

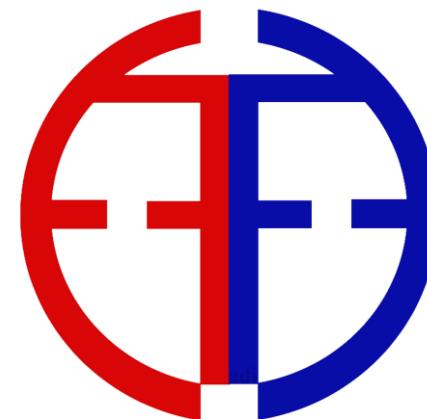
PROPOSAL FOR ASSOCIATION OF



WITH



&



Association with Effervescence 2017

- **Bulls Eye** will be an integral part of all our publicity campaigns before and during the fest.
- Various features of **Bulls Eye** to be publicized by events targeting its consumer base.
- The Deliverables from Effervescence'17 are discussed as follows:-
 1. Customized Events for the company
 2. Integration with Effervescence'17 Events
 3. Generic Branding options.
- **Bulls Eye** can handpick the deliverables of their choice. We have created a collection of deliverables which might suit you.



Branding Avenues

Branding Avenues can be majorly grouped as :-

★ On Campus Branding

- Main stage
- Registration desk and Main gate
- Main stage arena
- Posters and Banners
- Stalls



★ Off Campus

- Hoardings and Posters
- Flash Mobs
- Campus Ambassadors
- Passes, tickets, coupons
- Electronic and Print Media



Branding Avenues

★ Online Branding

- Website
- Mobile Application
- Facebook Page
- Twitter Handle
- Instagram
- Youtube



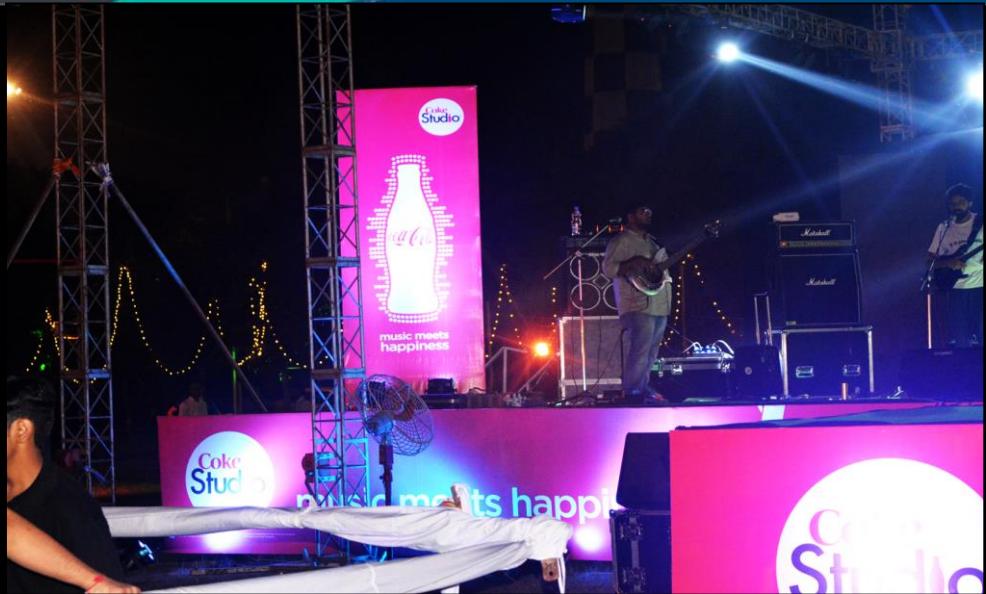
 **Effervescence, IIIT Allahabad**
11 October 2016 -

"People will stare. Make it worth their while."
Effervescence presents A'la Mode, the fashion show, sponsored by Max Fashion on 15th October.
Register at www.effe.org.in
#EFFE16 #CarnivalOfDreams
Follow us on Twitter: www.twitter.com/goEffervescence
Follow us on Instagram: www.instagram.com/goEffervescence



Campus/Main Stage

- Standees/Banners to be put at strategic locations across the institute during the 4 days.
- **Bulls Eye** will be promoted via regular mentions through Effervescence's public announcement System.
- **Bulls Eye** , if requires, to be given a stall to publicize its products and/or sell them during Effervescence'17.



Branding on Main Stage



Main gate/Registration Desk



On Campus Branding



Branding via Stalls

Promote CSR Activities

At EFFERVESCENCE , you have the opportunity to inspire youth to be a part of your Community Development project or human interest cause. Such gestures are highly appreciated and can be a useful tactic for building good image in the eyes of your prospective customers.

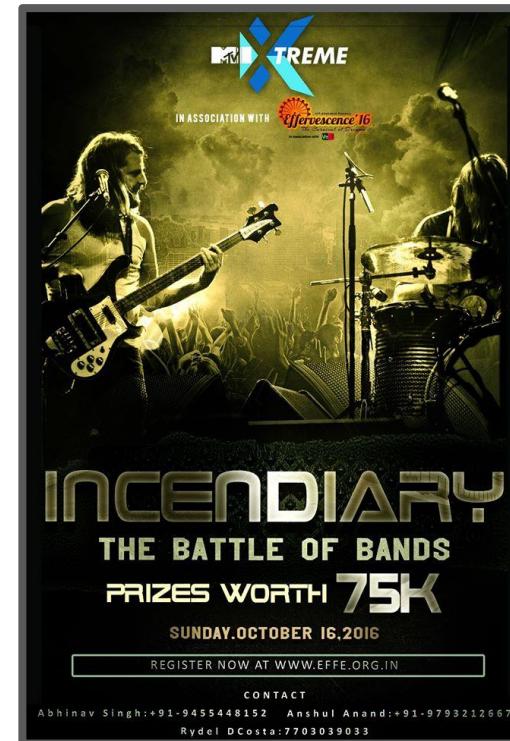
- **100% Non Profit Student Organisation**
- **Tax Exemption from Central Government as a part of IIIT Allahabad.**
- **Events based on Government policies like Swachh Bharat, Digital India etc**
- **100+ Media Articles, 5+ Media Associations, 10+ Media-Persons at Event**



Branding and Promotion via Logo Presence in Posters/Banner

More than **100,000 sq.feet** branding across all Effervescence Posters/Banners

- 10,000+ Posters
- 5,000+ Registration Booklets
- 5,000+ Publicity Brochures
- 15,000+Flyers/Leaflets
- 5,000+ sq. feet flexes
- 500+ Standees



Branding and Promotion via

Video Advertisements and Logo Mention

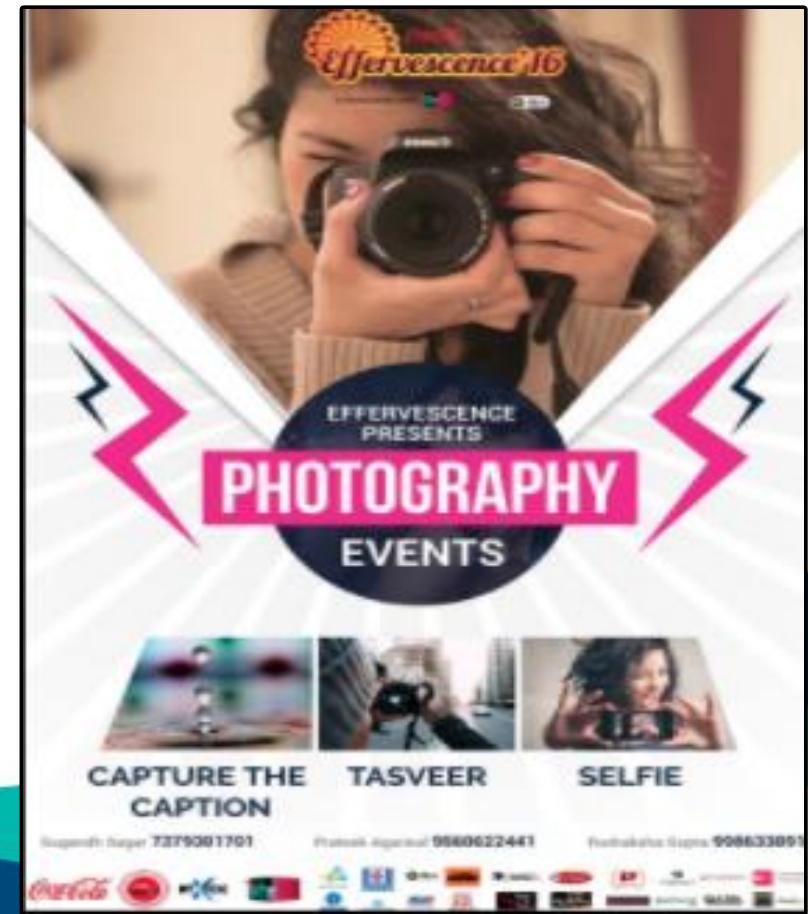
- Video advertisements in between and during **Pronite** shows.
- Logo mentions on the Main Stage **LED Backdrop** along with advertisements.
- Light boxes during the **Pronites**.



Video Advertisement & logo mention

Sponsor Strip

1. A **sponsorship strip** (consisting of logos of all sponsors) will be put up on all the promotional posters that were posted online on various social platforms as well as pasted all across the city at various strategic locations
2. Around **10,000+** Posters will be used for these purpose.



Branding and Promotion across Allahabad City



- **Flash Mob** at PVR Mall in Allahabad city.
- These events create a buzz and are the ideal platform to promote your brand.



Branding and Promotion via Effervescence Website

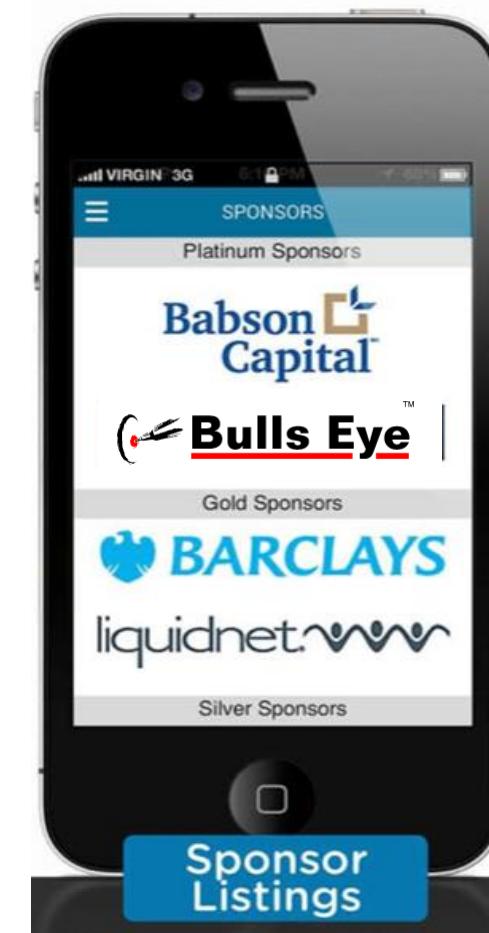
- The website received **600k+** hits last year.
- The company's logo to be placed in with links to the company's website:
 1. Sponsor's Section
 2. Homepage
- Link to the company's website will drive traffic leading to
 1. Brand Awareness
 2. Product Promotion
 3. Revenue generation via Online Sales.



Branding and Promotion via

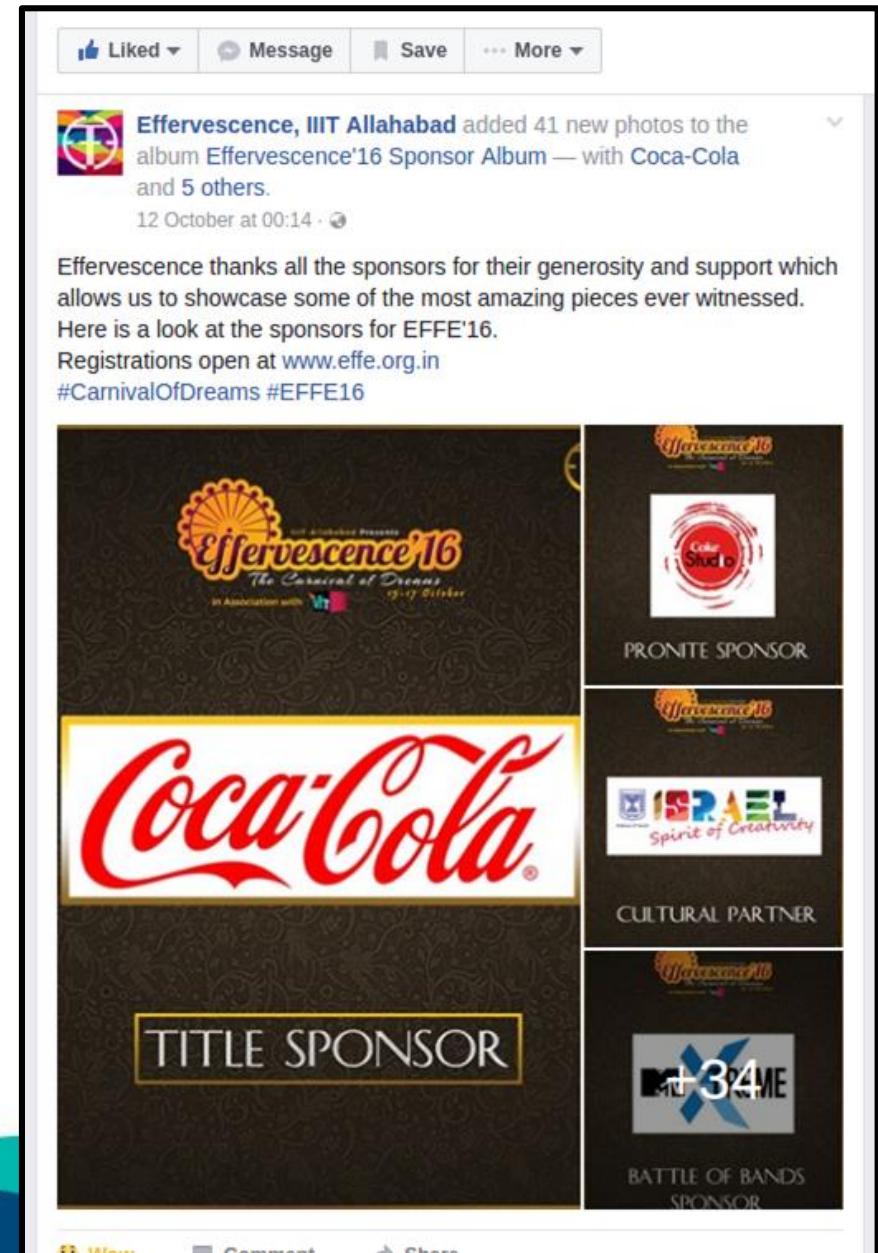
Effervescence Mobile Application

- State-of-the-art **Effervescence'17** App for Android.
- **Mobile App Deliverables:**
 1. The company's logo and link to website to be put in the Sponsors' Section
 2. The company's logo in the dynamic sponsors' menu bar
 3. Push Notifications to all users to send out the company's recent campaigns/promotions/offers.



Branding and Promotion via Social Media Platforms

- **Bulls Eye** to be promoted via Effervescence Facebook Fan Page (**27k+** fans and a reach of **250K+**)
- Sustained 3 month activity on Social Media Channels such as Instagram and Twitter, publicizing the company.





Effervescence, IIIT Allahabad

Published by Kshitij Garg [?]- 18 October 2016 ·

Bringing an end to the 3 day extravagant Carnival of Dreams,
#BennyDayal at Coke Studio Night in Effervescence'16
#EFFE16 #CarnivalOfDreams



16,738 people reached

Boost post



Effervescence, IIIT Allahabad

Published by Pranav Pandey [?]- 1 October 2016 ·

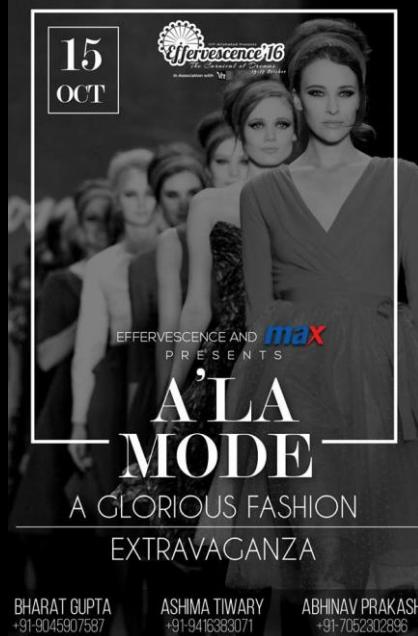
The biggest party in the town is back.
Get ready to indulge in the melody and lose yourself as the beat sets in.
This Effervescence we present to you, Coke Studio Night featuring
Benny Dayal.
Register now at: www.effe.org.in
A big shout out to OJAS Entertainment, for making this happen!



25,336 people reached

Boost post

Social Media Branding



Sponsor specific Branding

Promotion Across Colleges in India via Campus Ambassadors

- **Bulls Eye** will be promoted directly in over 350+ colleges across the country via the Campus Ambassador Program.

- **Effervescence'17** posters with the company's logo to be put up in 350+ colleges.

The graphic features a central cartoon character wearing a blue hoodie and goggles, standing next to a circular badge with a medal. The background is dark blue with white text and icons. At the top left is the logo 'EF'. The main title 'BECOME A CAMPUS AMBASSADOR' is above 'OF IIIT ALLAHABAD'S ANNUAL CULTURAL FEST'. The fest name 'EFFERVESCENCE' is written in large, bold, blue letters below. On the left, three benefits are listed in blue bubbles with orange stars: 'Promote the fest in your respective college community', 'Opportunity to gain experience of managing your college events', and 'Develop your communication and leadership skills as you interact'. On the right, a section titled 'BENEFITS' lists five items with corresponding icons: 'Pronight Passes', 'Goodies & Coupons', 'Free T-Shirts', 'Token of Appreciation', and 'Zebronic Goodies'. The Zebronic logo is at the bottom right.

BECOME A
CAMPUS AMBASSADOR
OF IIIT ALLAHABAD'S ANNUAL CULTURAL FEST

EFFERVESCENCE

- Promote the fest in your respective college community
- Opportunity to gain experience of managing your college events
- Develop your communication and leadership skills as you interact

BENEFITS

- Pronight Passes
- Goodies & Coupons
- Free T-Shirts
- Token of Appreciation
- Zebronic Goodies

ZEBRONICS
Always Ahead



Crowd At EFFE'16

Deliverables

| Association with the company | Deliverables to the company | Deliverables to Effervescence |
|---|---|---------------------------------------|
| Bulls Eye to be Event Sponsor for Effervescence 2017. | Everything listed above | A Sponsorship amount of ₹ 50,000/-. |
| Bulls Eye to be the Associate Sponsor | <ol style="list-style-type: none">1. Most of the aforementioned benefits2. Exclusive brand name shall be attached to these events.3. Material provided by Bulls Eye shall be displayed at strategic locations throughout the event. | A Sponsorship amount of ₹ 1,00,000/-. |



We thank you for sharing your time with us.

This presentation was to inform you of the possible opportunities for association.

We are open to your feedback.

We look forward to having a long term association with **Bulls Eye**.

Contact:

Anmol Singh Sethi
Core Team Member
Effervescence'17
IIIT Allahabad.
Contact No.:+91 7800392141