



ILMUNC India

Sponsorship Opportunities

Nov 22, 2017 - Nov 26, 2017 | Hyatt Regency | Gurgaon, Delhi NCR

ILMUNC India 2017

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Secretary-General

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Business Director

DEAR PROSPECTIVE SPONSORS,

The International Affairs Association of the University of Pennsylvania is delighted to be partnered with Mun Cafe to bring you Ilmunc India 2017. This coming November, hundreds of motivated students will come to New Delhi, for one of the largest international Model United Nations conference in the India. As one of the most prestigious Model United Nations simulations in the country, ILMUNC India provides high school students with an unparalleled opportunity to actively study and debate the world's most pressing issues.

On behalf of the entire secretariat, we would like to thank you for your interest in partnering with our conference. We are actively seeking to work with companies, schools, summer and educational programs, local restaurants, travel agencies and non-profit and advocacy organizations as sponsors. Sponsoring and advertising at ILMUNC India is an incredible way to spread your brand name to hundreds of talented, high-achieving students. In order to work with you and accommodate your specific needs, we have created three high-value sponsorship packages that provide top-tier marketing opportunities.

In exchange for your support—whether in the form of a sponsorship package or food, beverage, or other donations—we can offer your organization advertisements in our Delegate Guide, which is read multiple times each day by every attendee; naming rights to our widely-anticipated events; inserts in folders distributed to all delegates; advertisements on our website and app, in our staff guide; and much more. We are always more than happy to work with your company to craft a custom-tailored package to best suit your needs.

With students who come from all over the country and beyond ILMUNC India provides a truly exceptional advertising opportunity. If your organization has any questions about ILMUNC India or is interested in pursuing an advertising agreement, please do not hesitate to contact me or to visit our website at www.ilmunc-india.com to learn more about the conference. We look forward to developing a long-lasting relationship with you.

Best regards,

Lucia Game

Business Director, ILMUNC India 2017
partnerships@ilmunc-india.com

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Conference Details

Date

November 23 - November 26, 2017

Location

Hyatt Regency, Gurgaon, Delhi NCR

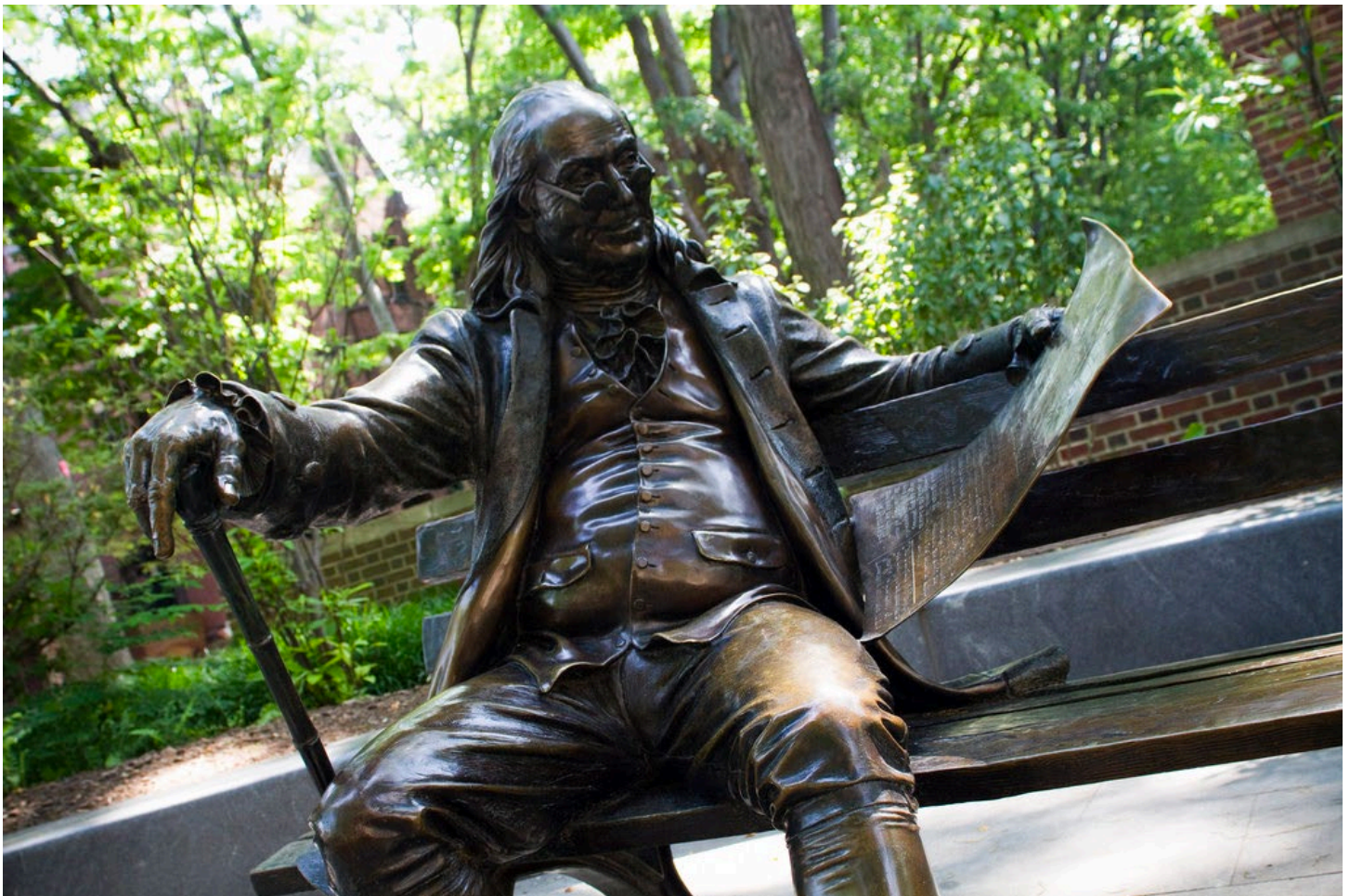
Social Media Presence

15,000 followers and growing across Facebook, Twitter, Vine, and Instagram



Audience Breakdown

700 high school students ages 14-19



Landmark Sponsor

\$5000 USD (1 available)

Our Landmark Sponsor is a stakeholder in the truest sense; this organization partners with ILMUNC India to guarantee mutual success. The Landmark Sponsorship allows an organization to use the various marketing modalities made available by one of the largest international Model United Nations conference in India to craft and execute a comprehensive, four-day, no-holds-barred advertising strategy.

- Full-page, back or inside cover advertisement in the Delegate Guide
- Naming rights to ILMUNC's largest event, the Delegate Dance
- Opportunity to distribute any promotional materials and subscription/signup opportunities approved by the Secretariat
- Opportunity to have someone from sponsor's organization as a speaker
- Headline recognition during Opening and Closing Ceremonies
- Premium, front-page ad on ILMUNC website before and during conference
- Branded booth setup for associates to interact directly with attendees
- Front page advertising on our mobile app
- Sponsored advertising on our social media feeds
- Table at the Summer Opportunities Fair

Platinum Sponsor

\$2500 USD

The Platinum Sponsorship is offered to an organization that seeks to truly make itself a presence throughout ILMUNC. Hundreds of conference attendees will constantly be reminded of the Platinum Sponsor's brand. The sponsorship focuses on higher brand-awareness marketing modalities, such as naming rights to the conference's widely anticipated social events.

- Recognition of event sponsorship in all related conference announcements
- Full-page, 8.5x11 advertisement in the Delegate Guide
- Customized, full-page, staff-approved Delegate Guide insert distributed to all attendees
- Opportunity to distribute product samples at Delegate Dance
- Setup of booth at Delegate Dance for product or information distribution
- Option to add naming rights for Delegate Fest for \$700 (only one available)
- Front-page ad on ILMUNC India website before & during conference

Gold Sponsor

\$1500 USD

The Gold Sponsorship strikes a balance between print advertisements—both in the Delegate Guide and the Staff Guide—and a physical presence at ILMUNC. Our partners who take advantage of this package will also have direct access to students, allowing for intimate discussion and hand-to-hand distribution of materials.

- Half-page advertisement in the Delegate Guide
- Heavily discounted inside cover advertisement in the Staff Guide
- Half-page Delegate Guide advertising insert distributed to all attendees
- Ad on the bottom of the page on ILMUNC India home page before and during conference
- One-day branded booth setup for direct interaction with attendees
- Table at the Summer Opportunities Fair

All amounts in USD

DELEGATE GUIDE

Full-page ad (8.5" x 11")	\$1000
Half-page ad (8.5" x 5.5")	700**
Quarter-page ad (4.25" x 5.5")	400
One-page insert (8.5" x 11")	\$300**

STAFF GUIDE

Cover - Back, Inside Front/Back (8.5" x 5.5")	\$900
Full-page ad (8.5" x 5.5")	\$600
Half-page ad (4.25" x 5.5")	\$400
Quarter-page ad (4.25" x 2.75")	\$300
One-page insert (8.5" x 5.5")	\$300

WEB

Main ad on homepage	\$750
Ad on bottom of panel homepage	\$200

MOBILE APP

Homepage banner	\$700
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SOCIAL MEDIA

Facebook, Twitter, Instagram ad	\$600
Individual platform ad	\$300

** Limited quantities available

Buzzwords

Delegate Guide The 8.5x11, catalogue-style handbook that contains all crucial information for conference attendees. Delegates reference the handbook constantly to find out when and where mandatory committee sessions, social events, and other conference programs are being held.

Staff Guide The handbook distributed to all students who staff the conference, including chairs of committees.

Delegate Dance The three-hour, highly-anticipated dance attended by all delegates on Saturday night. The ballroom level of the hotel is outfitted with club-style sound and lighting.

Delegate Fest A social event attended by approximately 700 students on Friday night. Local bands groups take the stage, and delegates enjoy snacks and beverages distributed by conference staff.

International Affairs Association The largest student organization at the University of Pennsylvania and the umbrella group for ILMUNC. The Penn IAA has 600 student members.

ILMUNC, the University of Pennsylvania's Model UN Conference for high school students hosted in Philadelphia. This conference attracts 3,000 students worldwide to compete in highly competitive committees. We are partnered with ILMUNC but organized by two different secretariats.

If you are you are interested in sponsoring ILMUNC 34 please contact business@ilmunc.com

A La Carte

Day-long Sponsor Information Booth	\$700
Delegation Box Sticker	\$600
Summer Opportunities Fair Booth	\$250

Social Impact

As members of the University of Pennsylvania and the International Affairs Association, we have an unparalleled commitment to social impact, supporting numerous philanthropic efforts including our yearly Franklin Legacy Program sponsoring a new charity every year. In all of our philanthropic investments, we adhere to these guiding principles:

- Promote youth development and education across the socio-economic spectrum
- Support philanthropic partners that have the organizational ability and expertise to positively impact specific social issues
- Utilize the strong philanthropic spirit of our volunteers and conference attendees
- Innovate to ensure we utilize our resources to have the maximum social impact most closely aligned with our guiding principles





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