



ASMITA'21

ANNUAL SPORTS FEST OF IIIT ALLAHABAD

MARKETING BROCHURE





About Us

Indian Institute of Information Technology Allahabad(IIIT-A) was established in 1999, as a center of excellence in Information Technology and allied areas by the Government of India. The institute has been conceived with the objectives of developing professional expertise and skilled manpower in Information Technology(IT) and related areas.

Asmita is the Annual Sports Fest of IIIT Allahabad. As one of the largest sports fests of India, it is a medium to promote sports and inculcate healthy sportsmanship in young minds in order to feed an arduous tomorrow.



WHY SPONSOR US

1. Association with Asmita

Your company will be an integral part of all our publicity campaigns before and during the fest.

Various features of the brand will be publicized by events targeting its consumer base. The

Deliverables from Asmita'21 are discussed as follows:-

- Customized events integrated for your company before or during Asmita'21 (as per discussion)
- Generic branding options
- You can handpick the deliverables that lie in the best interests of your company and Asmita'21 .

We have created a set of deliverables which might suit you.



WHY SPONSOR US

2 . Crowd at Asmita

- Over 15,000+ people
- 130+ college reach
- 40+ events





WHY SPONSOR US

3 . Banners and Hoarding

- More than 1,00,000 sq feet branding across all posters/banners
- 10,000+ Posters
- 5000+ Registrations Booklets
- 5000+ Publicity Brochures
- 15000+ Flyers/Leaflets
- 5000+sq feet flexes
- 500+ Standees



ONLINE EVENT

(If Asmita'21 will be held Online)

► **Trixxter -**

Online event to showcase your skills/trick shots in any type of sport / e-sport

► **Challenge week -**

Event will require a 1 minute video to showcase your physical strength and challenge others by performing maximum repetitions. This will be in 4 categories -

a) Push Up

b) Squats

c) Crunches

d) Skipping

► **Chess -**

Online Chess Event

► **COD mobile -**

Online Gaming Event

► **CSGO -**

Online Gaming Event



ONLINE EVENT

(If Asmita'21 will be held Online)

► **Skribble -**

Drawing and guessing game

► **Auction -**

In this event, players need to form 11-15 player team by bidding on different players.

► **Sports quiz -**

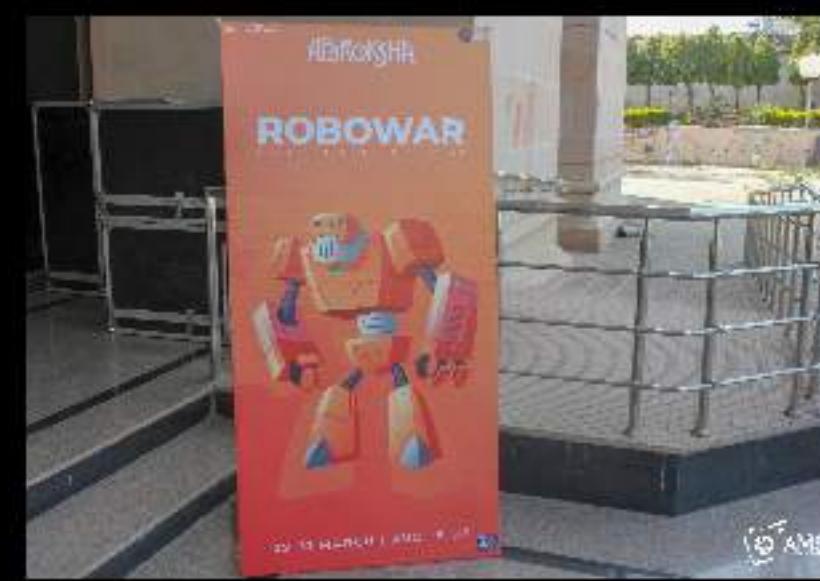
Quiz based on different sports

► **Sketch -**

Sketch related to sports - sports personalities, etc



BRANDING AVENUES



MEDIA COVERAGE



Asmita is one of the most well known college college fests in North India. Needless to say, we are covered extensively by media with reports of our events being published in newspaper and all social media every year during the fest.

Campus Ambassador

- The company will be promoted directly in over 100+ colleges across the country through the Campus Ambassador program
- Asmita posters with the company's logo to be put up in 50+ colleges

Social Media

- The company will be promoted by Asmita's Facebook page over 9.7k+ likes with the reach of over 50k
- Sustained 5 months activity on social media channels such as Instagram and You Tube

ASMITA Website and App



Asmita website deliverables :

- The company's logo to be placed in with links to the company's website:
 - 1) Sponsors' Selection
 - 2) Homepage
- Link to the company's website will drive traffic leading to:
 - 1) Brand Awareness
 - 2) Product Promotion
 - 3) Revenue Generation by Online Sales

Mobile app deliverables :

- The company's logo and link to website to be put in Sponsors' Section
- Companies logo in the dynamic sponsor's menu bar
- Push Notification to all users to send out the company's recent campaign/promotions/offers



AVENUES OF BRANDING

The collage illustrates various branding avenues used by Asmita:

- Google Play Store Listing:** Shows the "Asmita'19" app with a torch icon and a green background.
- Facebook Page:** Displays the "ANNUAL SPORTS MEET OF IIIIT-ALLAHABAD" event page with a vibrant yellow and orange design.
- Instagram Feed:** Features posts related to the sports meet, including a "HAPPY BIRTHDAY" message and a "TRIXXTER" competition banner.
- Website Banner:** Promotes the "Inter IIIT Sports Meet Asmita 2019" held from February 14-17, 2019, with large numbers 2019.
- Social Media Post:** A post on the official account (@asmita_iiit) announcing the "TRIXXTER" online trick shot competition with prizes worth ₹100000.



SPONSORSHIP

(If Asmita'21 Will Be Online)

SPONSORSHIP DETAILS



PACKAGE	PRICE(INR)
TITLE	1 LAC
ASSOCIATE	75 K
PLATINUM	50 K
GOLD	40 K
SILVER	25 K

If you want to be a title sponsor, contact us
the donation given as scholarship are 100% deductible. Under Section 80G and
80GGA, an approved university/educational Institution of National eminence
is eligible for donation with 100% deduction without any qualifying limit.



SPONSORSHIP BRACKETS

BENEFITS	TITLE	ASSOCIATE	PLATINUM	GOLD	SILVER
Multiplicity Exposure		✓			
Logo on Passes/Certificates /Invitations/Merchandise		✓			
Marketing Head/CEO to be honoured main event		✓			
Radio Mentions		✓	✓		
Permissions to conduct promotional events		✓	✓	✓	
Coverage by emcees at regular intervals		✓	✓	✓	

BENEFITS	TITLE	ASSOCIATE	PLATINUM	GOLD	SILVER
Access to database	✓	✓	✓		
One to one interaction	✓	✓	✓	✓	
Screen Backdrop	✓	✓	✓	✓	
On-Campus Branding	✓	✓	✓	✓	
Paraphernalia through goodies	✓	✓	✓	✓	
Fromal Event Sponsors	✓	✓	✓	✓	✓
Branding through online media partners	✓	✓	✓	✓	✓
VIP Fest Passes	✓	✓	✓	✓	✓
Logo on official platforms on social networking sites	✓	✓	✓	✓	✓



SPONSORSHIP

(Offline Asmita'21)



SPONSORSHIP DETAILS

PACKAGE	PRICE(INR)
TITLE	-
ASSOCIATE	1.5L
PLATINUM	75k
GOLD	50k
SILVER	30K

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the donation given as scholarship are 100% deductible. Under Section 80G and 80GGA, an approved university/educational Institution of National eminence is eligible for donation with 100% deduction without any qualifying limit.



BENEFITS	TITLE	ASSOCIATE	PLATINUM	GOLD	SILVER
Access to database	✓	✓	✓		
Stalls in fest area	(24*24)	(15*15)	(12*12)	(12*12)	
One to one interaction	✓	✓	✓	✓	
Screen Backdrop	✓	✓	✓	✓	
On-Campus Branding	✓	✓	✓	✓	
Paraphernalia through goodies	✓	✓	✓	✓	
Formal Event Sponsors	✓	✓	✓	✓	✓
Branding through online media partners	✓	✓	✓	✓	✓
VIP Fest Passes	✓	✓	✓	✓	✓
Logo on official platforms on social networking sites	✓	✓	✓	✓	✓

SPONSORSHIP BRACKETS



BENEFITS	TITLE	ASSOCIATE	PLATINUM	GOLD	SILVER
Multiplicity Exposure	✓				
Logo on Passes/Certificates /Invitation/Merchandise	✓				
Marketing Head/CEO to be honoured at main stage	✓				
Radio Mentions	✓	✓			
Permissions to conduct promotional events	✓	✓			
Main Gate Branding	✓	✓			
Main Stage Branding	✓	✓			
Coverage by emcees at regular intervals	✓	✓	✓		
Standees	✓	✓	✓		



ASSOCIATION POLICIES

- 1.** All cheques / DDs are to be drawn in favour of 'Students Gymkhana, IIIT Allahabad'.
- 2.** All payments will be eligible for deduction under section 80(G) of The Income Tax Act, 1961.
- 3.** Any other proposal, demand or counter offer of the sponsor may be entertained. However, decisions as to final offering rests solely with the organisers.
- 4.** The failure to furnish one or more of the social media would purely be accidental and unintentional. In case of such a failure, if any, the sponsors would not be entitled to claim compensation or bring about any other action against the organisers. It cannot be used as a ground to repudiate the contract of sponsorship.



PAST SPONSORS



we've got your back[end] covered





PAST SPONSORS



Distribution Redefined





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