

AURA EVENTS & SPONSOR:

College Event & Sponsor Management

The **Event Management Cell of a college** currently tracks:

- Event details (venue, date, budgets)
- Vendor contracts (sound systems, food stalls, stage setup)
- Sponsor commitments (financial sponsors, brand collaborations)
- These are tracked **manually** in spreadsheets, WhatsApp groups, and emails.

This causes:

- **Disorganized planning** → Miscommunication among coordinators, sales, and marketing teams.
- **Difficulty in securing sponsorships** → No structured pipeline to approach, follow up, and close deals with sponsors.
- **Poor reporting** → Inability to calculate ROI (revenue vs. expenses) after fests.
- **Scalability issues** → As the size of college fests grows, manual methods fail.

▪ Problem Solving:

✓ Centralized System in Salesforce

All event details, vendors, and sponsorship data stored in one place.

✓ Sponsorship Pipeline

Sponsors tracked from **Prospect** → **Negotiation** → **Closed**, ensuring no missed follow-ups.

✓ Automation

- Automated reminders for vendor payments, sponsorship deadlines, and task approvals.
- Notification workflows for event changes.

✓ Real-Time Analytics

- ROI calculation for each event/fest.
- Dashboards showing sponsor contributions, expenses, and engagement.
- Marketing campaign analysis for student participation.

✓ Improved Collaboration

Event coordinators, sponsors, and marketing heads share the same updated information.

Flow of the App

1. Event Creation

- Coordinator creates event record (e.g., TechFest, Cultural Fest).
- Adds details like venue, budget, vendor requirements.

2. Vendor Management

- Upload vendor contracts (food stalls, stage, decorations).
- Track invoice deadlines and payments.

3. Sponsorship Pipeline

- Sales/Outreach team adds potential sponsors as leads.
- Track follow-ups and commitments → Negotiation → Closure.

4. Marketing & Promotion

- Marketing team links campaigns (social media, posters, influencer promotions) to events.
- Measure engagement metrics.

5. During Event

- Dashboards display live metrics: attendance, sponsor visibility, vendor compliance.

6. Post-Event Analysis

- ROI reports (Revenue from sponsors vs. Expenses).
- Sponsor performance evaluation → Helps in retaining sponsors for next year.
- Feedback forms integrated for continuous improvement.