

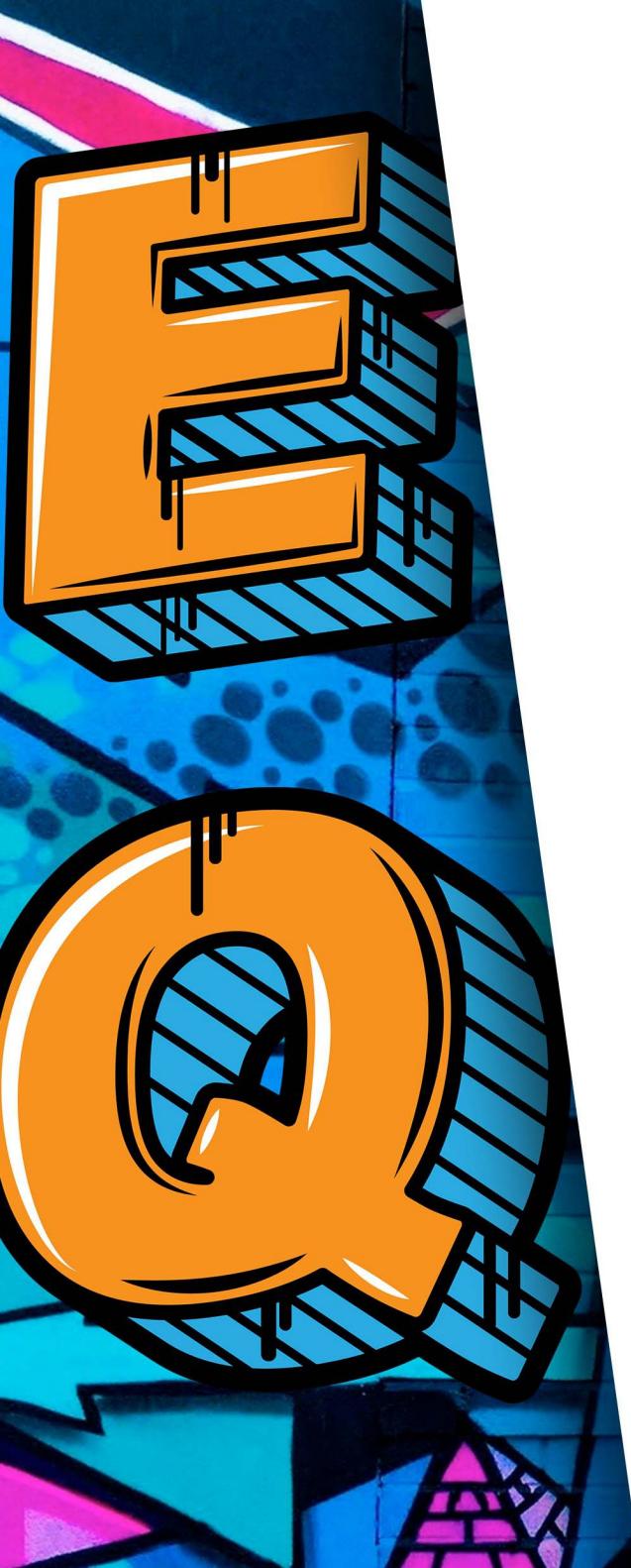


SYMBIOSIS SCHOOL
OF ECONOMICS

EQUILIBRIA 2020



ABOUT US

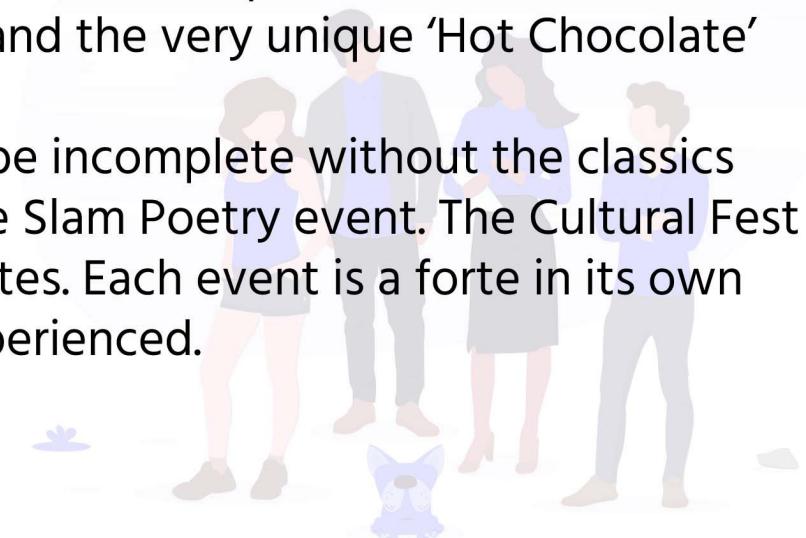
A vertical decorative panel on the left side of the page features two large, stylized letters, 'F' at the top and 'Q' at the bottom, both rendered in orange with blue diagonal stripes. They are set against a background of blue and purple geometric shapes.

Our cultural fest is where the poets, dancers, musicians and writers congregate to make magic happen.

We have an array of almost twenty events that cover the entire gamut of the performing, literary, and creative arts. The blend of events reflects the diverse clubs that we have on campus, thereby, bringing with it the assurance that each of the events under this mini-fest has been meticulously crafted by our in-house specialists of the field. This is where you will find the crowd-pleasers such as the Verve, Equalizer, and Viral Vocals. Events such as Block and Tackle and Vissionaire provide the perfect balance of intellectualism and imagination.

Staying true to our roots, we have events such as Academic Writing and Paper Presentation that seek to bring out the unseen analysts and researchers out there! Further, we have some fascinating events like solo dancing and stand-up comedy. Our wide spectrum of events also consists of a painting competition and the very unique 'Hot Chocolate' contest, for the first time ever!

Of course, the Cultural Fest would be incomplete without the classics such as InGenius, Rangmarch or the Slam Poetry event. The Cultural Fest is indeed a box of assorted chocolates. Each event is a forte in its own right that is to be savoured and experienced.





EVENTS

PERFORMING ARTS

EQ VERVE (GROUP DANCE)
EQUALIZER (BATTLE OF BANDS)
FASHION SHOW
RANGMANCH (THEATRE- STREETPLAY)
SOLO DANCE
SOLO SINGING

IMPROV

ARTS AND LITERATURE EVENTS

COLOUR PALETTE
MADLY IN VERSE (POETRY)

DEBATE (OXFORD STYLE)

BUSINESS EVENTS

VISSIONAIRE

AD-MAD

MISCELLANEOUS EVENTS

CAMPUS CID
SPAWN POINT(FIFA & PUBG)
POKER



FOOD SPONSOR

PRICE - RS.20,000

FOOD STALL

1. STALL (10X10)
2. SOCIAL MEDIA COVERAGE
3. BANNER SPACE
4. POSTER
5. MENTION ON WEBSITE
6. ANNOUNCEMENT DURING FEST
7. LOGO ON MAIN BANNER

PRICE - RS.15,000

FOOD STALL

1. STALL (5X5)
2. SOCIAL MEDIA COVERAGE
3. BANNER SPACE
4. POSTER
5. MENTION ON WEBSITE
6. ANNOUNCEMENT DURING FEST





DELIVERABLES

TITLE SPONSOR -₹3,00,000 ASSOCIATE SPONSOR- ₹2,00,000 CO-SPONSOR- ₹1,50,000

- 1. LOGO ON MAIN BANNER:** SPONSOR US AND YOUR LOGO WILL BE FEATURED ON OUR MAIN BANNER, PROVIDING GREAT BRANDING FOR YOUR BRAND
- 2. LOGO ON POSTERS:** ALL THE FEST POSTERS THAT WILL BE PUT UP IN AND AROUND THE CAMPUS, WILL CONSIST OF YOUR COMPANY'S LOGO ON IT.
- 3. SEMINARS:** THIS IS AN EXCLUSIVE DELIVERABLE DEPENDING UPON THE TOPIC BEING SPOKEN ON, AND THE SPEAKER SELECTED FOR THE SAME. THE DURATION AND TIMING OF THE SEMINAR WILL BE DECIDED BY BOTH PARTIES.
- 4. SILENT ADVERTISEMENTS:** THE COMPANY'S LOGO OR A MUTE ADVERTISEMENT OF UNDER 2 MINUTES CAN BE DISPLAYED DURING EVENTS.
- 5. STANDEES:** STANDEES THAT WILL BE PROVIDED BY THE COMPANY (PREFERABLE) WILL BE PUT UP IN SELECT LOCATIONS ON CAMPUS GROUNDS.
- 6. STALL:** A STALL OF SIZE 10" BY 10" WILL BE PUT ON SELECT LOCATION AROUND THE COLLEGE.
- 7. ON GROUND COVERAGE:** SPONSORS WILL ENTITLE THEMSELVES TO CONSTANT IN-GROUND COVERAGE DURING THE DAYS OF THE FEST
- 8. COVERAGE DURING MARKETING AND PROMOTIONAL EVENTS:** ANY PROMOTIONAL EVENT CONDUCTED BY THE FEST WILL ADVERTISE YOUR COMPANY DURING THE SAME.
- 9. PROMOTION THROUGH REGISTRATION (ONLINE):** EVERY YEAR, VARIOUS TEAMS REGISTER THROUGH OUR ONLINE PORTAL, COMPANIES WHO PREFER ONLINE MARKETING USUALLY GO FOR THIS DELIVERABLE.



DELIVERABLES

TITLE SPONSOR -₹3,00,000 ASSOCIATE SPONSOR- ₹2,00,000 CO-SPONSOR- ₹1,50,000

- 10. MENTION ON WEBSITE:** OUR OFFICIAL DOMAINS WILL CARRY YOUR LOGOS AND CAN ALSO REDIRECT THE USER TO YOUR WEBSITE, THIS INCREASES YOUR ONLINE PRESENCE
- 11. PROMOTION ON SOCIAL MEDIA HANDLE:** EVERY COMPANY NEEDS, SOME AMOUNT OF SOCIAL MEDIA COVERAGE, AND THIS DELIVERABLE QUENCH THEIR THIRST TO BE RECOGNIZED THROUGH ALL OUR SOCIAL MEDIA HACKS.
- 12. VIDEO ADVERTISEMENT:** WITH FOLLOWERS WAITING FOR OUR NEXT POST, THIS BECOMES A LUCRATIVE OPPORTUNITY FOR MOST COMPANIES TO DISPLAY THEIR ADVERTISEMENT OR PREFERRED VIDEO ADVERTISEMENT ON OUR SOCIAL MEDIA HANDLES.
- 13. LOGO ON CERTIFICATES:** EVERY CERTIFICATE THAT WILL BE PRINTED WILL HAVE YOUR COMPANY'S LOGO ON IT AND ALL THE PARTICIPANTS WHO WORK HARD TO WIN THE EVENTS WILL KNOW YOUR COMPANY THE WAY YOU WANT THEM TO KNOW IT.
- 14. LOGO ON T-SHIRT:** YOUR LOGO WILL BE FEATURED ON OUR FEST T-SHIRTS, WORN BY SSE STUDENT AND FEST PARTICIPANTS IN VARIOUS PLACES OVER A LONG PERIOD OF TIME, PROVIDING YOUR COMPANY WITH LONG TERM MARKETING
MENTION ON WEBSITE: SPONSORS WILL RECEIVE A SPECIAL MENTION ON EQUILIBRIA'S OFFICIAL WEBSITE
- 15. LOGO ON FILES:** ALL THE FILES THAT WILL BE GIVEN OUT DURING EVENTS WILL HAVE YOUR LOGO ON THEM.
- 16. STANDEES: FOR THE EVENT: SPECIFIC EVENTS WILL HAVE YOUR STANDEES; YOU CAN CHOOSE WHICHEVER EVENT YOU PLEASE TO ADVERTISE YOUR COMPANY. THIS WILL NARROW DOWN OUR DIVERSE CROWD, JUST TO YOUR TARGET MARKET.**
- 17. ANNOUNCEMENTS:** ALL ANNOUNCEMENTS CONCERNING COMMENCEMENT OF EVENTS AND ENDING AS WELL, WILL INCLUDE A SPECIAL MENTION FOR YOUR COMPANY.
- 18. MERCHANDISE:** THIS DELIVERABLE ALLOWS YOU TO SELL ANY MERCHANDISE THAT YOU WISH TO SELL AMONG THE TARGET MARKET THAT WE ATTRACT FOR YOUR COMPANY

DELIVERABLES

TITLE SPONSOR -₹3,00,000 ASSOCIATE SPONSOR- ₹2,00,000 CO-SPONSOR- ₹1,50,000

19) Promotion during events: We can also promote your brand during specific events of your own choosing, these events may help you to relate your brand to the audience better

20) Exclusivity: You may also choose to have exclusive rights over a particular event or a section of the fest. Exclusivity would then refer to the fact that your brand would be the singular promotee of the section/event

**Title Sponsor has the freedom to choose any 15 of the deliverables,
similarly associate sponsor can choose 10 and co-sponsor can
choose any 7**

Please note that deliverables vary as per the amount



KINDLY NOTE

KINDLY TAKE NOTE OF THE FOLLOWING POINTERS REGARDING THE SPONSORSHIP CONTRACT:

1. IN CASE OF LIMITED AVAILABILITY OF ANY DELIVERABLE, PREFERENCE WILL BE GIVEN TO THE SPONSOR WHO OPTS FOR IT FIRST. HOWEVER, THE FINAL DECISION-MAKING AUTHORITY IS RETAINED BY THE ORGANIZERS.
2. THE NUMBER, FREQUENCY AND DIMENSIONS OF THE VARIOUS PROMOTION MEDIAS REFERRED TO ARE APPROXIMATE FIGURES. THE ACTUALS MAY VARY.
3. THE FAILURE TO PROVIDE WITH ONE OR MORE OF THE PROMOTIONAL AVENUES WOULD PURELY BE ACCIDENTAL OR UNINTENTIONAL. IN THE CONSEQUENCE OF SUCH A FAILURE, IF ANY, THE SPONSORS WOULD NOT BE ENTITLED TO CLAIM THE COMPENSATIONS OR BRING ABOUT ANY OTHER ACTION AGAINST THE ORGANIZERS. IT CANNOT BE USED AS A GROUND TO REPUDIATE THE CONTRACT OF THE SPONSORSHIP.
4. IN THE EVENT OF CANCELLATION OF ANY EVENT ON ACCOUNT OF ANY UNFORESEEN CIRCUMSTANCES, THE ENTIRE SUM SPONSORED WILL BE REFUNDED. SPONSORS OFFERING IN KIND WILL ALSO BE DULY COMPENSATED. NO FURTHER COMPENSATION OR PENALTIES CAN BE CLAIMED FROM THE ORGANIZERS.
5. ANY OTHER PROPOSAL, DEMAND OR COUNTEROFFER OF THE SPONSOR MAY BE ENTERTAINED. HOWEVER, THE DECISION AS TO FINAL OFFERING RESTS SOLELY WITH THE ORGANIZERS.
6. PLEASE PROVIDE ADVERTISEMENT MATERIAL FOR LOGOS IN JPG OR PNG FORMAT AND VIDEO ADVERTISEMENT IN MP4 FORMAT.(ALL ADVERTISEMENTS WILL BE DIGITAL ONLY, HOWEVER IF YOU WISH TO HAVE PHYSICAL ADVERTISEMENTS, THE ADVERTISER WILL BE LIABLE TO PROVIDE THEM)
7. PLEASE PROVIDE CHEQUES IN FAVOUR OF SYMBIOSIS SCHOOL OF ECONOMICS.
8. FOOD VENDORS ARE LEGALLY BOUND TO HAVE A VALID FOOD LICENSE ISSUED BY THE FSSAI

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