

BASAVARAJESWARI GROUP OF INSTITUTIONS

Ballari Institute of Technology & Management

AUTONOMOUS INSTITUTE UNDER VISVESVARAYA TECHNOLOGICAL UNIVERSITY,JNANA SANGAMA,
BELAGAVI 590018

INTERNSHIP

Report On

ATHLETE SPONSORSHIP MANAGER

Submitted in partial fulfillment of the requirements for the award of degree of

Bachelor of Engineering

In

COMPUTER SCIENCE AND ENGINEERING

Submitted by

JAYALAKSHMI C

3BR22CS061

Internship Carried Out

By

**EZ TRAININGS & TECHNOLOGIES PVT.LTD
HYDERABAD**

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BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

NACC Accredited Institution*

(Recognized by Govt. of Karnataka, approved by AICTE, New Delhi & Affiliated to
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2023-2024

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DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

CERTIFICATE

This is to certify that the Internship entitled “**ATHLETE SPONSORSHIP MANAGER**” has been successfully completed by **JAYALAKSHMI C** bearing USN **3BR22CS061** a bonafide student of Ballari Institute of Technology and Management, Ballari. For the partial fulfillment of the requirements for the **Bachelor’s Degree in Computer Science and Engineering** of the VISVESVARAYA TECHNOLOGICAL UNIVERSITY, Belagavi during the academic year 2023-2024.

Signature of Internship

Co-ordinator

S. STEFFI NIVEDITA

Asst. prof, CSE

VARADA ALEKHYA

Asst. prof, CSE

Signature of HOD

R N KULKARNI

Prof. and HOD(CSE)

DECLARATION

I, **JAYALAKSHMI C**, second year student of Computer Science and Engineering, Ballari Institute of Technology and management, Ballari, declare that Internship entitled **ATHLETE SPONSORSHIP MANAGER** is a part of Internship Training successfully carried out by **EZ TECHNOLOGIES & TRAININGS PVT.LTD,Hyderabad** at **“BITM,BALLARI”**. This report is submitted in partial fulfillment of the requirements for the award of the degree, Bachelor of Engineering in Computer Science and Engineering of the Visvesvaraya Technological University, Belagavi.

Date :
Place :

Signature of the Student

ACKNOWLEDGEMENT

The satisfactions that a company the successful completion of my internship on “ **ATHLETE SPONSORSHIP MANAGER** ” would be incomplete without the mention of people who made it possible, whose noble gesture, affection, guidance, encouragement and support crowned my efforts with success. It is my privilege to express my gratitude and respect to all those who inspired me in the completion of my internship.

I am grateful to our respective coordinator “**S.Steffi Nivedita (Asst.prof,CSE) , Varada Alekya (Asst.prof,CSE)**” for his noble gesture, support co-ordination and valuable suggestions givento me in the completion of Internship.

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CHAPTER-1

COMPANY PROFILE

Company Name: EZ Trainings and Technologies Pvt. Ltd.

Introduction:

EZ Trainings and Technologies Pvt. Ltd. is a dynamic and innovative organization dedicated to providing comprehensive training solutions and expert development services. Established with a vision to bridge the gap between academic learning and industry requirements, we specialize in college trainings for students, focusing on preparing them for successful placements. We excel in undertaking development projects, leveraging cutting-edge technologies to bring ideas to life.

Mission:

Our mission is to empower the next generation of professionals by imparting relevant skills and knowledge through specialized training programs. We strive to be a catalyst in the career growth of students, contribute to the technological advancement of businesses through our development projects.

Services:

College Trainings:

- Tailored training programs designed to enhance the employability of students.
- Industry-aligned curriculum covering technical and soft skills.
- Placement assistance and career guidance.

Development Projects:

- End-to-end development services, from ideation to execution.
- Expertise in diverse technologies and frameworks.
- Custom solutions to meet specific business needs.

Locations:

Hyderabad | Delhi NCR

At EZ Trainings and Technologies Pvt. Ltd., we believe in transforming potential into excellence

CHAPTER-2

PROJECT ACTIVITY

Sunday:

Importing Libraries:

The code begins by importing the necessary libraries: stream lit for creating the web app interface for handling JSON file operations, and random for generating random values.

Monday:

Sponsorship Manager Class:

This class encapsulates the functionality of managing athlete sponsorships .It includes methods for loading data from a JSON file, saving data to a JSON file, creating sponsorships, reading sponsorships, updating sponsorships, deleting sponsorships, and tracking sponsorship benefits.

Tuesday:

Athlete Sponsorship Management Interface:

The manage athlete sponsorship method presents an interface for creating and updating athlete sponsorships .It includes input fields for athlete name, sponsor name, sponsorship amount, and checkboxes for various components of the sponsorship deal such as proposal, selling opportunities, activation components, communications plan, and tracking plan.

Wednesday:

Sponsorship CRUD Operations:

The create sponsorship, read sponsorship, update sponsorship, and delete sponsorship methods handle the CRUD operations for managing athlete sponsorships.

Thursday:

The user interface is created using Stream lit interactive components such as text inputs, radio buttons, buttons, and sidebars .Each operation is presented with appropriate input fields and buttons for user interaction.

Error Handling:

The code includes error handling mechanisms to catch exceptions such as file not found errors, invalid input values, and missing sponsorship data.

Sponsorship data is persisted by saving and loading data to/from a JSON file, ensuring that sponsorships remain accessible across different sessions of the application.

CHAPTER-2

ABSTRACT

- The code defines a Sponsorship Manager class to manage athlete sponsorships, including loading and saving data from/to a JSON file.
- It uses Stream lit to create a user interface for managing athlete sponsorships.
- The user interface allows users to perform CRUD (Create, Read, Update, Delete) operations on athlete sponsorships.
- Input fields are provided for entering athlete name, sponsor name, sponsorship amount, and various sponsorship details.
- It provides functionality to track sponsorship benefits, simulating random key performance indicators (KPIs) for brand exposure, audience engagement, and sales impact.
- There are separate sections in the user interface for creating, reading, updating, and deleting sponsorships, as well as tracking sponsorship benefits.
- Input fields are dynamically updated with previous values to facilitate easier editing.
- Radio buttons are used to select options for various sponsorship details, such as proposal, selling opportunities, activation components, communications plan, and tracking plan.
- The code follows a modular structure, with separate methods for each operation (e.g., create sponsorship, read sponsorship, update sponsorship, delete sponsorship).
- Input validation is performed to ensure that numeric values are properly converted to floats.
- Success messages are displayed upon successful completion of operations, providing feedback to the user.
- Stream lit widgets such as text inputs, radio buttons, and buttons are used to create an interactive and user-friendly interface.
- It leverages Stream lit layout features to organize the user interface into sections and subsections for better readability.
- The code demonstrates how to handle multiple user inputs and perform operations based on the selected choice.
- Overall, the code provides a comprehensive solution for managing athlete sponsorships, with an intuitive user interface and robust functionality.

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INTRODUCTION TO THE PROJECT

The Athlete Sponsorship Manager is a web-based application designed to facilitate the management of sponsorship agreements between athletes and sponsors. Built using Streamlit, a Python library for creating interactive web apps, the manager offers a user-friendly interface for performing various sponsorship-related tasks such as creating, reading, updating, and deleting sponsorships, as well as tracking sponsorship benefits.

- **User-Friendly Interface:** The application presents users with an intuitive interface where they can easily navigate through different sponsorship management operations using options provided in the sidebar.
- **Data Persistence:** Sponsorship data is stored in a JSON ensuring that the data persists across different sessions of the application. This allows users to access and manage sponsorship agreements seamlessly over time.
- **Comprehensive Sponsorship Management:** Users can perform CRUD operations on sponsorship agreements directly from the web interface. The application guides users through the sponsorship management workflow, prompting them to input relevant details such as athlete name, sponsor name, and sponsorship amount.
- **Simulation of Benefits Tracking:** The manager simulates tracking of sponsorship benefits by generating random values for key performance indicators (KPIs) such as brand exposure, audience engagement, and sales impact. This feature provides users with valuable insights into the effectiveness of sponsorship agreements, enabling them to evaluate the return on investment (ROI) of sponsorships.
- **Visualization of Tracked Data:** Tracked sponsorship benefits can be visualized using charts or tables, allowing users to analyze and interpret the data more effectively. Visualizations provide a graphical representation of KPIs, making it easier to identify trends, patterns, and areas for improvement in sponsorship performance.

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MODULE DESCRIPTION

Stream lit: Stream lit is a Python library used for building interactive web applications .It allows developers to create web interfaces using simple Python scripts.

JSON: JSON (JavaScript Object Notation) is a lightweight data interchange format .In this module, it's used for reading and writing data to/from a JSON file.

Sponsorship Manager Class :This class encapsulates the functionality for managing athlete sponsorships .It includes methods for loading data from a JSON file, saving data to a JSON file, creating sponsorships, reading sponsorships, updating sponsorships, deleting sponsorships, and tracking sponsorship benefits.

Initialization and Data loading: The Sponsorship Manager class initializes with an empty dictionary for storing sponsorships and loads data from a JSON file.

Athlete Sponsorship Management Interface: The manage athlete sponsorship method presents an interface for creating and updating athlete sponsorships.

It includes input fields for athlete name, sponsor name, sponsorship amount, and checkboxes for various components of the sponsorship deal such as proposal, selling opportunities, activation components, communications plan, and tracking plan.

Sponsorship CRUD operations: Methods like create sponsorship, read sponsorship, update sponsorship, and delete sponsorship handle the CRUD operations for managing athlete sponsorships.

Main Functionality (main Function): The main function serves as the entry point for the web application .It creates an instance of the Sponsorship Manager class and presents a sidebar with options for different sponsorship management operations.

Depending on the user's choice, the function invokes corresponding methods to perform the requested operation.

User Interface (Stream lit Components): Stream lit components such as text inputs, radio buttons, buttons, and sidebars are used to create the user interface.

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ALGORITHM

- Start
- Display the title: "Athlete Sponsorship Manager"
- Create an instance of the Sponsorship Manager class.
- Display the sidebar with operation choices: "Create sponsorship", "Read sponsorship", "Update sponsorship", "Delete sponsorship", "Track sponsorship benefits".
- Based on the choice made:
 - If "Create sponsorship" is chosen:
 - Display input fields for sponsorship details.
 - Call manage athlete sponsorship () method.
- If "Read sponsorship" is chosen:
 - Display input field for athlete names.
 - If "Read" button is clicked, call read sponsorship () method.
- If "Update sponsorship" is chosen:
 - Display input fields for sponsorship details.
 - If "Update" button is clicked, call update sponsorship () method.
- If "Delete sponsorship" is chosen:
 - Display input fields for sponsorship details.
 - If "Delete" button is clicked, call delete sponsorship () method.
- If "Track sponsorship benefits" is chosen:
 - Display input field for athlete names.
 - If "Track" button is clicked, call track benefits () method.
- End
- If "Create sponsorship" is chosen:
 - Display input fields for sponsorship details.
 - Call manage athlete sponsorship () method.
- If "Read sponsorship" is chosen:
 - Display input field for athlete names.
 - If "Read" button is clicked, call read sponsorship () method.
- If "Update sponsorship" is chosen:
 - Display input fields for sponsorship details.
 - If "Update" button is clicked, call update sponsorship () method.
- If "Delete sponsorship" is chosen:
 - Display input fields for sponsorship details.
 - If "Delete" button is clicked, call delete sponsorship () method.

- If "Track sponsorship benefits" is chosen:
 - Display input field for athlete names.
 - If "Track" button is clicked, call track benefits () method.
- End

CHAPTER-6

OUTPUTS:

Operations

Create sponsorship:

Read sponsorship:

Update sponsorship:

Delete sponsorship:

Track sponsorship benefits:

Athlete Sponsorship Manager:

Create Sponsorship

Enter sponsorship ID:1001

Enter athlete name:virat

Enter sponsor name:BOOST

Enter sponsorship amount:45567

Manage Athlete Sponsorship

Athlete name:virat

Sponsor name:BOOST

Sponsorship amount:45567

Corporate Sponsorship Proposal:

The proposal outlines the scope and benefits of the sponsorship deal, including the duration, financial investment, marketing opportunities, and additional benefits offered.

Yes

No

Selling Sponsorship Opportunities:

Athletes explore opportunities to sell sponsorship rights to local businesses or partners, leveraging their personal brand and connections within their community.

Yes

No

Activation Components:

Both the company and the athlete collaborate on executing marketing strategies and promotional activities to maximize the impact of the sponsorship.

Yes

No

Communications Plan:

A clear communications plan outlines how information will be shared, key messaging points, and channels of communication between all stakeholders involved.

Yes

No

Tracking and Measurement Plan:

Tracking and measurement plans evaluate the success of the sponsorship program by monitoring key performance indicators such as brand exposure, audience engagement, sales impact, and return on investment (ROI).

Yes

No

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CONCLUSION

In conclusion, the role of an athlete sponsorship manager is multifaceted and critical in bridging the gap between athletes and sponsors. Throughout this report, we have explored the various responsibilities, challenges, and strategies associated with this role.

Firstly, we discussed the importance of understanding both the needs of athletes and the objectives of sponsors. Effective sponsorship managers must possess strong communication skills to negotiate mutually beneficial partnerships that align with the values and goals of all parties involved.

Secondly, we highlighted the significance of strategic planning and research in identifying potential sponsors and assessing their compatibility with athletes. By conducting thorough market analysis and competitor research, sponsorship managers can maximize opportunities for athletes to secure lucrative partnerships.

In conclusion, the success of athlete sponsorship programs relies heavily on the expertise and dedication of sponsorship managers. By embracing their role as strategic facilitators, sponsorship managers can drive value for both athletes and sponsors, ultimately contributing to the growth and sustainability of the sports industry.

CHAPTER-8

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