



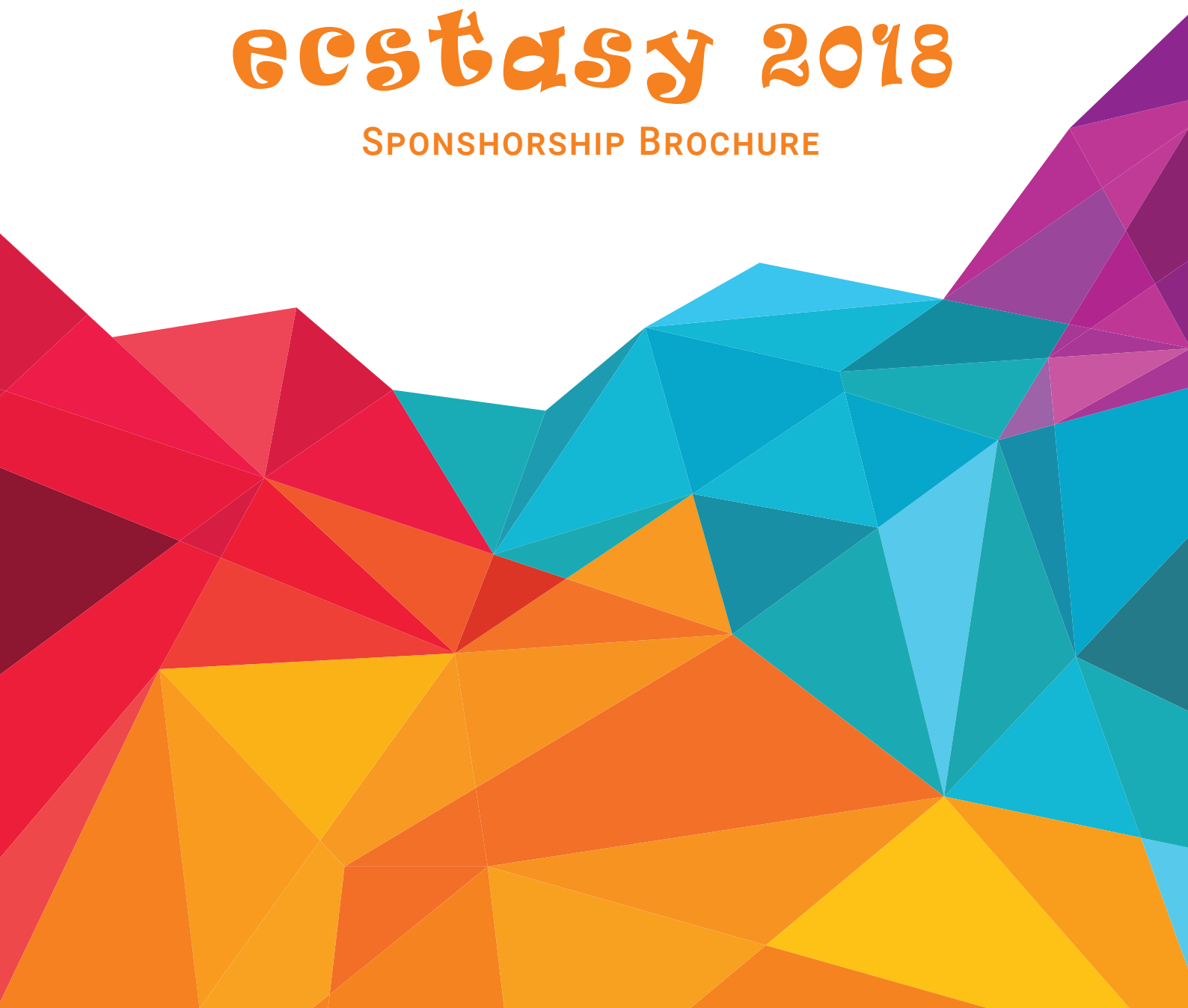
ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

&

STUDENT AFFAIR COMMITTEE

**ecstasy 2018**

SPONSORSHIP BROCHURE



## SPONSORSHIP DETAILS

The Grand Ecstasy 2018 is going to happen in mid February this year in Entrepreneurship Development Institute of India Ahmedabad (Gandhinagar).

As a sponsor of Ecstasy 2018, you will have the opportunity to promote products and services and customer retention, increase your brand visibility & recognition among a sophisticated and young audience. The locality and the exclusivity of the venue besides the grade of audience participating in the event will provide an ideal platform for the sponsors to directly target this segment as part of their marketing strategy. The banners, dedicated kiosks, online promotion and frequent announcements made over the public announcement systems during the event will ensure suitable acknowledgement to sponsors based on sponsorships.

For this event we are offering four different levels of sponsorship opportunities, which allow you to pick what best suits your company's marketing strategy. Once you decide on a sponsorship package we will work to ensure that you receive true value from your investment in terms of the banner space, target audience, online promotion through the official website and other forms of publicity. We welcome your consideration on any of these requests.

For our Pro-night we will have very well known bollywood artist who will entertain and rock the crowd with their performance. Which will be followed by DJ performance with dancing EDM tracks and remixes.

Artist for these year are yet to be finalised though we had Papon in Ecstasy 2017 along with DJ Progressive Brothers who performed in front of more than 3000 people. In Ecstasy 2016 we had Benny Dayal and we had footfall of around 2500 people.

# TITLE SPONSOR

(Rs. 2,00,000 To Rs. 3,50,000)

**Naming Rights:** This year's edition of Ecstasy would be titled as "(Title Sponsors) and Student Welfare committee of EDI presents Ecstasy 2018 and the same would be acknowledged on the Main Backdrop, Banners, Hoardings and Posters displayed throughout the venue. The Sponsor would also enjoy category exclusivity.

**Promotional & Sales Space:** During the three course of the event, the Signature Sponsor receives maximum promotional space for the purpose of setting up stalls for cash transactions, exhibitions and any other promotional activity.

**Merchandising Rights:** The company/Brand logo will be printed on this year's Ecstasy T-shirts. Every year, approximately 200 Ecstasy T-shirts are printed and distributed.

**First Preference:** The Title Sponsor receivers' first preference for choice of branding space on the campus during the course of the festival. Precise locations will be decided on by mutual consent.

**Name and Logo Presence on Event Publicity Materials:** Title Sponsor dominates event publicity ,material content with company name and logo projected with all promotional materials including posters, pamphlets, hoardings , newspaper advertisements, press release, certificates, event letterheads (used for all event communication) and on the invitations and event brochures sent across India to more than 100 colleges.

**Electronic Media:** All web based content will contain the Signature Sponsor name and logo. This implies recognition as signature sponsor on Ecstasy 2018 official website as well as on social networking websites pages (Facebook, Twitter and so on) dedicated to the event. The Sponsor's page on official website will be hyperlinked to a legal URL desired by the sponsor.

**Sound Promotion:** The Company will enjoy extensive acknowledgment as Signature by various announcers and MCs throughout the course of the event.

# CO-SPONSORS

(RS. 1,50,000 TO RS. 2,00,000)

**“Co-Sponsored by”:** This year’s edition of Ecstasy would be branded as being “Co-sponsored by [Title Sponsor] and [Co-Sponsor]” and the same would be acknowledged on the main backdrop, banners, hoardings and posters displayed throughout the venue.

**Promotional & Sales Space:** During the three course of the event, the Co-Sponsors receives vast promotional space for the purpose of setting up stalls for the purpose of cash transactions, exhibitions and any other promotional activity.

**Second Preference:** The Co-Sponsors receives second preference for choice of branding space on the campus during the course of the festival. Precise locations will be decided on by mutual consent.

**Name and Logo Presence on Event Publicity Materials:**

Co-Sponsors holds preferential space as Co-Sponsors in event publicity material content with company name and logo projected with all promotional materials including posters, pamphlets, hoardings, tickets, newspaper advertisements, press releases, certificates, event letterheads (used for all event communications) and on the invitations and event brochures sent across India to more than 100 colleges.

**Electronic Media:** All web-based content will contain the Co-Sponsors name and logo. This implies recognition as Co-Sponsors on Ecstasy 2018 official website as well as on social networking website pages (Facebook, Twitter and so on) dedicated to the event.

# ASSOCIATE SPONSORS

(Rs 1,00,000 - Rs 1,50,000)

**"In Association With":** This year's edition of Ecstasy would be branded as being "in association with [Associate Sponsor]" and the same would be acknowledged on the main backdrop, banners, hoardings, tickets and posters displayed throughout the venue.

**Promotional & Sales Space:** During the three course of the event, the Associate Sponsor receives single space for the purpose of cash transactions, exhibitions and any other promotional activity.

**Name and Logo Presence on Event Publicity Materials:**

Associate Sponsors are well acknowledged in event publicity material content with company name and logo projected with all promotional materials including posters, pamphlets, hoardings, tickets, newspaper advertisements, press releases, certificates, event letterheads (used for all event communications) and on the invitation and event brochures sent across India to more than 100 colleges.

**Electric Media:** All web-based content will contain the Silver Sponsor's name and logo. This implies recognition as Associate Sponsors on Ecstasy 2018 official website as well as on social networking website pages (Facebook, Twitter and so on) dedicated to the event.

**Sound Promotion:** The Company will enjoy high frequent acknowledgement as Associate Sponsors by various by various announcers and MCs throughout the course of the event.

# EXCLUSIVE EVENT SPONSORSHIP

## (Rs. (10,000 – Rs. 50,000))

**Naming Rights:** Your Company is given the full right to name the program. The name of company along with the name of the event, gives the sponsor top billing on every bit of advertising and marketing done between now and long after event.

**Banners:** Your company logo/name will be prominently displayed on banners surrounding the venue where the event takes place at the time. We also assure you the presence of your logo on the Main Backdrop as well as on the adjacent walls of the venue.

**Exclusive Banners:** The sponsor may set up its own exclusive banners at the venue.

**Company Name and Logo Publicity:** Recognition as exclusive event sponsor with company name and logo projected with all promotional material, certificates, event letterheads (used for all event communications) and on the invitations and event brochures sent across India to more than 30 colleges (only for the particular event)

**Online/Email Campaigns:** Company recognized as a signature sponsor on Ecstasy 2018 official website for over one month as well as on social net – working websites pages dedicated to the event.

**Sound Promotion:** The Company will be mentioned during the event at the venue of the same.

**Presentation/Video Screening:** The Company will be allotted a time frame of 30 mins. During the event to make a presentation/video screening promoting awareness of the company among the concerned target audience. Advertisements would be screened through projectors set up at the venue.

With the above exclusive event sponsorship, the company will be only promoted at the venue of the specific event, and at the time of the specific event, mentioned as below:

Various events for Ecstasy 2017:  
Dance – Rs. 25,000  
Singing – Rs. 15,000  
Fashion Show – Rs. 20,000

# OTHER PARTNERSHIPS:

## **Travel Partners:**

The travel Partners will provide transportation facilities to our celebrity guests and dignitaries arriving mainly from different places to the venue. Benefits for Travel Partners:

- Will get a space on the stage backdrop below the names of the main sponsors.
- The hostel road sides will bear your logo alternatively with other partners.
- You can put up a stall in campus at a convenient point at a prime are.
- Your logo will accompany Ecstasy where ever it is mentioned in all promotional material (Eg. passes, hoardings etc.)
- Your logo and name will be featured on the websites of Ecstasy and will bear a link to your website.
- All the souvenirs will have your logo and name mentioned in them.
- All the posters and the banner to be put up in other institutes and universities will be bearing your logo and name.

## **Hospitality Partner:**

The Hospitality Partners will be responsible for providing accommodation to dignitaries/guest for their stay during the festival. They would also need to provide to and fro transportation facilities from the airport to their place for the celebrated guests and dignitaries.

Benefits for Hospitality Partners:

- Will get a space on the stage backdrop below the names of the main sponsors.
- The hostel road sides will bear your logo alternatively with other partners.
- You can put up a stall in the campus at a convenient point near the lounge.
- Your logo will accompany Ecstasy where ever it is mentioned in all its publicity material.
- Your logo and name will be featured on the website of Ecstasy and will bear a link to your website.
- All relevant souvenirs and promotional material will have your logo and name mentioned on them.
- All the posters and banners to be put up in other institutes and universities will bear your logo and name.



# MEDIA PARTNER

**Primary Requirements:** National coverage of the event and publicity material related to the fest should be broadcast starting at least 8-10 days before the event.

Benefits for the Media Partner:

- Your logo and name will appear alternately with the other partners along the stretch of the hostel road.
- You are welcome to come to the campus and conduct an event of your own at the campus location allocated by the Team Ecstasy.
- For any event/contest you may wish to conduct, we shall provide 20 passes to the Pro Night to be utilized as gifts/prizes.
- Your logo will accompany Ecstasy where ever it is mentioned in all its publicity material.
- Your logo and name will be featured on the website of Ecstasy and will bear a link to your website.
- All the posters and the banners to be put up in other institutes and universities will be bearing your logo and name.

## Terms and Conditions (For Sponsors, Exhibitions and Advertisers)

- All booking forms must be accompanied by 15% of the total payment as advance.
- The remaining amount must be paid before 1st of February, 2018 failing which the sponsorship will be open to other companies.
- Confirmation of booking will be given on receipt of 100% payment.
- The Production and Management Team shall allocate the floor areas to meet the request of exhibitors as far as possible to their given preference, any negotiation for stall locations and size is subject to the decision of the management.
- Booking once made cannot be cancelled.
- The organizers reserve the right to change the venue and date of exhibition only in case of unavoidable circumstances.
- Organizing Committee/ Event Manager/ Service Providers are not responsible for any mishandling due to natural calamity, fire, theft or any other unforeseen circumstances.
- Event benefits will be specific to the events.
- All the banners and promotional materials to be put up for publicity in and around the campus have to be provided by the sponsor/partner.
- Any change in the clauses by the management will be binding to the sponsors.
- Any disputes will be subject to Gandhinagar, Gujarat jurisdictions.



# PREVIOUS SPONSORS



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