

SPONSORSHIP AND ALUMNI FUND MANAGEMENT SYSTEM

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Objectives

1. Develop a funding/sponsorship system for an Event or Alumni of an institution.
 2. To make resources available easily to the concerned person or group so as to reduce confusion and increase comfort.

Introduction

- ▶ A fund and sponsorship management system that operates on **Event Sponsorship** and **Alumni Sponsorship**
 - ▶ The funds received help more students to travel abroad to attend important conferences and tech-events.
 - ▶ The funds received by the institutes from organizations and alumni of an institution increases the magnificence of the annual college fest.

Database Schema

- ▶ Events Table: It contains a unique event-id, a description and type.
 - ▶ Alumni Table: This contains a unique spons-id, name of the alumni, and total amount he has contributed over the years.
 - ▶ OtherSponsors Table: This keeps track of sponsors or donors other than alumni. The columns are: a unique spons-id, name, type and total amount contributed over the years.
 - ▶ SponsorshipPayment Table: This keeps track of the sponsors who have sponsored this year. Columns are: spons-id, and total amount given this year.
 - ▶ PaymentDetails Table: All the payments recorded this year. It has spons-id of the sponsor who sponsored the event, event id which is also a column and amount sponsored.
 - ▶ Donations table: Donations happened this year. This table has fields: reference-id, donation amount, spons-id.

Innovation

- ▶ Incorporating the donation money and allocating to the events that need the most amount required. In this way almost all the events get most of their asset requirement satisfied. Adding priority to each event and then filled the requirements of the events of higher priority and events of lower priority helps the event management. Implementing this idea has not been incorporated in similar utilizations. To add more to it, if a person donated a lot, then a while loop takes care of sponsoring events based on priority so that things can go out well if events are funded more.

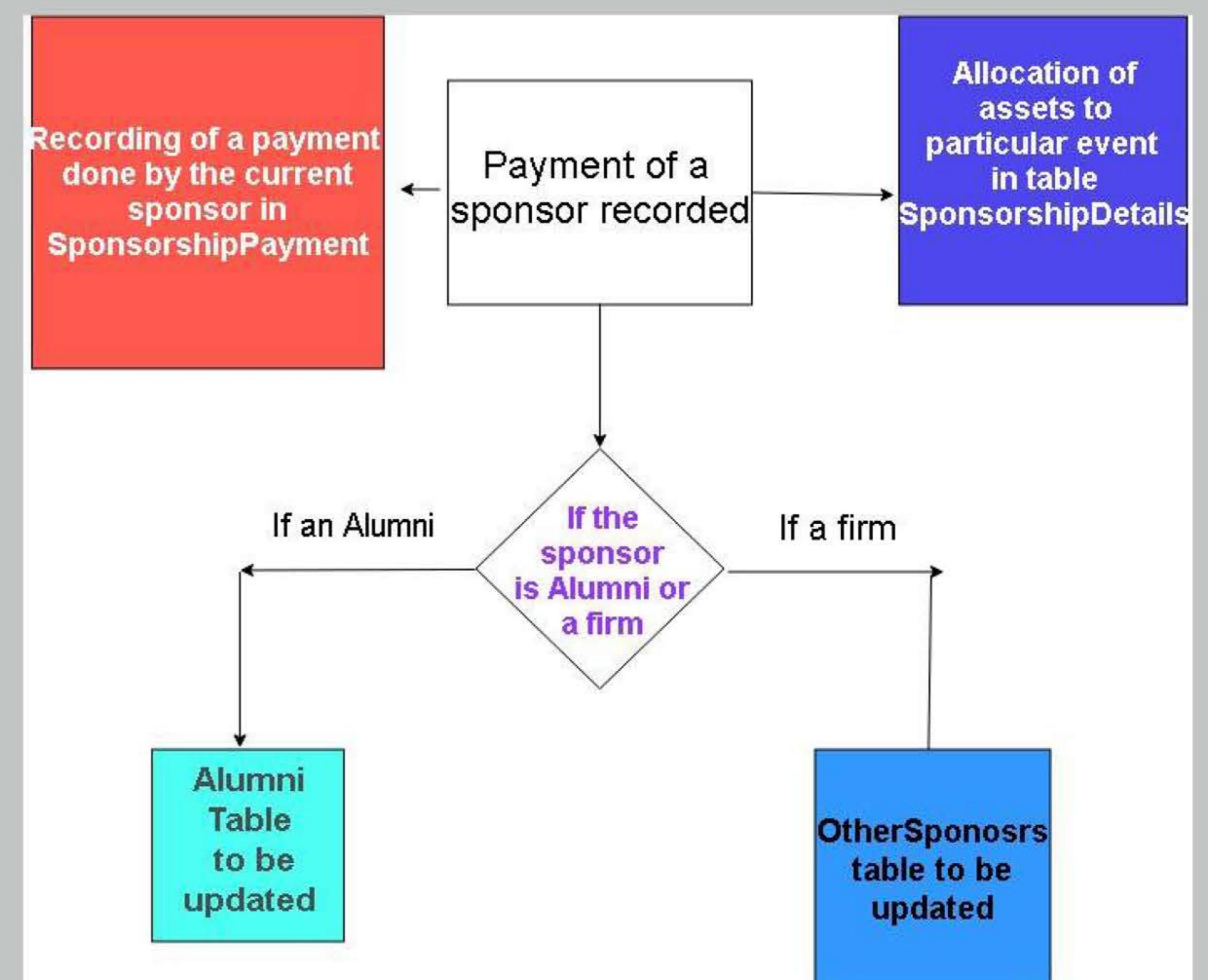
Business Model

- The core idea being automating all the tables that keep track of the asset allocation, there only needs to be one payment detail added at a time and let the system take care of the rest. If a donation is done, then the system automatically allocates the assets to the events that need it the most.
 - Target customers are those organizations which conduct their events at same times every year and which have a good record of their previous sponsors or donors.
 - This system automates the updates of the tables that keep track of assets and the user will have to only worry about adding the payment in the table and the tables that keep track of all the asset allocation are automatically updated. Also, for donations, the asset allocation is done based on priority.
 - For future funding: There might be a need a good secure system, a team to manage website and update it regularly and a good database management platform. A secure gateway is an important component as well.

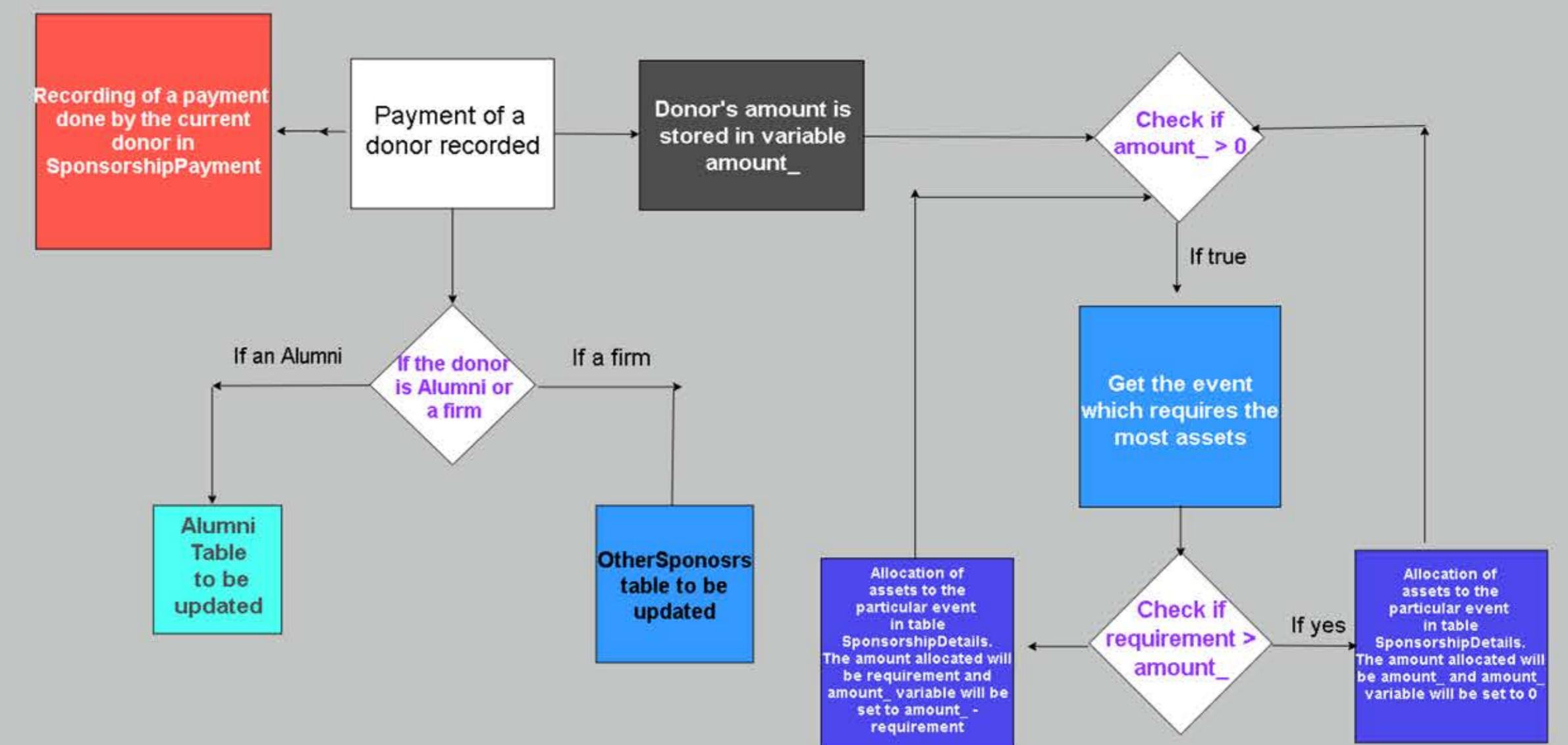
Sample Queries

- ▶ Query to fetch the details of a person who has sponsored or donated.
 - ▶ Query to determine who hasn't sponsored or donated this year but has donated or sponsored before.
 - ▶ Displaying the events in descending order of the requirements.

Overview Of A Basic Work-flow



Innovation



Motivation

- ▶ New institutes face difficulties obtaining funds/sponsorships easily
 - ▶ The Alumni Network is not so big
 - ▶ Students wanting to attend big conferences, which could influence their career positively

Thus, addressing this shared struggle is the motivation

Applications

- The system can be applied where donations and sponsorship has happened for many years.
 - It can be used to contact potential donors or sponsors who have given their monetary support before for the event.
 - This database system can be used for NGOs which conduct regular events.
 - It can be applied by a company for generating monetary support for their yearly seminars.

Conclusion

- ▶ This system is very much useful to the institutes and organizations where systems like these are not automated.
 - ▶ Managing and keeping a check continuously on these systems chips the time effectively. Hence, automated systems come in handy by taking the lead and allowing the organization to focus on other assets.
 - ▶ Donations being distributed according to priority (the key innovation) helps this managing in every way possible.
 - ▶ The work-flow being simple and elegant makes the system smooth and effective.
 - ▶ Hence, these automated event fund management systems reduce work-load and increase efficiency in acquiring monetary assets.