



Birla Institute of Technology & Science, Pilani
Pilani Campus



31st Bits Open Sports Meet

BOSM 16

Grits . Guts . Glory

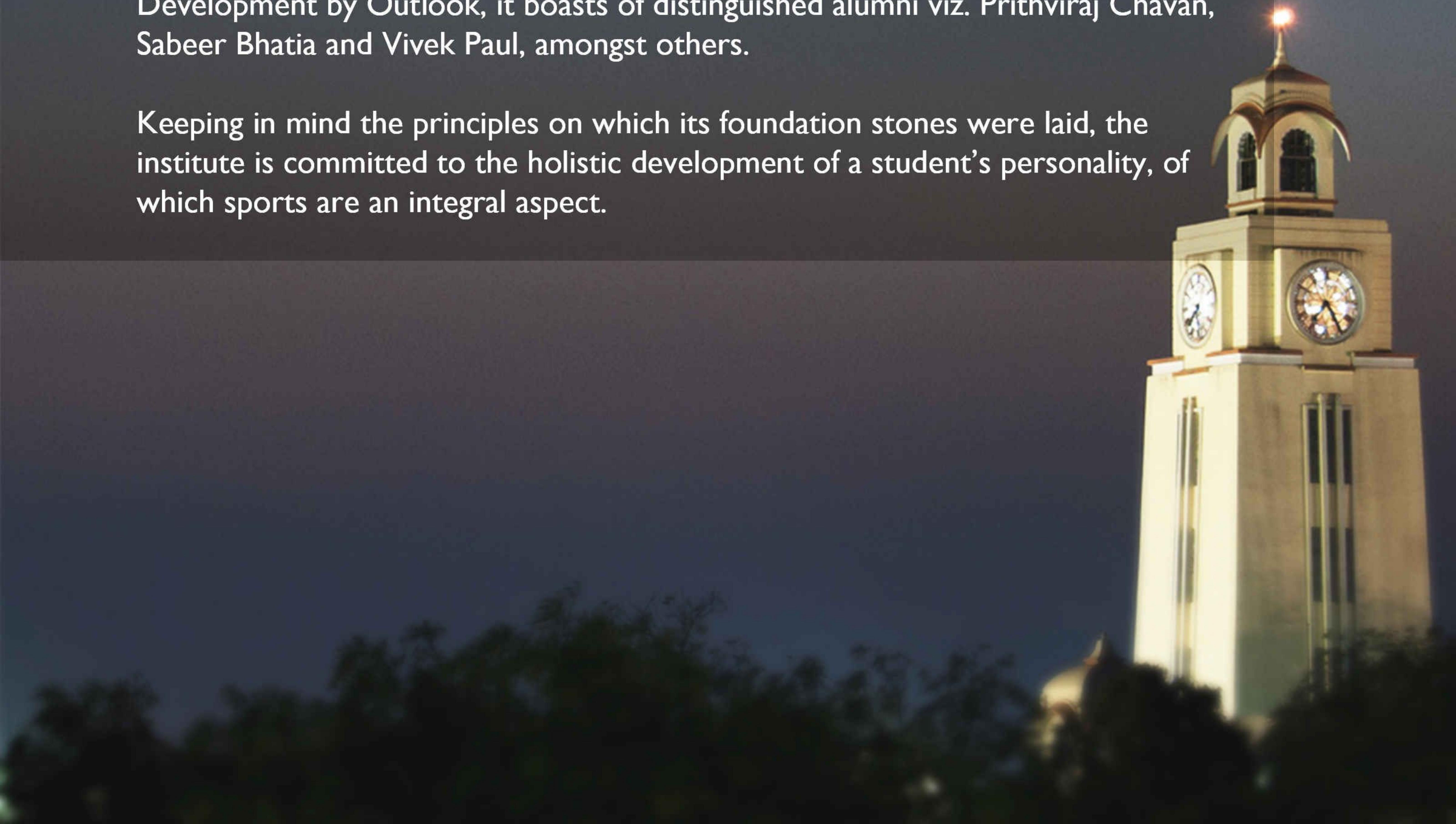


15th - 19nd September

BITS Pilani

The Birla Institute of Technology and Science, Pilani is globally respected for its cutting-edge technical and scientific education. Ranked 1st in Overall Student Development by Outlook, it boasts of distinguished alumni viz. Prithviraj Chavan, Sabeer Bhatia and Vivek Paul, amongst others.

Keeping in mind the principles on which its foundation stones were laid, the institute is committed to the holistic development of a student's personality, of which sports are an integral aspect.



BOSM

With a footfall in excess of 8000, including participation ranging from the foothills of Kashmir to the coast of Sri Lanka, BOSM is the biggest and the most anticipated sports festival in the country, with famous sports colleges such as SRCC and Hansraj competing with the likes of the IITs, Delhi University and BITS Goa, to name a few.



“It’s an honour for me to be here...”

-Rajyavardhan Singh Rathore
Silver Medalist, 2004 Summer Olympics

“It’s an entirely different atmosphere...”

-Krishna Poonia
Gold Medalist, 2010 Commonwealth Games

“I feel privileged to be invited here...”

-Akhil Kumar
Gold Medalist, 2006 Commonwealth Games

Baxter

Every festival needs a mascot symbol of the entire event. When it comes to BOSM, look no further than Baxter, the Desert Eagle. Official mascot of the fest since 2013, Baxter epitomizes the virtues of strength, perseverance, endurance and the spirit of sportsmanship, providing a unique avenue for potential partners to interact with the participants and audience at a more personal level.



Why Sponsor Us?

- The pristine setting of BITS Pilani assures the organisation of unrivalled publicity and continued brand image.
- The organisation will enjoy publicity on and off campus, thus promoting its brand with maximum recall value.
- We provide utmost flexibility by specifically tailoring Memoranda of Understanding to suit your company.
- An affiliation with BOSM is the ideal platform for undertaking new Corporate Social Responsibility initiatives.



Events

At BOSM, you will witness competitiveness and sportsmanship of the highest order. The participants will get an opportunity to prove their mettle in the following events:

Athletics
Badminton
Basketball
Carrom
Chess
Kabaddi

Cricket
Football
Hockey
Powerlifting
Squash
Pool

Swimming
Table Tennis
Tennis
Volleyball
Snooker
Taekwondo



Informal Events

Informal events draw huge crowds thus giving the sponsor a unique opportunity to directly interact with the audience, thereby increasing brand recognition amongst them. Some events held in Gym Grounds are:

Human Foosball
Anti-Chess
Pacman

Street Football
Box Cricket
Laser Tag

Angry Birds
Tug-of-War
Screw-do-ku

Footfall: 1000+



Literary Events

To kindle our sporting awareness, BOSM comes up with a set of sports quizzes, like the Football Quiz, the Cricket Quiz and the BOSM Sports Quiz. These are major attractions with a large number of outstation participants and BITSian literati making them roaring successes. BOSM also hosts a Scrabble tournament since 2014.

BOSM 2016 will see the continuation of the eagerly-awaited Online Sports Quiz, expected to attract participants from across the world.

Footfall: 500+

Adventure Zone

Since their inception three years ago, Adventure Sports have become major crowd-pullers during BOSM enabling everyone to get their share of the adrenaline rush.

The Adventure Zone includes sports like Zorbing, Rock-climbing and Spartan Dash among other extremely popular ones such as Paintball and Mechanical Bull.

Footfall: 500+



Ignition

Ignition, a national level gaming competition is an integral part of BOSM.

The event includes:

- LAN games
- Console based games

These include popular games like Counter Strike, Call of Duty, Age of Empires, Defence of the Ancients and FIFA.

The event has proven to be an ideal platform for involving a major audience, and is a great sponsorship avenue.

Footfall: 250+

BOSM Social Connect

BOSM Marathon : A 'run-for-a-cause' marathon, initiated with the aim to raise awareness about various social issues. The event is organised in association with the National Service Scheme. Last year, 'Women's Safety' was our focus.

Yodh : BOSM organizes a 'Sports Day' for the underprivileged children of nearby districts, in order to inculcate in them the values of perseverance and sportsmanship, while giving them a good time.

Junoon : Hoping to strike a chord with humanity, BOSM in association with NSS ventures to organise a two-day event for the differently-abled. The competitive fixture, consisting of at least ten NGOs, comprises of games such as cricket, football, tennis, etc.

Our past collaboration with NGOs :

Greenpeace
Muskaan

Nirmaan
Umang

Goonj
Amla Birla Kendra

BOSM Souvenir and Invites

The BOSM Souvenir includes the advertisements of all the sponsors, copies of which are sent to all participating colleges, sponsors, alumni and other notable affiliations of the institute. It reaches out to a wide range of people ranging from CEOs of various companies to Deans of prestigious institutions, thereby promoting the brand value of the company.

In addition, invites containing the sponsors' logos are sent to over 600 colleges, which helps in publicizing the brand image of the company amongst an appreciable number of colleges not just in India, but across Asia.



Highlights of BOSM





BRANDING AVENUES



Basket Ball



SAC



Outside Gym-G



Gym-G



Lounge



AUDI

Media Coverage

The phenomenal success of BOSM has attracted assorted media coverage through national television, newspapers and magazines. The real-time coverage of all that is happening on and off the field is taken care of by the 4000+ daily prints circulated by the BOSM Hindi and English Press Clubs.

Apart from accelerating BOSM's growth, these avenues provide an excellent podium for far-reaching visibility and exclusive brand marketing for your company. Besides this, 10000+ likes on our Facebook page and hundreds of followers on Twitter give you a chance to augment your presence.

Our past associations:

NDTV

The Times of India

The Week

DU Beat

9XM

JAM

Hindustan Times

Outlook

Radio Mirchi

ROLES

Title Sponsor
Gold Sponsor
Silver Sponsor
Media Partner
Other Partners

PLAY

Category to Deliverables Matrix

<i>Deliverables</i>	<i>Title</i>	<i>Gold</i>	<i>Silver</i>
<u>PRE BOSM</u>			
Primary association with the title of BOSM, i.e. the fest will be publicized everywhere as “Sponsor & BITS Pilani present BOSM ‘16”	✓		
Secondary association with the title of BOSM, i.e. the fest will be publicized everywhere as “BITS Pilani presents BOSM in association with Sponsor”		✓	
Logo in the official BOSM promotional video	✓		
Publicity through invites sent to 600+ colleges in Asia	✓	✓	✓
Publicity through print, TV and other media partners	✓		
Logo on all promotional material for the fests	✓	✓	✓
Personalized publicity through the official BOSM Facebook and Twitter pages	✓	✓	✓
Logo with hyperlink on the home page and sponsors’ page of the official BOSM website	✓	✓	✓
Option to include a Marketing message on the official website	250 words	100 words	

Category to Deliverables Matrix

<i>Deliverables</i>		<i>Title</i>	<i>Gold</i>	<i>Silver</i>
	<u>DURING BOSM</u>			
Sole rights for industry/sector (no rival/competitor)		✓		
Banners and standees at locations ensuring maximum visibility on campus		✓	✓	✓
Audio and video ads displayed on a 12' X 12' screen during the inauguration ceremony		✓	✓	✓
En venue stall space for promotional activities		✓	✓	
Inclusion of product samples as giveaways		✓	✓	✓
Logo on all the official BOSM publications and stationery		✓	✓	✓
	<u>POST BOSM</u>			
Logo on trophies and certificates for participants		✓		
Brand report to highlight your brand's publicity during the fest		✓	✓	✓
Advertisement in the BOSM Souvenir distributed to over 2000 participants, organizers and alumni		Full Page Ad	Half Page Ad	Quarter Page Ad

Partners

Adventure Partner :

The Adventure Zone is a major crowd puller and grabs maximum eyeballs during the fest. The sponsor will enjoy the following returns:

- Company will be publicised as the Title Sponsor of the Adventure Zone for BOSM 2016.

Media Partner :

BOSM is a hub for the prime demographic of our country and of overseas participants.

- Promotion of the Media partner through the BOSM Lounge
- Association of Media Partner with the campus newsletter distributed through all 4 days of BOSM.

Style Partner :

A youth market is most appropriate for validating new fashion trends and augmenting brand image.

- Fashion show showcasing brand's merchandise.
- Stall space in Gym Grounds, the avenue registering highest footfall during fest.

Partners

Technology partner :

BITS Pilani is a hub for gadget freaks as well as a budding place for future tech giants.

- Association of Technology Partner with the official BOSM app.

Official Time Keeper :

Unparalleled publicity both inside and outside sporting avenues.

- Premium branding in sports like football and basketball that pull significant crowds.
- The digital scoreboard at the basketball matches will be used to promote the official timekeeper.

Other Sponsors :

Kit Sponsor

Prize Sponsor

Merchandise Partner

Travel Partner

Appetite Partner

Energy Partner

OUR PAST SPONSORS



सेल SAIL



pepsi



IndianOil

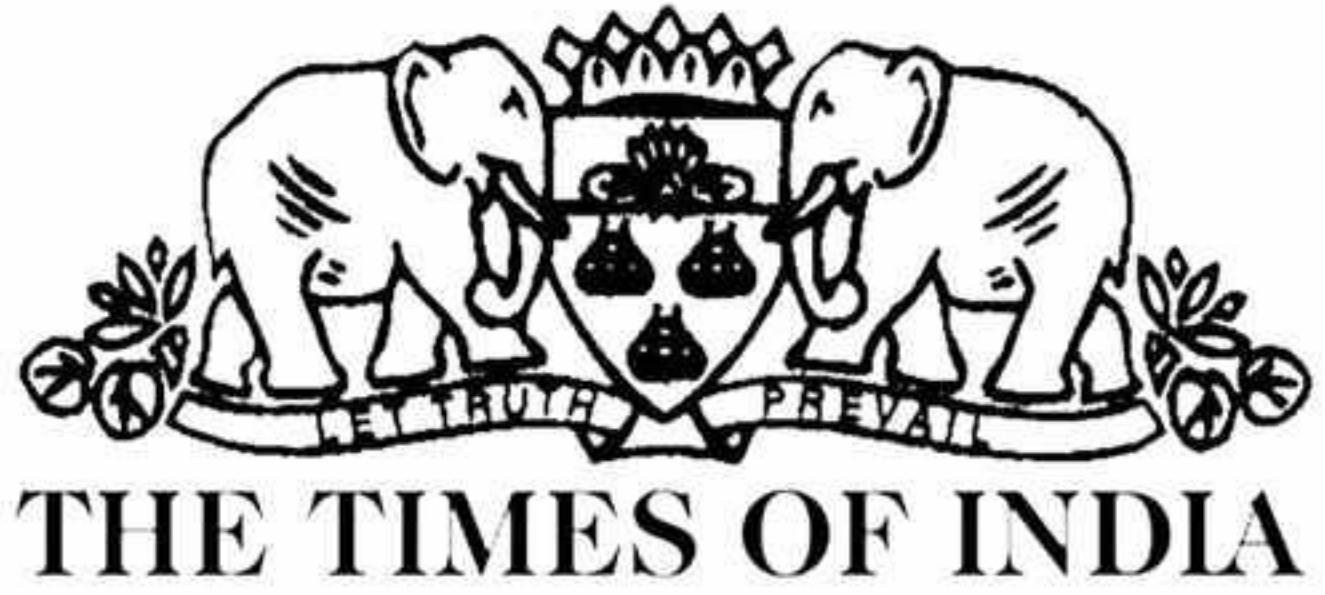


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**BUDDH
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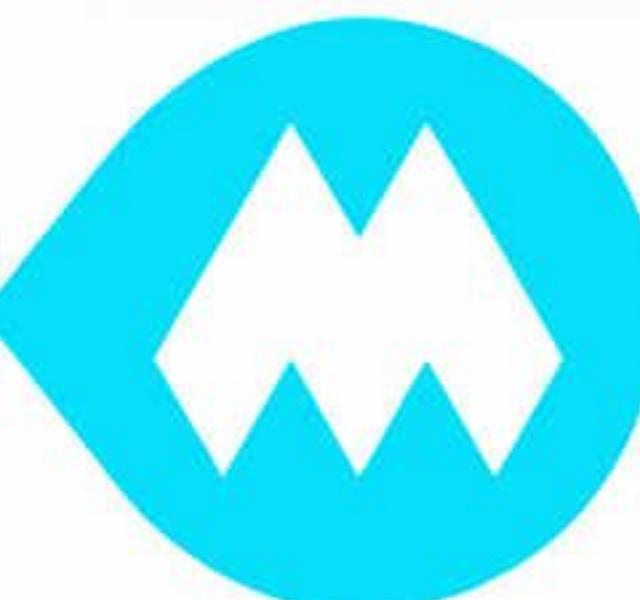
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Planet M

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STAG

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PLAYERS**

**café
coffee
Day**

Contact

Arnav Anand
Head
Department of Sponsorship and Marketing

+91-992-901-4797
sponsorship@bits-bosm.org

for further details, visit
www.bits-bosm.org