



## Application for the post of Coordinator for Saarang 2018

### **Sponsorship & PR Coordinator - Saarang 2018**

Name:	Nick:
Roll No:	Hostel:
Email:	Room No:
Department:	Contact No:

### **General Instructions**

- ❖ This position is open only for current 2nd years and above
- ❖ The application must be within the maximum limit of 15 pages
- ❖ Applications must be submitted in PDF and named in the following protocol:  
Sponsorship&PRCoordinator\_<Applicant Name>\_<Roll No>
- ❖ Applications must be submitted before 11:59 pm on 16th April, 2017

### **QUESTIONS**

1. What are the changes that you want to see in Saarang 2018 on the whole?
2. List down the positives and drawbacks of the extant Sponsorship & PR coordinator team. Suggest feasible solutions for the same.
3. Come up with avenues to increase and strategies to streamline the sponsorship for Saarang 2018. Also, suggest ways to ensure cleaner branding during Saarang.
4. Pick any 2 sectors of companies (Eg. online wallets, mobiles, automobile etc.)- identify, modify and create deliverables to suit these companies.
5. Create 2 proposals for the Co-Sponsorship avenue of Saarang (one with pro-shows and the other without). Explicitly mention the approximate value of each avenue being used in the package.
6. Delineate a timeline for your tenure as a Sponsorship & PR coordinator. Also, mention how you plan to smoothen the execution of deliverables in collaboration with other teams starting a month before Saarang. Focus mainly on Facilities & Requirements, Professional Shows, Events, Design & Media teams.

7. Propose new ideas/strategies for any 2 PR avenues of your choice from among Online PR, On-ground PR and Social Campaign. For the social campaign focus on either of the following themes and concentrate on ways to generate PR:-
  - a) Boondh
  - b) Conservation of flora
  - c) Child malnutrition
8. Why do you think you are the right person for the post? Add relevant credentials and references.