Event Sponsor SOP and Deliverables

Deliverables of StockGro

1. Provide StockGro platform and Technical support throughout the event time
2. Sponsorship
   a. COMPONENT 1 - Waiving off the Platform fee of INR 15,000 for conducting this event and other costs catering to the event's operational & support activities.
   b. COMPONENT 2 - Boosting Event Shoutout posts on primarily on Instagram, FB and LinkedIn
   c. COMPONENT 3 - Kind & Cash sponsorship structure as per below guidelines

EVENT SPONSORSHIP				
D2C Registrations	League Prize pool as StockGro Bonus		Registered Users who join the league	Cash Sponsorship to be sent to Organizing Team
250	₹2,500		<250	Zero
500	₹5,000		250	₹2,500
750	₹7,500		350	₹3,500
1,000	₹10,000		500	₹5,000

   Note:
   ❖ The League Prize pool distribution can be customized only before signing the MoU
   ❖ 1st prize cannot be greater than 10% of the Prize pool.
   ❖ The cash sponsorship would be released only once the league ends & partner college fulfils the entire Deliverable.

3. StockGro 'Certificate of Achievement' to Top 5 players of the event
4. StockGro 'Certificate of Appreciation' to the Organizing team (upto 5)
5. An event specific Invitation code will be shared with Partner college after MoU is signed.
6. StockGro to do Finale Winners shoutout post for Top 2 winning teams, once the event ends, tagging Partner college and also the individual winners.

Deliverables of Partner College

1. A dedicated Sponsor shoutout post + story - one on LinkedIn, Instagram, Facebook and Twitter using Official club/Event's social media handles before the event starts.
   a. **Introducing StockGro, it's USP's/Features** along with the App links
   b. **Tagging StockGro Social Media handles our** website, along with a creative (provided by StockGro).

   Note: Partner college has to refer to the base writeup for Dedicated Sponsor shoutout from StockGro Shoutout Guidelines before publishing the post.
   (https://docs.google.com/document/d/1WH0v9sh9Yr2lWzlHavghRYJJrql0nh2SM46_9YEoLpM/edit?usp=sharing)

2. Event shoutout posts on LinkedIn, Facebook & Twitter + stories on Instagram mentioning StockGro as an Event partner using Official club/Event social media handles tagging our official social media handles.

3. StockGro's logo and Branding on the event creatives, event website and on certificates given to Winners/Participants

4. Engagement on the StockGro's post that promotes the event (posted on StockGro handles)
   a. Linkedin post (Min 25 comments and reactions each)
   b. Instagram Post(Stories (Min 25 reactions and comments each)
   c. Facebook Post (Min 15 reactions and comments each)
   d. Twitter (Min 10 reactions and comments each)

5. Once the registrations are closed, the organizing team will mail Invitation code to all the participants, with instructions to ensure that users create StockGro accounts using this code.

6. **Ensure Top 5 participants post Testimonials** (regarding their gameplay experience on StockGro and how they achieved the top rank) along with their <u>StockGro Certificate of Achievement' using their personal LinkedIn handles</u>

7. Ensure 30 sec video testimonials from Top 5 participants (StockGro Community Team will moderate)

8. **StockGro Product positioning posts by at least three independent club members/organizers** <u>using their personal Linkedin handles</u>. The post can mention the platform's key features in correlation to the event conducted, their experience, and <u>upload their StockGro's Certificate of Appreciation</u>.
   <u>Note:</u> Organizers have to refer to the base writeup for Product positioning post from StockGro Shoutout Guidelines before publishing the post.
   (https://docs.google.com/document/d/1WH0v9sh9Yr2lWzlHavghRYJJrql0nh2SM46_9YEoLpM/edit?usp=sharing)

Timelines for Deliverables

I. StockGro team to make the special Invitation code active once the MoU is signed

II. StockGro team to share high-quality logos, Shoutouts Guide along with signed MoU

III. Partner college to share high-quality logos along with signed MoU

IV. Partner college to share details of 5 organizers, Social media handles & D2C registration link by T minus 6 days

V. Partner college to do Event shoutout post by T minus 5 days

VI. Partner college to post Sponsor shoutout post by T minus 4 days

VII. StockGro team to do Event shoutout post on LinkedIn, Insta, FB & Twitter by T minus 5 days

VIII. Partner college to finish comments & reactions on all 4 social handles within 48 hours i.e between T minus 5 days to T minus 4 days

IX. StockGro team to mail Top 5 Winner certificates to the organizing team within 24 hrs of receiving the details after the League ends.

X. After receiving the certificates, Partner College to ensure Top 5 participants post their testimonials on LinkedIn along with the certificates provided to them

XI.
Details required from Partner college (On the day of completion of Trading Simulation round)
- Top 5 participants of Trading Simulation round - Full names, their current college name.

Details required from Partner college (After Final round)
- Top 2 Event Finale Winners - Full names, Photograph, their current college name, their LinkedIn, Fb, Instagram and Twitter profile handles

XII. **StockGro** team to mail the Organizer certificates to the organizing team within 24 hrs of receiving above requested Finale Winner details.

XIII. Individual organizers of the Partner college to finish the Product Positioning posts within 24 hrs of receiving the certificates.

XIV. **StockGro** to release the cash sponsorship as per eligibility after the entire deliverables are met as per eligibility criteria.

Operational Timeline before the start of StockGro league

I. The Dare2Compete registration window should end by T minus 2 days i.e 48 hours before the event.

II. Once the registrations are closed, the organizing team can email the list to the StockGro team and we would publish the invite-only league (visible only to registered users) within 1 hour of receiving the data.

III. During the last 36 hours of event commencement, the Partnering college would be expected to send 2-3 email communications to the registered participants with proper instructions and guidelines - to ensure that everyone joins the league before it starts.

Other Terms & Conditions
- Partner college needs to specify the type of event - if it's Free/Paid
- Partner college needs to send across the registration details at least 24 hours before the start of the event.
- In case it is a team event, **all the team members need to be allowed** to participate in the StockGro round.
  - StockGro team will mail the entire list of players and their respective ranks to the organizing team once the event ends upon request.
  - **The best portfolio out of all members of each team can be considered for picking the best performing teams who would advance to further rounds**.
- StockGro-The Prize in bonus amount will be distributed to the **Top 65% of total Participants**.
- Partner college needs to close any pending queries or issues by 60 mins before the event starts
- Users cannot be added to the league once the league starts.