

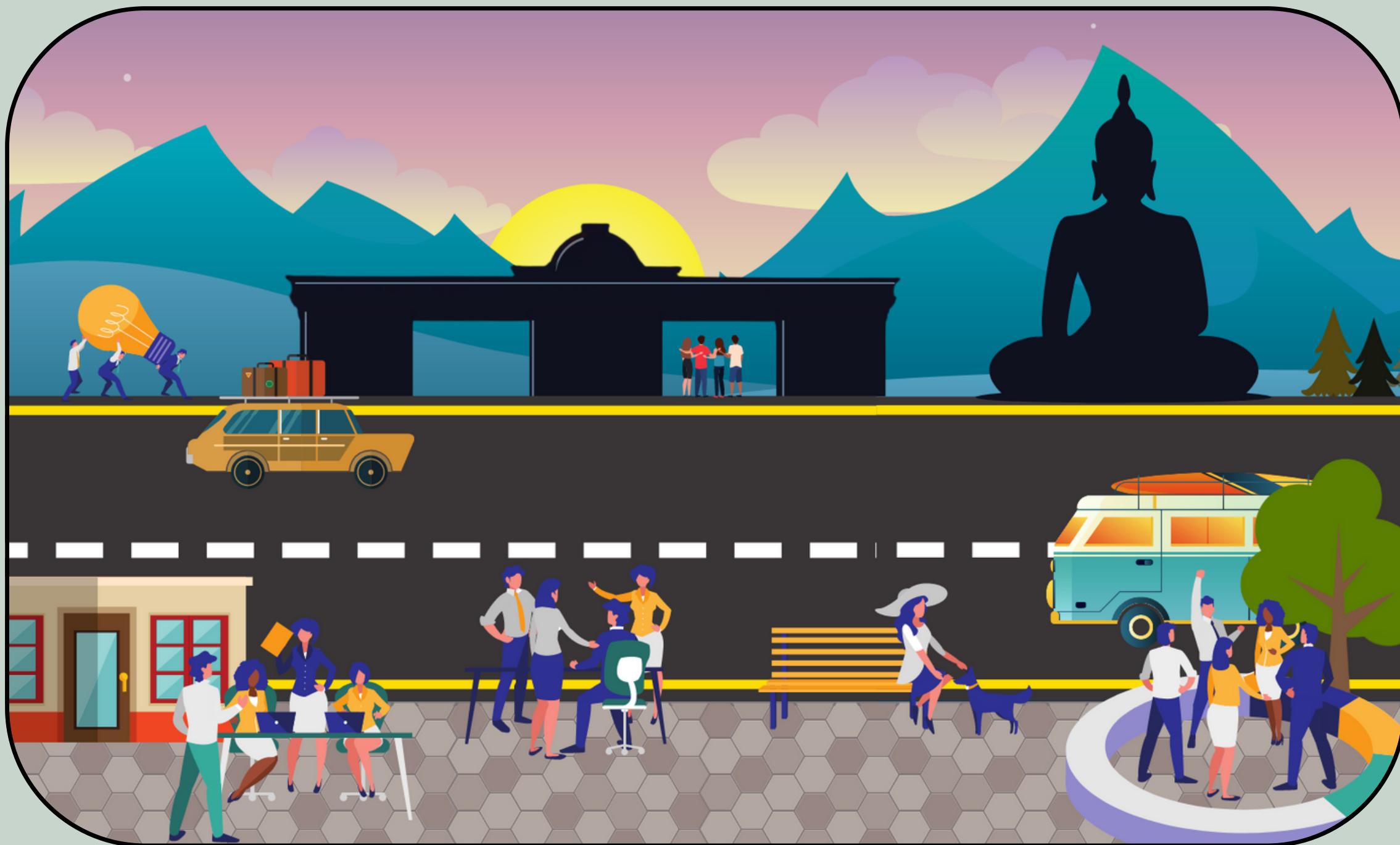


ELEGANTE 5.0

11th - 13th March

**SPONSORSHIP
BROCHURE 2022**





IIM Bodh Gaya is a constituent of the prestigious and premier IIM brand, which symbolizes top-notch management education and contributes to the holistic development of individuals. Being a constituent of IIMs, it envisages the reputation of IIMs and the importance of management education in and around Bihar. Despite being a relatively new institute, it is gradually evolving into a revered name amongst the aspirants of management education in our country. Our institute comprehensively promotes academic rigor, intellectual discipline, and extracurricular activities. We envisage bringing back the glory during the days of the Nalanda. We also believe that contributing to society is as imperative as academic achievement. As responsible future managers, it is a prerogative of our students to contribute to society—having been actively conducting daily services quality assessment for Gaya district administration during the Pitrpaksha Mela, plantation drives, etc. We have also visited nearby villages, discussing and providing suggestions for the problems faced by the villages. Our annual cultural fest saw immense active participation from all IIMs and other prestigious management schools and other engineering colleges in 2019. Aspiring to uphold our standards and to strive towards holistic development, we are proud to announce our fifth annual management, cultural and sports fest, Elegante 5.0

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Elegante

MEMOERY REELS

400TM

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400TM



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The Strength of STATS

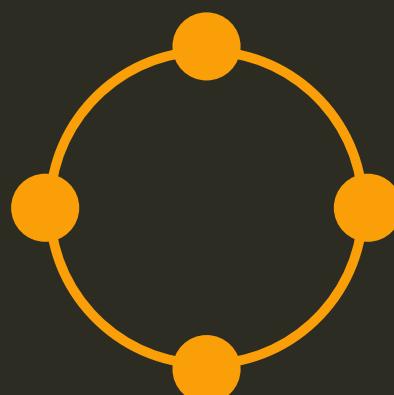


4000+

Footfall in
Elegante 3.0



30+
Events



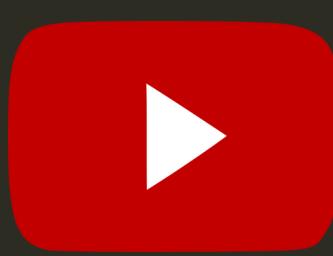
50+
College participation
across the country

300+
College
Ambassadors



*Social
Media*

REACH



100K+
Views on Teasers,
Vlogs and After Movies



100K+
Impressions & growing
reach on Instagram



5K+
Reach through the
official Facebook Page



15K+
Visits on the official
Website.

Why Sponsor Elegante?

Publicity through information booklets, flyers and other paraphernalia



Publicity through articles and advertisements in national dailies, business magazines, news channels, social networking, etc.



On-campus branding and publicity during the festival amongst 5k odd participants, including students, professors, and industry experts



The appearance of the name and logo of the sponsor on the website of IIM BodhGaya-Elegante 5.0



Ideal platform for launching new products and technology demonstration



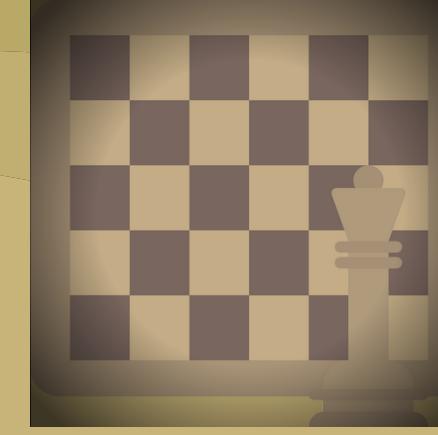
Discussion Sessions by the sponsors help the company realize the student's mindset and hence understand each other.



SPORTS EVENTS



BGMI
THE OPPORTUNITY OF
DEFEATING THE ENEMY
IS
PROVIDED BY THE
ENEMY HIMSELF.
STRATEGIZE AND
FACE THE CHALLENGES
HEAD ON.



CHESS
IT'S TIME TO PUT YOUR
GENIUS SELF INTO THIS
GAME
WHERE YOU WILL MAKE
DECISIONS AS FAST AS A
BULLET
IN AN ARENA
TOURNAMENT.



VALORANT
IN THE MIDST OF THE
CHAOS, LIES THE
OPPORTUNITY
TO DEFEAT YOUR
ENEMIES. IT'S TIME
FOR YOUR SQUAD
TO BE AN ACE...LET'S
PLAY SOME VALO



CRICKET
EVER FANTASIZED ABOUT
BEING THE OWNER OF AN
IPL FRANCHISE? HERE'S
YOUR CHANCE TO FEEL
WHAT IT'S LIKE TO BE
ONE. REGISTER YOURSELF
AND PUT ON THE HAT OF
A BIDDER TO BUILD YOUR
OWN DREAM TEAM

CULTURAL EVENTS



OPENING CEREMONY

TO START THE EVENT IN ACCORDANCE WITH OUR THEME OF MINDFULNESS AND LEADERSHIP WE WILL CONDUCT AN ENGAGING MOTIVATIONAL SESSION FOR ALL THE STUDENTS OF THE FEST ALONG WITH OTHER MUSICAL AND MOTIVATING PERFORMANCES AND CONTENT.

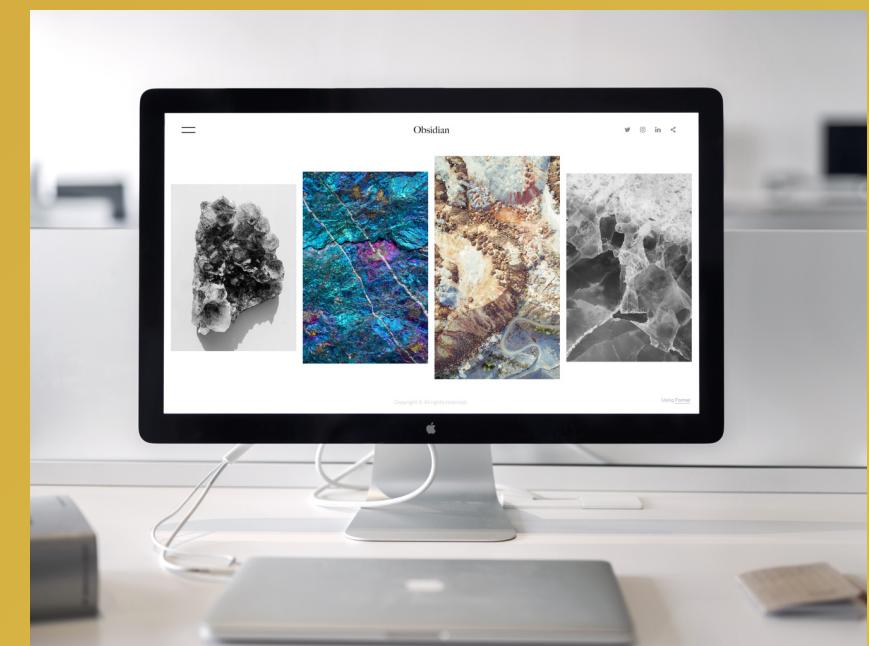
STAR NIGHT

ON THE MOST AWAITED STAR NIGHT WE WILL HOST A WELL REPUTED STAR FIGURE OR BAND TO LET THE STUDENTS ENJOY SOME AMAZING MUSIC FROM THE SAFETY OF THEIR HOMES IN A VIRTUAL AMBIENT SETUP.

CLOSING CEREMONY

IT IS GOOD TO END WITH A SMILE BUT IT IS BETTER TO END WITH A LAUGH. KEEPING THAT IN MIND WE WILL END THE 3 DAY FEST WITH A REPUTED STAND UP COMEDIAN WHO WILL SURELY MAKE THE ENTIRE INDIA GO CRAZY WITH LAUGHTER.





MEDIA & PR : REPORTING LIVE

YOU THINK YOU CAN BE A REPORTER, DO YOU WANT TO EXPERIENCE THE THRILL AND EXCITEMENT TOO. WE KNOW MANY MIGHT THINK IT IS EASY. WELL, LET'S SEE IF IT ACTUALLY IS A CAKEWALK. THIS WILL BE A TWO-ROUND GAME, GIVING THE EXPERIENCE OF WHAT A JOURNALIST GOES THROUGH. SO WAKE YOUR CREATIVE GENIUS AND SEE THE WORLD THROUGH A JOURNALIST'S EYES.

ENVISION CELL: TREASURE HUNT

WE ENVISION CELL BRINGS YOU THE AMAZING CHANCE TO WIN A CASH PRIZE AND GET FIRSTHAND GENERAL WISDOM ABOUT THE WORLD OF STARTUPS. SO GET ON BOARD AND PLAY THE TREASURE HUNT TO WIN YOUR PRIZE. THE EVENT CONSISTS OF A QUIZ FOLLOWED UP BY THE MAIN TREASURE HUNT WHERE SHORTLISTED FINALISTS WILL COMPETE AGAINST EACH OTHER BY SOLVING VARIOUS CLUES AND PUZZLES RELATED TO ENTREPRENEURSHIP.

IT COMM: THINK-IT

ARE YOU A 'TECHIE GEEK' BUT DOESN'T WANT TO CODE, HAVE A DESIRE TO PROVIDE A TECH SOLUTION TO A BUSINESS PROBLEM. SO THE RIGHT OPPORTUNITY KNOCKS ON YOUR DOOR. BE READY WITH YOUR IDEA'S PROTOTYPE AND JOIN US ON OUR PLATFORM AND BRING THE CHANGE





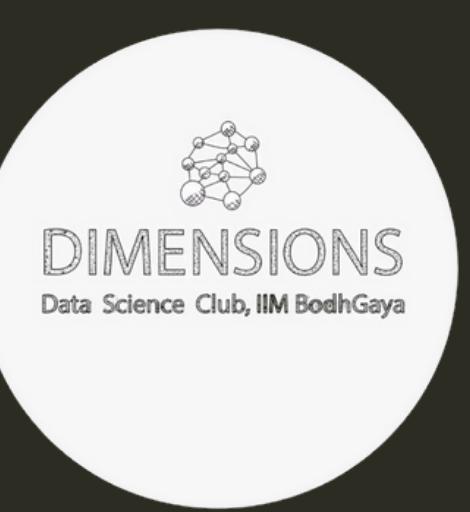
MASQ : Prod-igyze

Moment marketing is the next big thing.
So, create your own creative and dazzling
moment ads. Come and grab this
opportunity. 'It's Now or Never.'



STRACON : Stratify

Let's simplify! - Guesstimates or Market sizing questions are common in case interviews at top Management Consulting firms, such as McKinsey, Bain, or BCG. If you know how to approach these questions, this opportunity is for you. This time let's guesstimate instead of just estimate.



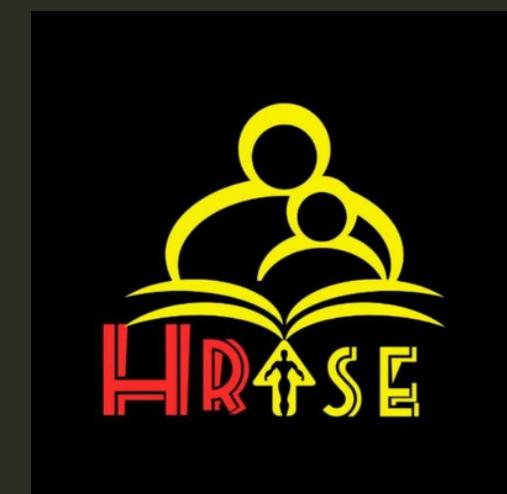
DIMENSIONS : Crunch the numbers

A perfect opportunity for you to play with New Oil of the Digital Economy. This competition will test your acumen and knowledge of the Data Science, Statistics and Excel.



EBSB : Sanskriti

The treasures of Indian heritage include art, architecture, classical dance, music, flora and fauna, and the people's innate secular philosophy. And EBSB gives you the chance to portray India's Sanskriti through the means of any of its states.



HRise : HR-Samvidha

HR Samvidha is a multiple round competition that challenges analytical and situation building skills of handling the most important resource - Human Resource of an organisation.



UNNAYAN: PRAVAH

They say that smile brings people together, but we think that dancing, singing, and poetry have more power to make us smile forever; they are the essence of life. So, dazzle everyone and flow with your talent in Pravah.



OPSIM: OPheria

A case study competition by OPSIM, Operations club of IIM Bodh Gaya in association with ISCEA SCNext is here to test the participants based on their business acumen and knowledge of the operations domain.



FINIX: Finविश्लेषण

Welcoming all finance enthusiasts to put their learnings together and develop an IPO report and valuation of upcoming IPO. The most accurate valuation will win exciting prizes.



IIM BODHGAYA

Pragati: Prayatna

Leadership is all about taking responsibility, not just of its team, department, company, or the corporate world. It's the responsibility of adding value to society not just by delivering products and services but also by being mindful of society and taking responsibility for it. Prayatna is a platform for future leaders to take up the responsibility of society and address issues with holistic solutions.



Arthashastra: Vit- tark

Vit-tark is a perfect fusion for a person who is opinionated and proficient in economics. An impeccable competition to test your economics understanding and put your opinion related to current latest affairs of the economy.



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CSR AND MINDFULNESS

ART EXHIBITION OF MINDFULNESS

An exciting competition based on the mindfulness theme will be conducted on the D2C platform followed by prize money for top presenters.

A DAY WITH THEM

Spend a day full of engagement activities and awareness programs with more than 500 construction workers of our permanent campus.

BOOTSTRAPPING BUSINESS

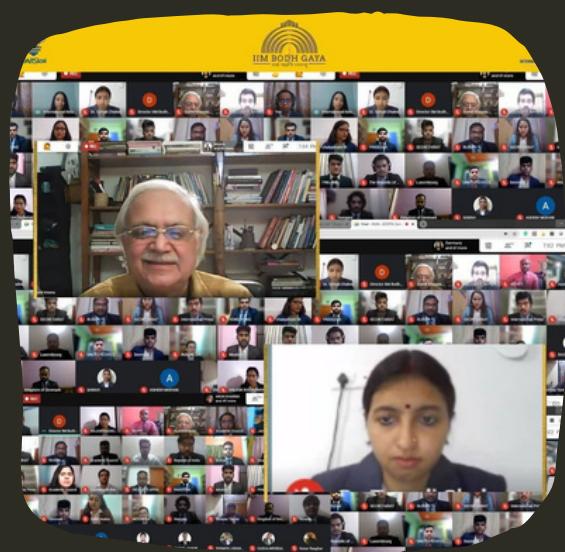
IIM Bodh Gaya recognizes the losses suffered by businesses in and around Bodh Gaya due to the Covid-19 pandemic and hence aims to provide a long-term consulting service to rejuvenate these businesses.

MINDFULNESS SESSION

A two-day online mindfulness and meditation session to do away with all the stress, anxiety and depression, in collaboration with a leading Meditation Centre in Bodh Gaya and Samatvam, the mindfulness club of the college.

THE NEW NORMAL

Situated on land of Enlightenment, IIM Bodh Gaya thrives on knowledge and experience sharing. By hosting seasoned leaders to industry stalwarts, learning curve is always steep here. Few glimpse of ever enagaging culture and commotion in between with student driven activities.



ONLINE SPEAKERS

IIM Bodh Gaya left no stone unturned to cherish the new way of life. Just a little more effort to make this new normal a better one.



Sponsorship Benefits

SPONSORSHIP TYPE	TITLE SPONSOR	ASSOCIATE SPONSOR	EVENT SPONSOR
Logo of Sponsor on Elegante Promotional video	✓		
Logo of sponsor on customised background on google meet	✓		
Mention of sponsor name and logo on IIM Bodh Gaya website	✓		
Logo of sponsor on digital posters	✓		
Logo of sponsor on volunteer I-Cards	✓		
Announcement and display of sponsor's name and video during the events	✓		
Logo of sponsor on fest t-shirts	✓	✓	
Hyperlinked logo on the fest page	✓	✓	
Inclusion of sponsor name on Star Night Passes	✓	✓	
Announcement and display of sponsor's name and video before the star night	✓	✓	
Logo of sponsor on promotional banner	✓	✓	✓
Mention of Sponsor in all promotional emails sent to all	✓	✓	✓
Promotion on social media pages like facebook, instagram	✓	✓	✓
Logo on certificates given for events	✓	✓	✓
Advertisement through mail	✓	✓	✓

Sponsorship

SPONSOR CATEGORY	AMOUNT
Title Sponsor	2 Lakh and above
Associate Sponsor	1.5 Lakh to 2 Lakh
Event Sponsor	1 Lakh to 1.5 Lakh

OUR PAST SPONSORS





ELEGANTE 2022

CONTACT US

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Eleganté-IIM Bodhgaya



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