**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.