**SOP - Partnership**

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Greetings and welcome to the **Guidelines and Standard Operating Procedures (SOP)** for the Partnership Department at IITM Paradox. In addition to elucidating the departmental structure, this document serves as a definitive guide, outlining precise guidelines, streamlined processes, and exacting expectations for both the organizers and participants engaged in our distinguished array of events.

# Department Introduction:

The Partnership Department plays a pivotal role in securing sponsorships and funding for Paradox from businesses, it also serves as a bridge between the event organizers and potential sponsors, facilitating mutually beneficial partnerships that contribute to the success and sustainability of Paradox. Through collaboration and innovation, the department aims to create value for both sponsors and the fest, while also fostering long-term partnerships that extend beyond individual events.

1. Responsibilities:
2. Sponsorship Acquisition: The Partnership Department is responsible for identifying and engaging potential sponsors, presenting sponsorship opportunities, and negotiating sponsorship agreements. This involves understanding the needs and objectives of sponsors and aligning them with the Paradox’'s goals and values.
3. Relationship Building: Building and maintaining strong relationships with sponsors and partners is crucial for long-term success. The Partnership Department cultivates these relationships through regular communication, providing value-added benefits to sponsors, and delivering on sponsorship commitments.
4. Event Coordination: The department collaborates closely with event organizers to integrate sponsorships seamlessly into event planning and execution. This includes coordinating sponsor activations, managing sponsor deliverables, and ensuring sponsors receive the visibility and recognition they deserve.
5. Impact Assessment: Evaluating the impact of sponsorships and partnerships is essential for continuous improvement and demonstrating value to sponsors. The Partnership Department monitors key metrics, collects feedback from sponsors, and conducts post-event assessments to assess the effectiveness of sponsorship strategies.

# PRE PARADOX

## 3.1 Sponsorship Deliverables

1. Sponsorship Tiers: Establish different sponsorship tiers with corresponding benefits to provide options for sponsors at various levels of commitment. This will be consistent throughout the event and department and it’s departments responsibility to ensure the same across each event.
2. Sponsorship Brochure : Create standardized sponsorship brochures detailing the benefits and opportunities available to sponsors at each tier to facilitate the sponsorship process. The department brochure will be deemed as department’s responsibility and the Partnership will provide necessary support if requested.
3. All the brochure would require prior approval from Partnership before it’s send to any sponsors. Failure to do so will be a direct violation of the SOP and will be dealt with accordingly.

## 3.2 Event Department Collaboration

In order to ensure streamlined facilitation and approval of sponsorships for departmental events, we are implementing the following structure:

1. Each department will have a dedicated sponsorship division, serving as an extension of Central Sponsorship.
2. Every event team must appoint a designated person for Sponsorship i.e., in case they are seeking sponsorship, who will be responsible for all sponsorship-related communication. The only prerequisite for this role is promptness in communication and time management.
3. The appointed sponsorship lead from **each event team must fill** out the Sponsorship 24 Form available at <https://forms.gle/aoecbvjZhT7XnXX16>
4. Upon completion of the form, the event team must notify the designated WhatsApp group, which includes members from the Central Sponsorship team and departmental sponsorship teams. Please refrain from mentioning company names in the WhatsApp group.
5. Once acknowledged in the WhatsApp group, the sponsorship request will be either approved or disapproved.
   1. If disapproved, the sponsor must not be mentioned or contacted in any circumstance.
   2. If approved, the event team can proceed with the lead.
6. It is imperative to include both the department email and Central Sponsorship email in the CC of every conversation thread related to sponsorship communication.

This protocol aims to streamline the sponsorship process and ensure effective communication between departments and the Central Sponsorship team. IT

# DURING PARADOX

1. Confirm that all agreed-upon deliverables for all the sponsors are met during Paradox.
2. For the above mentioned purpose, the department must appoint a dedicated sponsor liaison or point of contact during Paradox to address any sponsor-related inquiries or issues promptly.
3. Sponsor Liaison: Sponsor Feedback Collection: Collect feedback from sponsors post-event to evaluate their satisfaction, gather suggestions for improvement, and assess the impact of their sponsorship.

# POST PARADOX

1. Post-Event Thank You Package: Send a personalized post-event thank you package to sponsors, including a thank you letter, event highlights, and any relevant metrics or statistics demonstrating the success of their sponsorship.
2. Sponsorship Report: Prepare a comprehensive sponsorship report summarizing the outcomes, ROI (Return on Investment), and impact of each sponsor's contribution.
3. Long-Term Relationship Building: Develop strategies for cultivating long-term relationships with sponsors beyond individual events, such as regular communication, networking opportunities, and exclusive benefits for repeat sponsors.

# 6. GENERAL GUIDELINES :

1. For any matters not covered in this document or any necessary changes, the Partnership department has the full authority to make decisions, and their decisions shall be considered final. Each Update will be communicated via Email to the Event head and in the communication Groups.
2. Organizers are expected to maintain a professional and respectful demeanor at all times. No Event Organizer’s offensive or abusive behavior towards the Partnership Core Team members or the fellow organizers or participants will be tolerated and strict & appropriate measures will be taken against the event organizer. The Partnership department reserves the right to cancel the proposed event in light of any such misconduct and blacklist the event organizer from conducting any future events.
3. All the communication must follow the communication hierarchy without fail

***Organizing teams discovered in violation of this policy will be subject to appropriate consequences. The rulings of the Department Core and Paradox Secretary are absolute and irrevocable. These roles wield discretionary powers.***

*This Standard Operating Procedure undergoes regular updates.*

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# Contacts

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