

Mission

Being an Institution that focuses on “**Learning by Doing**”, endorsing practical and hands-on experiences and activities that bring out talent, expose students and faculty alike to various skills, technologies, and working and learning environments, we conduct technical events that foster these skills and inculcate these aspects in students.

We plan on doing this through:

- Workshops that introduce students to trending technologies and market-valued skills.
- Collaborative work on building ideas, designing products and executing projects, simulating a workplace environment.
- Bringing in audience and participants from other campuses to develop a spirit of competition.
- Develop Managerial skills by Planning, Co-ordinating and Executing the said events of the fest.

Vision

We aspire for the holistic development of our students, encouraging them to excel in both academic and non-academic skills.

- To bring in start-ups that would encourage innovative ideas from the institute.
- To create a platform for the upstarts to hire interns as in a job fair.
- To invite influential and well-versed professionals in diverse fields.
- To make the students ready for any challenges that may arise in professional life.
- To bring awareness on XYZ company/organization and the services/products they provide/offer.

Step 2 : check whether step 1 align with the objectives

Objective 1: Focus on Relationship Building

Vision and Mission:

- Build and maintain professional relationships with sponsors and participants.
 - Reflect professionalism while fostering trust and collaboration.
 - Present the college as a credible and professional entity.
 - Enable students to develop managerial skills by planning, coordinating, and executing events, aligning your brand with leadership and organizational growth.
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Objective 2: Understand the Audience and Market

Vision and Mission:

- Highlight sponsors' services/products to the target audience.
- Ensure mutual benefits for sponsors and students through engagement.
- To bring awareness on XYZ company/organization and the services/products they provide/offer.

Key Focus:

Engage the audience and ensure sponsors gain actionable outcomes.

Objective 3: Organize Workshops for Student Betterment

Vision and Mission:

- Host workshops to develop skills in trending technologies and also the workshops that introduce students to trending technologies and market-valued skills.
 - Involve nearby campuses for broader collaboration.
 - Educate students with industry-relevant skills and hands-on experience.
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Objective 4: Understand Sponsors Goals

Vision and Mission:

- Design events that align with sponsors' objectives and priorities.
- Offer opportunities for sponsors to engage with students and identify potential talent.
- Ensure both sponsors and students gain valuable outcomes from the collaboration.

Objective 5: Enhance Managerial Expertise Among Students

Vision and Mission:

- Develop students planning and coordination skills.
- Promote leadership growth through event execution.

- Develop Managerial skills by Planning, Co-ordinating and Executing the said events of the fest.
 - Highlight sponsors contributions to nurturing future leaders.
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1. **Highlight measurable outcomes:** like student participation and resumes collected.
2. **Post-Event Reports:** Share metrics to show sponsors the impact of their involvement.

This shorter version ensures clarity without losing any critical points.

Objectives

Objectives are the necessary targets and goals that a company/organization/project designs to achieve their desired outcome.

- Focus on consultancies
- Individual Company Stalls
- Product Promotions, Company reach, and Advertisement.
- We have to make an agreement with sponsor through a mediator and a faculty support.
- Showcasing College Perks (students representing RGUKT) in various programs.

Procedure of Contact

The procedure of contacting different companies for sponsorship for a college event involves various steps.

- Identifying sponsors
- Research about the potential sponsors
- Gathering contact information
- Reaching out to the company

Identifying Sponsors

The primary step in approaching some companies for sponsorship is to identify the companies which would sponsor the event. This step is done through making use of personal connections, social media, guidance from experienced organizers and essentially the college management itself

- **Personal Connections:** Very effective way of gathering the needful insights is through contacting one's personal connections. These connections may provide and steer us towards various sponsors.
- **Social media:** Most of the local companies, businesses and startups which are willing to sponsor a technical event can be identified and contacted through active social media handle because most of the small-scale businesses and startups rely on social media to reach out to the people with an ease.
- **Guidance:** These kinds of things work out well when one has a proper guidance from the people who have already made it possible. So, asking one's friends, relatives and seniors would come to huge help.
- **College Management:** In most of the cases, the hunt for sponsorship isn't just a student's job, but the college managements make recommendations towards sponsoring the event, and they suggest a list of potential sponsors. So, a major source of lead in the sponsor hunt would be the college's placement cell and the professors of each dept.

Research about the Potential Sponsors

Once the list of companies to ask for sponsorship has been prepared, the next task is to research about the company's previous sponsorships and the conditions they apply, etc. This research phase provides us with the conditions and possibilities of sponsoring from a particular company. This helps us in filtering and preparing the list of potential sponsors among the whole list of companies that are initially marked.

Uses

- Filters and prepares a list of companies with a higher probability of sponsorship.
- Prepares us for the questions that may arise based on the previous stats.
- Makes us well aware of the company that we are approaching.
- List the perks and advantages that we can offer the company based on their kind of business and their requirements.

Sources

We can make use of multiple sources through which we can get the appropriate information about the business or company. Use sources like

- The Person who has referred to the company.
- Social Media like LinkedIn and Instagram.
- Employees from the very company itself.
- College Professor who has connections in the company.
- Relatives or friends who are involved in the company's activities.
- The students of colleges who have previously got the sponsorship from the company.

Gathering Contact Information

The most practical phase and the stage where actual man work is done is in gathering the contact details of a particular company. Each company has its own way of official contacting for such sponsorship proposals.

Not all companies work on a similar process or at a similar level of operation. It is purely based on the level of business the company deals with, the popularity and the reach of the company in the public.

Ways to Contact

- Email
- LinkedIn
- Instagram
- Phone calls
- Direct approach through physical appearance
- Recommendations and Referrals through a noted personality

Small Scale and Local

Small scale businesses and local companies like **hotels, jewelers**, etc., do not generally maintain a marketing team or a public relations team of its own. So, one can approach them through more publicly interactive social media platform like **Instagram**, through **phone calls**, or by **directly approaching them** to discuss about the opportunity and offer them the brand promotion at a large scale.

Large Scale and Corporate

These are the businesses that are comparatively hard to contact and are highly demanding in the market. These businesses include companies like **TCS, Infosys, Accenture, Tech based Startups**, etc. These businesses generally maintain a dedicated team to deal with such sponsorship proposals and a dedicated budget for such expenditures. This is mostly a part of their marketing team. They constantly work on such proposals through **Email, LinkedIn, Recommendations and Referrals** through a well-noted personality, etc.

Reaching out to the Company

Once the contact of the business or the potential sponsor has been collected, it has to be reviewed and verified thoroughly. After the preliminary verifications, one should try to reach out the company through every possible way of contact which is generally through a letter or an Email. If the company's representative finds the initial contact pleasing, they will get back to us to discuss the further business.

When the initial contact is done, at next phase, one should not directly present the sponsorship proposal. The team of representatives from the college should approach the people from the business for a discovery meeting in which, they

would explain the details of the event, occasion, its motto, its reach and the potential upliftment a company in terms of its business and other appropriate advantages in sponsoring them. A detailed and a structured plan of the event and the offerings that we make should be well documented. The professionalism in organizing and presenting the even should push the company in sponsoring the event. The requirements, expectations, and the assets that the company can offer should also be noted down and documented for the reference purposes and for further study in negotiating for mutually agreeable terms.

Once the whole details of the events are shared and the confidence of the marketing team has been captured, one can proceed with the actual sponsorship proposal, which can be quite pleasing once if the hopes and expectations on the event are genuine and are well established in the company's mind. This increases the chances of sponsorship.

Reference

There is a letter format which was used by one of my friends' for approaching local business vendors for sponsorship. This can be studied as a reference for further development of a pleasing Email draft that serves our requirements.

Sample Sponsorship Proposal Outline

- 1. Introduction*
- 2. Event Overview*
- 3. Sponsorship Opportunities*
- 4. Benefits and Perks*
- 5. Sponsorship Levels and Packages*
- 6. Expected Outcomes and Impact*
- 7. Conclusion*
- 8. Contact Information*

Sample Sponsorship Request Email

Subject: Sponsorship Opportunity for [Event Name]

Dear [Sponsor Name],

I hope this email finds you well. My name is [Your Name], and I am reaching out on behalf of [College/Organization]. We are hosting [Event Name] on [Date] and are excited to collaborate with local businesses like yours.

Our event aims to [briefly describe the event's purpose]. We believe your organization shares our values and would benefit from partnering with us.

We offer various sponsorship levels, including [list levels]. In exchange for your support, we can provide [list benefits, such as branding, product placement or speaking opportunities].

If you're interested in discussing sponsorship opportunities, I'd be happy to schedule a meeting or call.

Thank you for considering our proposal.

Best regards,

[Your Name]

[Your Title]

[College/Organization]

[Contact Information]

Pitch :

Note: this is a skeleton for how you can pitch to a potential sponsor.

1. Greetings!
2. Tell them who you are and whom you represent:

We are the students of RGUKT- RKVALLEY. We represent 10,000 participants of Abhiyanth 2k25. This gives them the gist of who their potential customers are.
3. Give them a very brief history of the campus and the event.
4. Tell them how these students came to the college. This will show whom they are trying to sell their products or services. By informing them that they came to campus with their 10th merit will show that these students are picked to excel in their dreams, and then show their achievements.
5. They should never doubt that our students are under-exposed to the outer world, make sure to highlight previous abhiyanths and the department-level events, inter-university workshops. It is not necessary to mention the achievement specifics but try to convey that a student from E3 got first position in a national workshop(truth) or something like that.
6. make sure to display our previous event sponsors, and if a question arises who are the sponsors now, politely refuse or show your limitations to give names.(discuss with the coordinators beforehand)
7. Now show them what these students are capable of according to the sponsor. If your client is from the food and beverage industry, show them the prev data of the event and how they got their business, show some numbers and collect the data. If they are from an abroad study consultancy, show them how many students are pursuing or have completed their masters or MBA, you need not show them their details. Try to tell the count. If you don't have the exact number, or have a vague figure try to say 51 instead of 50 and 17 instead of 20. This will show that you are committed and you know what you are talking about. Tell them about the ECE alumnus who is now pursuing his PhD in comms in a renowned uni in US, another alumnus from ECE who completed her Phd in thermal imaging spectroscopy in University Of Melbourne. If your clients are from a coaching consultancy like Ramesh academy or so, give them the number of gate ranks and how many civil servants are from our campus and if you can, dilute the digits by including other campuses too. Tailor every pitch for the respective potential sponsor.
8. Brief the packages through slides and be brief.
9. don't repeat whatever is in the PPT, the PPT should only give them a headline of what you are speaking. It is good to share the numbers with the slides but don't

rely on the slides completely, they should not feel like they can rather refer to the slides for the complete info than listen to the pitch.

10. Make a brief report for each and every possible client, possible changes for each report can be extracted from the pitch.
11. Follow up each client after your approach and make sure you stand out to them.

Follow up sponsors regarding event funding

Structure to follow up the sponsor:

1. Polite Greeting: start your sponsorship message with a polite greeting, such as "I hope this message finds you well".

2. Remind them of your proposal: Let them know you're following up on the sponsorship proposal you sent for the event.

3. Reiterate the value: Highlight the benefits the sponsor would receive from sponsoring the event, such as increased brand visibility or access to a targeted audience.

4. Express enthusiasm: Let them know you're excited about the possibility of working together.

5. Call Discussions: Suggest scheduling a call to discuss the details further or answer any questions.

6. Follow up after two weeks: If you haven't heard back after two weeks, send a follow-up email. Let them know you'll follow up again on a specific date.

7. If the proposal was unsolicited: Sponsors treat unsolicited proposals more or less like you treat junk mail: They didn't want it, didn't ask for it, and are under no obligation to bend over backward to get back to you any more than you bend over backward to send responses to all of the real estate agents, lawnmower services, and takeaways who stick flyers in your mailbox. Don't follow up more than three times before you call off the chase (see below) and don't follow up for more than about 6-8 weeks, in total.

8. Calling off the chase: There is a point where you need to accept that either your proposal isn't going anywhere, or it's stalled and there's nothing you can do to restart the process from your end. At that point, I recommend sending a very professional email indicating that you're done chasing them.

"As I haven't heard from you after our very positive meeting in [month] and my subsequent proposal, I have to assume you're not interested in this. If you want to restart this discussion at any time, please just drop me a line. I wish you the best with your sponsorship program."

9. Re-checking your approach: Once you've accepted that your offer is pretty much dead in the water, it's time to autopsy it to see if you got it wrong. Even if the proposal was invited, if your offer isn't really compelling, the sponsor will call it off. So it's better to recheck and approach the sponsors in an effective way.

Draft for a Sponsorship letter

Subject: Checking in on [Event Name] Sponsorship

Dear [Sponsor Name],

I hope this email finds you well.

I wanted to follow up on our previous conversation about the potential sponsorship for [Event Name] on [Date] at [Location]. We're excited about the opportunity to partner with [Sponsor Company Name] to make this event a success.

[Briefly reiterate the event's purpose and key benefits to the sponsor.]

We're eager to hear your thoughts and any questions you may have. Please let me know if you're available for a quick call next week to discuss this further.

Thank you for your time and consideration.

Best regards,

[Your Name]

[Your Title]

[Your Organization]

[Your Contact Information]

Execution of Getting a Sponsor

1. Identify Potential Sponsors (Local Entrepreneurs, Alumni, startups)

- Create a list of companies or organizations whose **target audience aligns** with your event.
- Research their sponsorship history, CSR initiatives, and brand goals.

2. Prepare Sponsorship Materials

Develop a professional sponsorship proposal that highlights a common ground such as -

- Event details (vision, mission, scale, audience).
- Sponsorship tiers and associated benefits.
- How their brand will gain visibility and value.

3. Initial Outreach

- Contact potential sponsors via cold marketing like email, phone calls, or LinkedIn, briefly introducing the event and requesting a meeting.
- Personalize accordingly to your outreach to highlight why their involvement is valuable.

4. Conduct the Pitch Meeting

- Present your sponsorship **proposal in person** or online (refer to sponsor pitch step 5).
- Focus on their benefits, such as brand exposure, networking, or fulfilling CSR objectives.
- Be ready to answer questions or customize packages based on their feedback.

5. Negotiate and Finalize

- Discuss terms and conditions, ensuring mutual agreement on deliverables and benefits.
- Provide clear documentation of the sponsorship agreement, outlining the scope and timeline.

6. Maintain Communication

- Update the sponsor regularly on event progress, including promotional plans where their brand will feature.
- Share a checklist or timeline of deliverables on both sides to ensure alignment.

7. Deliver Promised Benefits

- Execute all agreed deliverables, such as logo placements, social media promotions, and exclusive event mentions.
- Provide them with a **point of contact for real-time coordination during the event.**

8. Collect Evidence of ROI

- Gather data, such as event photos, social media reach statistics, or participant feedback, to demonstrate the value they received.

9. Post-Event Follow-Up

- Thank the sponsor through emails, certificates, or public acknowledgments.
- Share a detailed post-event report showcasing how their sponsorship contributed to the event's success.

10. Build Long-Term Relationships

- Stay in touch for future collaborations by inviting them to other institutional events or sharing updates about Abhiyanth's impact.
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Before Reaching Out

A. Research Thoroughly:

- Understand the sponsor's business goals and past sponsorships to tailor your approach.
- Focus on companies whose audience aligns with your event's demographics.

B. Create a Strong Value Proposition:

- Highlight what makes your event unique and beneficial for their brand.
- Use metrics like expected attendance, online reach, or prior event success stories.

C. Professional Presentation:

- Design visually appealing and error-free sponsorship proposals and presentations.
 - Include clear and measurable benefits for the sponsor.
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During the Pitch

A. Build a Relationship First:

- Show genuine interest in their business and goals rather than focusing only on your needs.
- Use a conversational approach instead of a rigid sales pitch.

B. Show Enthusiasm and Confidence:

- Believe in the value your event offers; your confidence will resonate with the sponsor.

C. Be Flexible:

- Be open to customizing sponsorship packages based on their preferences or budget.
 - Offer creative ideas for how they can engage with the event (e.g., sponsor a contest or workshop).
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Follow-Up and Communication

A. Be Proactive:

- Send a follow-up email summarizing key points of the discussion and reaffirming the benefits.
- Include any additional details they requested promptly.

B. Communicate Clearly:

- Keep communication professional and concise.
 - **Avoid overwhelming** them with unnecessary information.
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During and After the Event

A. Deliver on Promises:

- Execute all deliverables (e.g., logo placement, mentions, branding opportunities) as agreed.
- Keep the sponsor updated about the progress and promotional milestones.

B. Show Appreciation:

- Acknowledge their contribution during the event and in post-event communications.
- Provide thank-you certificates or plaques to recognize their support.

C. Provide ROI Evidence:

- Share event photos, audience statistics, and engagement metrics to demonstrate the value of their sponsorship.
 - Offer insights on how the partnership benefited both parties.
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Build Long-Term Relationships

A. Stay Connected:

- Maintain communication for future opportunities, and invite them to post-event networking sessions.
- Send updates about your institution's or event's progress to keep them engaged.

By focusing on relationship-building, delivering value, and maintaining professionalism, you increase the chances of securing sponsorships and ensuring their continued support.