for internships, placements, and projects |