## MEMORANDUM OF UNDERSTANDING

**BETWEEN**

**Brainstormer 2013, Netaji Subhash Engineering College (NSEC) and CRY- Child Rights and You**

**Brainstormer 2013**

Brainstormer is an All Bengal Higher-Secondary and Undergraduate level Quiz Competition held annually. It is organized by Phoenix, the official Tech-Club of Netaji Subhash Engineering College.

Phoenix, a club that was started with just a handful of enthusiastic students in our college is now a well known name in colleges and schools in and around Bengal. And Brainstormer being Phoenix’s one of the flagship events is a Quiz Competition that every Quizzard looks forward to. This time Brainstormer is being taken to a totally new level. The first ever Brainstormer was organized way back in 2007 at the Techno India Auditorium. It was a great success in its very first year. It has come a long way from then. Six ‘Brainstormer’s and six years later the organisers plan to make this edition of it a huge one.

Last year the event took place on 23rd September with Mr. Barry-o-Brien as the quizmaster. The event turned out to be a huge success having around 100 teams from all over Kolkata.

This year the tentative date of the event is 22nd September**.**

**CRY- Child Rights and You as Social Initiative Partner**

Brainstormer 2013 will be held focusing on the social cause of A Child’s Right – the right to get a proper education, the right to have a proper childhood, because every child deserves one. CRY has been approached to be its social cause partner. Phoenix has also decided to donate some amount as a contribution to CRY. Being a Technical Club, Phoenix would be honored to get a chance to work with CRY

## Terms and Conditions

* In Brainstormer 2013, an annual quiz event, CRY- CHILD RIGHTS AND YOU will be the event’s social initiative partner
* CRY- CHILD RIGHTS AND YOU logo, messaging, publicity materials/ pitches (online & offline) to be discussed with and shown to CRY- CHILD RIGHTS AND YOU before being used. CRY- CHILD RIGHTS AND YOU would need 3 working days to approve any messaging.
* Mailers sent related to the event will integrate the links sent by CRY- CHILD RIGHTS AND YOU to the corresponding pages in the footer/mail signature to increase awareness meaning of the event. Since the mailers will be sent to High school/ college students only, the corresponding link to donate shall not be emphasized, but that of volunteering will be.
* CRY logo cannot be used in the event’s publicity without prior approval
* Posters/ Advertisement and online promotional will have CRY logo/ mention
* All publicity updates to be discussed and shared with CRY

**DELIVERABLES FROM Brainstormer 2013:**

1. CRY- CHILD RIGHTS AND YOU will be referred as Brainstormer, NSEC’s “Social Initiative Partner”. All the announcements regarding the event will be made as Phoenix presents “Brainstormer 2013” in association with CRY- CHILD RIGHTS AND, YOU.
2. Posters, (media) Advertisements, and online promotional will have CRY logo
3. Event Publicity to begin at least 2 weeks in advance giving due emphasis to this association
4. ……. Outdoor promotional, …… posters, ….. number of mailers to go out as part of publicity having an approximate reach of……. All these updates to be shared with CRY on a periodic basis during this entire period of association
5. CRY will have a “information kiosk” at the venue manned by CRY volunteers
6. CRY will be given a 10 minute session to screen a suitable audio visual on child rights theme- with all the participants presence
7. one round of the final round of quiz can be dedicated to “child rights and education”. Brainstormer coordinators to discuss with the quiz master and CRY provides the question
8. A complete database of participants with their email IDs and phone numbers will be shared with CRY
9. Publications by the Phoenix Team will have mention of and carry CRY- CHILD RIGHTS AND YOU’s logo when they mention Brainstormer 2013

**Commitment from CRY**

* Sharing of CRY logo and key messaging
* Share online link/ url to be put in event publicity
* Mention of event in CRY updates and social network

Both the parties agree to the above mentioned clauses

(sign, date, seal) (sign, date, seal)

For and On behalf of CRY For and On behalf of Phoenix