

WEB-APP

Problem Statement: University Sponsorship Facilitation Platform

Background:

Universities often host a variety of events and activities, ranging from academic conferences to cultural festivals. Securing sponsorships for these events is a crucial yet challenging task. The process involves identifying potential sponsors, managing communications, tracking negotiations, and ensuring fulfillment of sponsorship agreements. Currently, this process is often fragmented and inefficient, managed through a mix of emails, spreadsheets, and manual tracking.

Challenge:

Develop a comprehensive web application that streamlines the sponsorship process for university events. This platform should serve as a one-stop solution for both university event organizers and potential sponsors, simplifying the discovery, negotiation, and management of sponsorships.

Key Features:

- **Sponsorship Marketplace:** An interface where event organizers can showcase their events, including details like event type, expected audience, sponsorship packages, and benefits. Potential sponsors can browse these listings to find events that align with their marketing and CSR goals.
- **Communication Portal:** A built-in messaging system for sponsors and organizers to communicate directly, negotiate terms, and finalize sponsorship agreements.
- **Document Management:** A secure space for storing and managing sponsorship-related documents, such as contracts, invoices, and compliance paperwork.
- **Sponsorship Tracking Dashboard:** A dashboard for organizers to track the status of sponsorship deals, including stages like initial contact, negotiation, agreement, and fulfillment.
- **Analytics and Reporting:** Tools for analyzing sponsorship data, such as the number of sponsorships secured, total funding received, and a breakdown of sponsor types and industries.
- **Automated Reminders and Notifications:** A system to send automated reminders for important deadlines, payment due dates, and deliverable timelines to both parties.
- **Feedback and Rating System:** Post-event feedback tools for sponsors and organizers to rate their experience, enhancing trust and transparency in the platform.
- **Integration with University Systems:** Seamless integration with existing university systems for event management, financial accounting, and CRM.

Objective:

- To significantly reduce the time and effort required to secure sponsorships for university events.
- To provide a streamlined, transparent, and efficient process for sponsorship management.
- To enhance the potential for securing more diverse and lucrative sponsorships by connecting organizers with a wider range of potential sponsors.

Considerations:

- User-friendly interface catering to diverse users, including those with limited technical expertise.

- Robust privacy and security measures to protect sensitive financial and personal data.
- Scalability to accommodate varying sizes and types of events, from small departmental workshops to large university-wide festivals.

This problem statement aims at encouraging the development of a versatile and effective tool, addressing a real and pressing need in the context of university event management.