

# Breaking Brand

## Proposal Letter

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IBA-JU Business Club

## Application for Sponsorship

November, 2024

From: IBA - JU Business Club

Subject: Proposal for Sponsorship in "Breaking Brand 2025"

Dear Concerned,

On behalf of the IBA-JU Business Club, it is with great enthusiasm that I extend an invitation to Your Company to become the **official sponsor** of our prestigious inter-university business competition, "**Breaking Brand 2025**" scheduled to take place from **February-March-April**.

Following the huge success of "Breaking Brand 2024", the newest edition "Breaking Brand 2025" is a highly anticipated event that will span **three competitive rounds** aiming to engage over **7k in-person attendees** and **reach an online audience of 59-71 million** young individuals. This extensive reach is further amplified by our planned offline and online roadshows and workshops across more than **40 affiliated university clubs** from reputed institutions nationwide. To ensure the highest standards and grandness of the competition, we will secure the participation of **top executives and CXOs as judges**.

By sponsoring Breaking Brand 2025, Your Company will gain exposure and engagement with a **nationwide youth audience and top-level executives**. This includes the prominent placement of Your Company's logo on all promotional materials, both offline and online, branding of the event as "**Your Company Presents Breaking Brand 2025**" extensive PR reach through influencer engagements and media coverage, and opportunities to engage directly with students and executives through workshops and the judging panel.

We believe that this sponsorship will significantly enhance Your Company's presence and brand image across various platforms, fostering increased engagement through interactions and transactions.

Therefore, I earnestly request you to consider partnering with us through the **provision of monetary aid**, as this support will not only help us bring this anticipated event to life but also elevate Your Company's **brand visibility and engagement** across multiple platforms. This partnership will also create a lasting impact on the future leaders of our country.

Warm Regards,  
Anjarat Ibnat Awal  
President  
IBA-JU Business Club

## About IBA-JU Business Club

IBA-JU Business Club diligently equips students for the corporate world by fostering skills, bridging knowledge gaps, and establishing vital industry connections. With direct affiliations and ties to industry veterans, we engage a broad network of youths.

### List of Flagships and Endeavours:



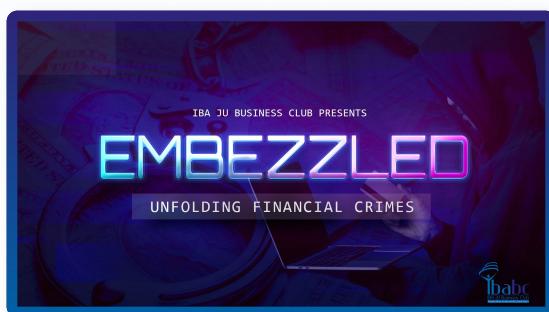
No Limits to 60 Minutes: Mentorship Redefined

Transcend: A Webinar with Top Industry Speakers



Crack the Case: Freshers Unleash Business Brilliance

Breaking Brand: Shaping Future Branding Stars



Embezzled: Financial Crimes Unveiled By Experts



Elicit: Rebranded Freshers Recruitment

# About IBA-JU Business Club

## Club-Associated Companies and their events:

**UNILEVER X IBA-JU CAMPUS CONNECT 2021**

**"Career in Retail Finance"**

Date: 15th July 2021  
Time: 4:30-6:00 PM  
Platform: Zoom



**STRATEGIC ASSISTANT PROGRAM**

**Bangalink is coming to JU & IBA-JU**

Webinar: 23 December 2021 | Time: 03:00PM to 04:00PM

**MAKE YOU POSSIBLE**

**AURTHIMA NAZNOOR** TALENT ACQUISITION LEAD SPECIALIST  
**MUBASHIRA BINTE SHAFIQ** STRATEGIC ASSISTANT



### UNILEVER



### BANGLALINK



### BRAC BANK

### BERGER

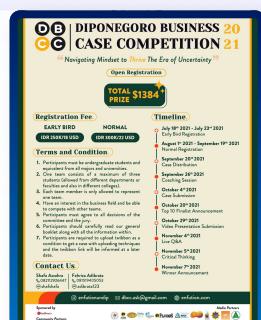
### SHANTA SECURITIES



### BYLC

### BKASH

### BAT



### DIPONEGORO

### SAMSUNG

## Breaking Brand 2025

**451**  
**Teams  
Registered**

*Nation's First Ever  
Inter University  
Brand Building  
Competition*



**540+ Participants in  
the Workshop**

**Event Reach**

**Unit Count**

**1700+**

**Sponsors**

**6**

**Company Partners**

**25+**

**Club Affiliations**

**40+**

**Judges and Mentors**

**52 (7 of them Top CXOs)**

**Campus Ambassadors**

**28**

## Estimated Event Reach

**Grand Total  
Impressions**

# 3,921,600

### Socials

	Amount	Frequency of Visibility	
Facebook	43	70,000	
Instagram	43	30,000	
YouTube	10	50,000	

**Total Reach**

# 3,540,000

*Posts will be promoted for optimum results*

### Internal JU

	Amount	Frequency of Visibility	
Poster	43	50	
Banner	43	500	
Standee	10	600	
Xbaner	43	3,000	
Roman Banner	10	3,000	

**Total Reach**

# 167,100

### Road Shows

	Amount	Frequency of Visibility	
Universities	43	1,500	
Posters	500	300	

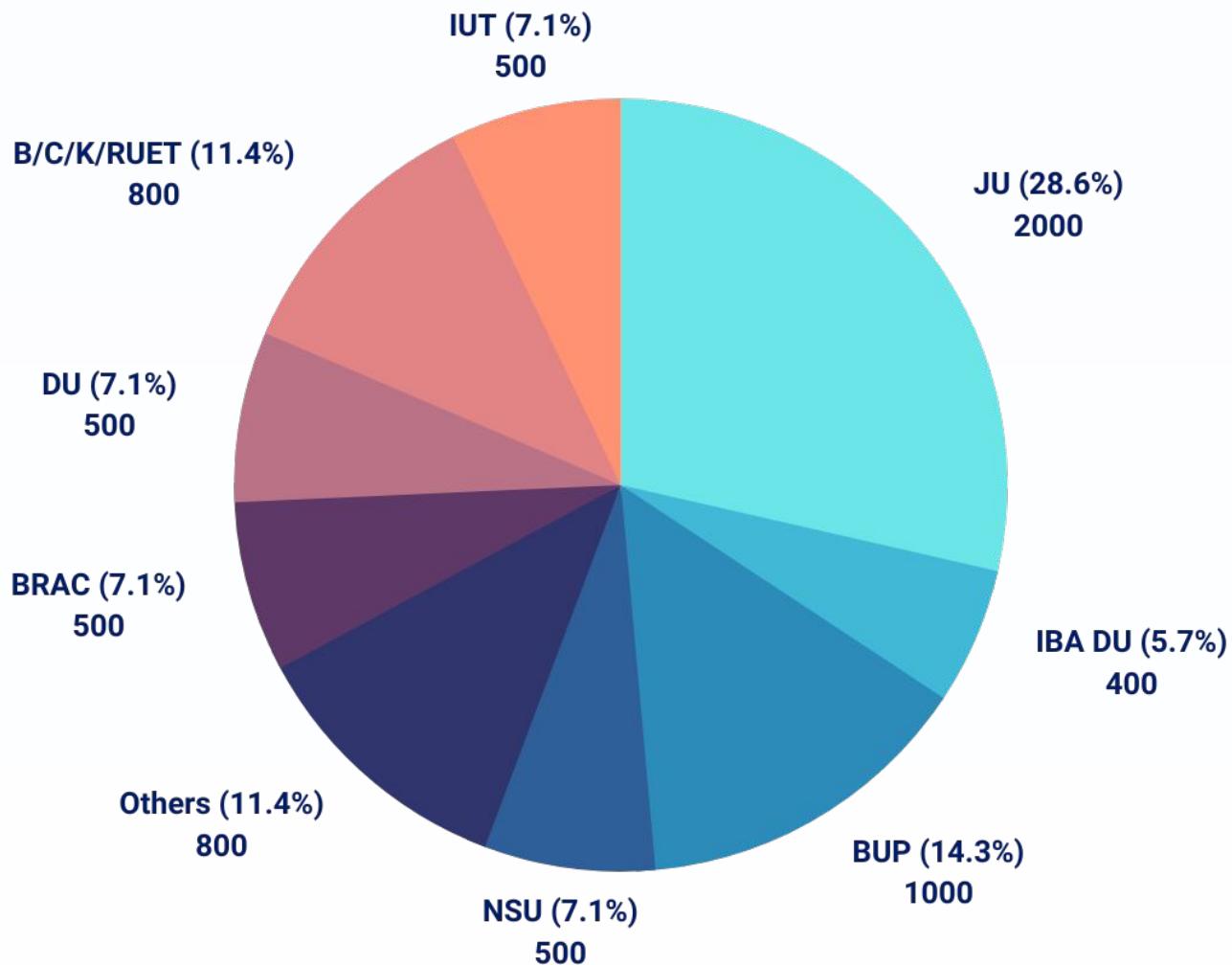
**Total Reach**

# 214,500

## Events

### IN-PERSON PRESENCE

\*\*Numbers represent estimated people to reach from Engagement and Roadshows



**TOTAL ESTIMATED AUDIENCE: 7000+**

## Timeline

### Competition Plan and Tentative Timeline

#### Round 01

A case will be provided which the teams will have to analyze and come up with a solution to/or design a marketing plan for.

**Expected no. of teams:** 400+

(A workshop will be held before the case is given)

**Detailed Timeline:**

**Case Sent:** Midnight, March 17th, 2025

**Case Solving time:** Till 20th March, 2025

**Result Published:** March 25th, 2025

March 17, 2024

March 25, 2024

#### Round 02

A case will be given for which the teams will have to design a 360-degree marketing campaign, which they will present to judges online. Focus will be given on the presentation and creativity of the solutions.

**No. of teams:** 30

(Another workshop will be held before the case is given and a mentor will be assigned for each team)

**Detailed Timeline:**

**Case Sent:** Midnight, March 25th, 2025

**Case Solving time:** Till 30th March, 2025

**Result Published:** April 1st, 2025

## FINAL

A marketing case study will be provided for which the finalists will have to prepare an OVC and present their solutions to the judges offline at a selected Venue.

**No. of teams:** 6

(A masterclass will be taken and each team will be assigned with a mentor to prepare for the final round)

**Detailed Timeline:**

**Case Sent:** Midnight, April 15th, 2025

**Case Solving time:** Till April 15th, 2025

**Final Presentation:** 20th April, 2025

April 20, 2024

## Sponsorship Levels

# TITLE SPONSOR

**BDT 9,00,000**

## GOLD SPONSOR

**BDT 7,00,000**

## SILVER SPONSOR

**BDT 5,00,000**

### Benefits at a Glimpse

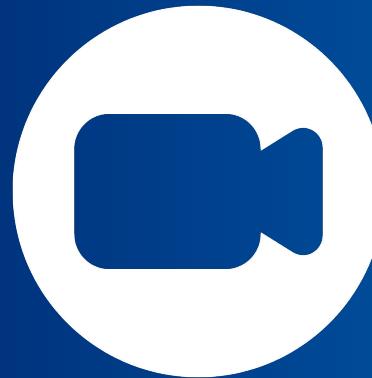
	TITLE	GOLD	SILVER
Logo positioning	Emblem Top	Emblem Bottom	Emblem Bottom Small
Banner	✓	✓	✓
X banner	✓	✓	✓
Newspaper Mention	✓	✓	
Tshirt	Front	Front	Back
Special Guest	✓	✓	✓
Social media mention	✓	✓	✓
Floor in workshop	✓		
Finale Announcement	Presents	Powered by	Brought to You by
Finale Guest Special Floor	✓	✓	
Souvenirs	✓	✓	✓
Product sample	✓	✓	
Incorporation in Round Cases	Finale	Round 1	
Special promotional Requests	✓	✓ (Limited)	

## Exclusive Benefits

# YOUR COMPANY EXCLUSIVE BENEFITS



**Case provision of Your Company and build the brand  
from international perspective**



**Using “Your Meeting Platform Links” for 30  
Team Presentations in Round 2**

## Additional Exclusive Benefits



Premiere Branding & Logo Incorporation



IBAJU collaborative Social Media promotions  
(Estimated 59-71 million reach)



Souvenir Branding



Participant Information for Marketing



Campus Connection



40+ University Roadshows



Sponsor Acknowledgement



Media Partner Promotions



Physical Medium promotions of banners, posters etc.



Exclusive Finale Guest Speeches and Mentions



Affiliations

## Contacts



[ibaju.businessclub@gmail.com](mailto:ibaju.businessclub@gmail.com)



<https://www.facebook.com/ibajubc>



[https://www.instagram.com/iba\\_bc/](https://www.instagram.com/iba_bc/)



<https://www.iba-bc.com>

### Anjarat Ibnat Awal

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### Nusaiba Binte Asad

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