SPONSORSHIP PROPOSAL LETTER

The **PCIU CSE Fest & Farewell 2025** is a special event filled with fun, learning, and celebration. Bearing the legacy of the previous years, it will include exciting events, community enagement and lively cultural performances, bringing together students, teachers, and industry guests. It’s not only a showcase of talent and creativity but also a heartfelt farewell to the graduating students from Port City International University, making it a memorable occasion for everyone in the CSE family. Over 400 students will unite to enjoy the joy of the fest, and bid farewell.

The **PCIU CSE Fest & Farewell 2025** will include:

* Showcase of diverse talents
* Insightful career guideline session
* A grand meetup of students and teachers
* A vibrant cultural program
* Band show

The event at a glance:

Event Name : **PCIU CSE Fest & Farewell 2025**

Organizer : Department of Computer Science & Engineering, Port City International University

Participants : Students of the Department of CSE

Date : \_\_\_\_\_

Venue : \_\_\_\_\_\_\_\_\_

Participation : 400 people (approximate)

We invite your esteemed organization to join the event as a Sponsor. Your support would be instrumental in ensuring the success of the event. We would be delighted if you joined us. We will also offer you some amenities.

**Expectations from the sponsor**

1. **Branding and Visibility**
   1. **Sponsorship**: Prominent placement of the sponsor’s name and logo as the event’s sponsor across all event materials, including banners, brochures, tickets, and digital media.
   2. **Event Signage**: Large banners and signage at key locations throughout the event venue.
   3. **Social Media**: Logo placement on the event’s social media channels, with regular mentions and updates related to the sponsor.
   4. **Print and Digital Media**: Inclusion in press releases, advertisements, and other promotional materials.
2. **Exclusive Opportunities**
   1. **Speaking Engagements**: Opportunities for a representative from the sponsor to address attendees or participate in panel discussions.
   2. **Product Placement**: Space for the sponsor to showcase their products or services at the event (Details will be discussed upon your interest.)
3. **Post-Event Recognition**
   1. **Thank You Acknowledgment**: Public acknowledgment and thanks in post-event communications, such as thank you letters, recap reports, and newsletters.
   2. **Impact Report**: A detailed report on the event’s success, including metrics on attendance, media coverage, and engagement, highlighting the sponsor’s contribution.
4. **An appreciation crest & Exclusive Gifts.**
5. **Extensive News and Social Media coverage.**
6. **Recognition during the main program and an opportunity to address the audience.**

**Expectations from the sponsor**

1. **Financial support for the event** (Financial details will be discussed upon your interest.)
2. **Engagement and Participation:** Having representatives attend the event, including key personnel who can network and engage with other attendees.
3. **Collaboration and Communication**
   1. **Timely Responses**: Providing timely feedback and responses to requests from the event organizing team, ensuring smooth coordination and execution.
   2. **Content Submission**: Delivering any required content or materials (e.g., ads, promotional items) by the deadlines specified in the sponsorship agreement.
4. **Evaluation and Feedback**
   1. **Post-Event Reporting**: Offering feedback on the event and its organization, as well as participating in any post-event surveys or reports to assess the effectiveness of the sponsorship.
5. **Support and Follow-Up**
   1. **Event Support**: Providing support in terms of promoting the event through the sponsor’s channels and networks.
   2. **Event Support**: Providing support in terms of promoting the event through the sponsor’s channels and networks.

Your involvement will significantly enhance the impact of our initiative, and we would be honored to partner with you. Thank you for considering our proposal. Please feel free to contact us directly to discuss this opportunity further.

**Regards,**

**\_\_\_\_\_\_\_\_**

\_\_\_\_\_\_\_\_

Email:

Contact:

**Packages for the sponsors**

**Title Sponsorship Package - BDT 30, 000**

Facilities:

* The event will be named as **YOUR\_COMPANY Presents: PCIU CSE Fest & Farewell 2025**
* Your company's name will be prominently featured on all banners associated with our program, including coupons, entry passes, with placement at the forefront of all our banners.
* The host will exclusively announce or advertise your company's name and products three to four times throughout the entire program.
* Whenever the host discusses any topic, they will also mention our title sponsor's name.
* Additionally, a representative from your company will have the opportunity to showcase your company's products for 3 to 4 minutes during the middle of the program.

\*Additional conditions can be negotiated

**Event Partnership Package - BDT 20, 000**

Facilities:

* Your company's name will be prominently displayed on our main program banner and included on the awards presented to the Farewell attendees as “Event Partner: YOUR\_COMPANY\_NAME”.
* We will announce our Event Partner during every break in the program.
* Your company's name will be featured prominently in the middle of the banner.
* You can provide us with 4 to 5 banners showcasing your company, which we will hang on various walls throughout the event.

\*Additional conditions can be negotiated

**Gold Sponsorship Package - BDT 15, 000**

Facilities:

* Your company's name will be featured on the main banner exclusively.
* You can provide 4 to 6 cross banners, which we will display at the front gate
* Your company's name will also be included on the coupons.
* Your company’s name will be announced 3-4 times throughout the fest.

\*Additional conditions can be negotiated

**Silver Sponsorship Package - BDT 10, 000**

Facilities:

* You can create stickers and circular small banners, which we will hang on walls and the entry gate.
* Your company's name will be featured on the main banner.
* Your company’s name will be announced 2-3 times throughout the fest.

\*Additional conditions can be negotiated