**To,**  
**The Marketing Manager  
Burger King**

**Subject :** Soliciting Sponsorship for “**APRATIM 2017**”, the Techno-Cultural Fest of CCET

Sir,

We are pleased to announce, that Chandigarh College of Engineering and Technology, Sector 26 Chandigarh, is going to organise is annual Techno-Cultural Fest, **APRATIM’ 17** on October 13-14, 2017. It is going to be 2 days fest where the students from across 200 colleges will indulge in some mind simulating and fun technical and cultural events.

We aim to provide an extraordinary and a magical experience to all the people that steps into the gates of our college during the fest. This year we want to pass on the message of our social cause: “**WOMEN EMPOWERMENT”** to all the attendees of our fest. We also want to instil competitive spirit among all the participants and bring out the zeal to win the most coveted competitions that we will organise at APRATIM’ 17.

**APRATIM** is a colossal event of student talent, art, culture, euphoria and festivities, which is bound to attract a very large number of participants. The event would provide a tremendous opportunity for the students of the region to participate, compete and interact.

We are exhilarated to take this opportunity to invite you to become a shareholder in this emerging youth festival of North India, which houses a minimum daily attendance of **8000+ visitors.**

We are looking forward to an association with your firm in organizing our festival this year and make it a bigger success. The sponsorship proposal is attached which has a detail of the events to be organized during the fest and how your company can get benefit from it.

We would thus urge you to kindly provide your support to this student driven effort and consider our proposal.

Thanking You,   
**Karanveer Singh  
Convenor**+91 95654 49301  
ccet.apratim17@gmail.com

## **More About Us:**

## **Chandigarh College of Engineering and Technology, Affiliated to Panjab University** popularly known as **CCET** beckons one and all to the most enchanting event of the year. Come and be a part of history by joining the students of CCET in their pursuit to organize a breath-taking fest, APRATIM 2017, our Techno Cultural fest.

If you took us to be just another engineering college full of bespectacled nerds then it’s time for a change via our avant-garde cultural events sparking enthusiasm and infinite energy that drives the youth.

Also presented before our audience shall be a horde of technical events which aim to bring out the best in the business and are nothing short of EXTREME ENGINEERING.

Not just techno events from but events from the literary and managerial flank with an approach of excellence in mind and not just knowledge.

# **Highlights**

* **Venue** : Chandigarh College of Engineering & Technology,  
   Sector-26, Chandigarh-160019
* **Date** : 13th to 14th October 2017
* Only Government Engineering College in the region under U.T. Administration.
* We offer unlimited branding and interaction opportunities amongst a minimum daily attendance of 8000+ visitors. These visitors are not merely from the local colleges but also from various participating colleges across the country. Many participants hailing from India’s premier institutes like the IIMs, IITs, NITs, PEC, PTU, DU & many others are expected to participate. The no. of students expected to gather on this mega event is over 10000.
* Wide Media Coverage and Branding throughout the northern region.
* **Spreading awareness about the Women Empowerment.**
* Working with the unique theme **'ANDAZ APNA APNA' inspired from Bollywood**.
* The show will be one of its kinds which will cover all aspects of art, entertainment and engineering.
* Full Day Activities along with numerous Pre-Fest events.
* Eminent and inspiring people from all spheres of society would be visiting the festival as guest seminarians.
* Technical and Management workshops would be organized in the fest by renowned organizations of the country.
* Opportunity to be a part of the following:
* **SUNBURN /VH1 Supersonic**
* Fashion Show
* Dance Competition
* **STAR-NIGHT**
* LAN Gaming
* Technical Events
* Management Events
* Cultural Events
* Literary Events
* Technical Workshops
* Management Workshops
* Fun & Entertainment Events
* On Campus Exhibitions
* Stalls and Food Square

**BRANDING OPPORTUNITIES  
Sponsorship Amount for Food Partner: Rs. 45 ,000**

# Mileage/Benefits to your Organisation:

1. Name & Logo of the company will be placed on the **backdrop of the main stage/LED** and the backdrop of the fun stage.
2. **On air coverage** of Burger King on all the Radio Channels associated with our fests
3. An advertisement can be played on the **LED screen** repeatedly during the fest.
4. A **Stall** will be provided on both the days of the fest at the prime location.
5. **Company Specific Banners** provided by **your company** will be placed on the **strategic locations** during the fest.
6. **T-shirts** worn by the **organizing team** will bear your Logo.
7. Publicity through our **inter-city social campaign**.
8. **Pre Event Media Coverage** will include the name of the Burger King.
9. P**ost Event Media Coverage** will include the name of the Burger King.
10. The food partner's name will be included in the **customized SMSs** sent for promotion and to all participants for updates on events, event schedules and publicity.
11. Promotion of your company would also be done through **Street plays and Flash Mobs**– that would be aimed at publicising our **SOCIAL CAUSE**.
12. All publicity material like posters, invites, pamphlets, banners, and flexes etc. which are going to be distributed **in over 200 colleges** will have the name of your company.
13. **Print Media Advertisements**: Publicity through newspaper advertisements of Apratim'17.
14. You will be provided **quarter page** coverage in Fest's souvenirs.
15. Your organisation’s branding on **Social Networking Sites** - **Facebook Page, Events, Invites, Messages, Posters, Instagram, and Cover Pictures of students on Facebook and Twitter accounts.**
16. Website of Apratim'17 shall have the logo and name of your organisation on the home page of website and clickable SEO-friendly links.
17. Long term publicity is provided by printing your logo on certificates given to the participants and organizing committee.

**Sponsorship Amount of Rs. 15,000 /-**

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**Apratim'17 promises to be a huge success, creating a new legacy, we look forward to get your association as we move with our cause "WOMEN EMPOWERMENT".**

Thanking you,

**AshimBhasin  
Marketing Coordinator**+91 8558056929  
ccet.apratim17@gmail.com