

Sponsor Hub Prototype

This is a functional front-end prototype for **Sponsor Hub**, an AI-powered platform designed to connect event organizers (like college fests) with brand sponsors.

The entire application is self-contained in a single `index.html` file, demonstrating core functionality, AI-driven analysis, and interactive UI flows for both user types.

⭐ Core Features

This prototype includes two primary user flows and a powerful AI analysis engine:

1. Sponsor Flow

- **Browse Events:** Sponsors can enter their brand, budget, and marketing objectives (e.g., "Brand Awareness").
- **Filter Events:** The app displays a filterable list of matching events, scored for their potential fit.
- **AI-Powered Analysis:** Sponsors can select multiple events and click "**Compare & Analyze**".
- **Comparison Dashboard:** This opens a dedicated page showing a side-by-side dashboard comparing all selected events across 6 key metrics, powered by the Gemini API:
 - Overall Score
 - Fit (Category)
 - Reach & Audience
 - Cost Efficiency
 - Activation Potential
 - Competitive / Risk
- **Top Recommendations:** The dashboard also highlights the "Top 2 Recommendations" with an AI-generated summary.
- **Negotiate & Pitch:** From the dashboard, sponsors can directly "Negotiate" (open a chat) or "Pitch on Socials" (which uses the AI to draft outreach messages).

2. Event Organizer Flow

- **Publish Events:** Organizers can fill out a form to publish their event to the platform.
- **AI Content Generation:** Clicking "**⭐ Generate Description & Tags**" uses the Gemini API to write a compelling event description and create relevant tags.
- **Sponsor Directory:** Organizers can browse a filterable list of potential sponsors.
- **AI Sponsor Suggestions:** Clicking "**⭐ AI Suggest Sponsors**" uses the Gemini API to analyze the organizer's event and recommend the top 3 best-fit sponsors from the directory.

- **Pitch & Chat:** Organizers can click "Pitch" to open a chat modal and send a message (and their pitchbook) to a sponsor.
- **AI Negotiation Coach:** Inside the chat, organizers can click " Get AI Negotiation Points" to get AI-generated talking points tailored for that specific sponsor.

How to Run

Since this is a self-contained prototype, there's no build step required.

1. Save the `index.html` file to your computer.
2. Open the `index.html` file in any modern web browser (like Chrome, Firefox, or Edge).

Note: The AI features require a valid Gemini API key to be set in the `callGeminiAPI` function within the `<script>` tag.

Technologies Used

- **HTML5**
- **CSS3:** (Modern styling with CSS variables, Grid, and Flexbox)
- **JavaScript (ES6+):** (All application logic, state management, and DOM manipulation)
- **Gemini API:** (Used for all AI-powered features, including analysis, content generation, and recommendations)