



EVENT DATE: 20th, 21st and 22nd February 2025

Sponsorship Proposal for Ignisense 2025 – A Premier College Festival

Greetings from the **Ignisense Organising Committee** of Symbiosis Institute of International Business (SIIB), Pune!

We are delighted to extend an exclusive sponsorship opportunity for **Ignisense 2025**, one of Maharashtra's most awaited college festivals. With its unique blend of cultural, management, and sports events, Ignisense has consistently delivered a platform for exceptional engagement and visibility.

About Ignisense

Ignisense is the flagship event of SIIB, bringing together students, corporate professionals, and stakeholders from across India. Known for its grandeur and impact, the festival provides a dynamic space for collaboration, entertainment, and innovation.

In **2024**, Ignisense witnessed:

- **17,000+ footfall** across three days.
- Participation from premier B-schools and premium UG colleges like SIBM Pune, IIM Visakhapatnam, IIM Indore, Symbiosis University Institutions, GIM, GLIM, IITs, NITS, etc.
- Memorable performances by Bollywood sensations like **Divya Kumar, Unnati Shah, Iqlipse Nova, Hardy Sandhu, Gajendra Verma, Sunidhi Chauhan.**

Ignisense 2025 promises to be bigger and better, offering partners a unique chance to connect with a diverse and engaged audience.

Why Partner with Ignisense 2025?

1. Unparalleled Visibility

Your brand will enjoy extensive media coverage and digital presence through:

- **Media Outreach:** 50M+ impressions via TV9 Marathi, VH1 India, MTV Beats, Colors Infinity, and Campus Times Pune.
- **Social Media Engagement:** 12M+ impressions through viral campaigns and branded content.
- **Cinema Advertising:** Strategic placement at high-traffic locations like PVR Cinemas and West End Mall in Pune.

2. Diverse Audience Profile

Ignisense attracts a vibrant mix of students, corporates, and professionals from:

- Maharashtra and many states across the country.
- Top educational institutions nationwide, providing a direct link to the leaders of tomorrow.

3. Corporate and Student Engagement

Ignisense offers unique opportunities to connect with target groups through:

- **Lead Generation Activities:** Over **5000+ registrations** and **1.8 Lac+ UNSTOP Impressions** in management events alone.
- **Employer Branding:** Conduct webinars, guest lectures, and real-world case studies to engage top-tier talent.

4. Tailored Branding Opportunities

From immersive experiential marketing to custom campaigns, Ignisense provides:

- **Logo placement** on digital and physical event assets.
- **Dedicated campaigns** and posts on platforms with organic and paid reach.
- Opportunities to showcase your brand prominently during marquee events.

2024 in Numbers: Proven Success

| Category | Highlights |
|--------------------|--|
| Footfall | 17,000+ attendees, including students, corporates, and academicians. |
| Media Outreach | 50M+ via TV, print, and digital channels. |
| Social Media Reach | 12M+ impressions across platforms through innovative campaigns. |
| Collaborations | Viral content with T-Series featuring Kriti Sanon, generating over 500,000 views . |
| Offline Branding | 5,00,000+ impressions in Pune through cinema and mall advertising. |
| Cultural Events | Live performances by top Bollywood artists and influencers. |

Sponsorship Packages and Associated Benefits

| Sponsorship Tier | Investment (₹) | Key Benefits |
|------------------|----------------|--|
| Title Sponsor | ₹4,00,000 | Prime logo placement, exclusive naming rights, 360-degree media coverage, and branding across all event materials. |
| Co-Sponsor | ₹2,50,000 | Logo visibility across event materials, social media campaigns, and branding in high-traffic zones. |

| Sponsorship Tier | Investment (₹) | Key Benefits |
|-------------------|----------------|--|
| Powered By | ₹1,70,000 | Event-specific branding, inclusion in press releases, and key mention in promotional activities. |
| Associate Sponsor | ₹90,000 | Logo on posters, digital platforms, and recognition during specific event categories. |

Additional Benefits:

| DELIVERABLES | TITLE | CO-SPONSOR | POWERED BY | ASSOCIATE | OTHERS |
|--------------------------|---------|------------|------------|-----------|--------|
| Presenting Sponsor | Yes | No | No | No | No |
| Brand Shoutouts | Yes | Yes | No | No | No |
| Aston Bands | Yes | Yes | No | No | No |
| Product Launch | Yes | Yes | Yes | Yes | Yes |
| Theatre & Multiplex Ads | Yes | Yes | Yes | Yes | Yes |
| Emcee Mentions | 25 | 20 | 15 | 10 | No |
| Newspaper Advertisements | Yes | Yes | Yes | Yes | No |
| Newspaper Articles | Yes | Yes | Yes | Yes | No |
| Radio Mentions | Yes | Yes | Yes | Yes | No |
| Social Media Campaigns | Yes | Yes | Yes | Yes | No |
| FB/Insta Ads | 15 Nos. | 10 Nos. | 5 Nos. | 5 Nos. | 2 Nos. |
| Online Posters/Teasers | 10 Nos. | 8 Nos. | 6 Nos. | 6 Nos. | 4 Nos. |

Stalls and Standee Sponsorship Opportunities

Stall Details

- **Sizes Available:**
- **10x10 ft - Cost: ₹25,000 - ₹30,000**
- **5x10 ft - Cost: ₹20,000 - ₹25,000**

Additional Features:

- Electric setup and basic amenities provided.
- Dedicated Points of Contact (POCs) for hassle-free management.
- Marketing collateral and campaigns for enhanced visibility.
- Boost to digital presence through increased website traffic, app downloads, and Google reviews.
- Creative support for video creation and social media reels.

Standee Sponsorship

- **Cost: ₹20,000**
- Includes the distribution of at least 500 coupons, exceeding discounts offered by platforms like Dineout and Zomato.

Benefits of Having a Stall or Standee

- **Prime Locations:** Opportunity to place your stall in high-footfall areas for greater visibility.
- **Guaranteed Reach:** Engage with over 15,000+ attendees, including students and professionals.
- **Direct Engagement:** Build connections through interactive displays and personalized outreach.
- **Brand Amplification:** Leverage the festival's digital and on-ground buzz for maximum exposure.

Special Sponsorship Opportunities

Cultural Night Sponsor – ₹5,00,000

- **Key Benefits:**
 - Prominent branding on all event promotions and materials.
 - Exclusive shoutouts during the night's performance by Bollywood artists.
 - Dedicated posts on festival's social media handles featuring your brand.
 - VIP passes for client engagement and networking.
- **Featured Artists:**
Top Bollywood sensations will headline the evening, creating an unforgettable experience for attendees and unmatched exposure for your brand.

DJ Night Sponsor – ₹2,00,000

- **Key Benefits:**
 - Branding on banners, flyers, and social media posts specific to DJ Night.

- **Real-time shoutouts by the performing DJ.**
- **On-screen ads and LED branding during performances.**
- **Engagement with a youth-centric audience at their most energetic moment.**

Key Differentiators: What Sets Ignisense Apart?

1. **Innovation Meets Engagement:** Ignisense combines cultural vibrancy with management excellence, ensuring your brand is associated with the best of both worlds.
2. **Youth-Centric Focus:** Engage with millennials and Gen Z audiences, driving brand affinity and recall among future decision-makers.
3. **Proven Success Track:** Ignisense has partnered with high-profile sponsors over the years, delivering outstanding visibility and engagement results.

Merchandising Benefits:

| Sponsorship Tier | Merchandise | Branding and Benefits |
|-------------------------|--------------------|---|
| Title Sponsor | Hoodie | Prime logo placement on the front and back. |
| | T-Shirts | Exclusive branding on the back as the presenting sponsor. |
| | Mug | Prominent logo branding, distributed across participants and attendees. |
| | Water Bottle | Logo branding for maximum visibility, carried by event participants. |
| | Pen | Logo engraved, handed out to participants and dignitaries. |
| | Cap | Prime placement of the logo on the front. |
| | Badge | Featured prominently in design, worn by event attendees. |
| | Wristband | Title sponsor logo on all bands distributed across the festival. |
| | Notebook | Title sponsor logo on covers, distributed to participants in management events. |

| Sponsorship Tier | Merchandise | Branding and Benefits |
|--------------------------|--------------------|---|
| Co-Sponsor | Hoodie | Logo placement on the back alongside other co-sponsors. |
| | T-Shirts | Logo on the sleeves or back, below the title sponsor logo. |
| | Mug | Logo placed beneath the title sponsor branding. |
| | Water Bottle | Visible logo placement below the title sponsor. |
| | Pen | Logo engraved along with other co-sponsors. |
| | Cap | Logo on the side, below the title sponsor branding. |
| | Badge | Included in design, placed beside other co-sponsors' logos. |
| | Wristband | Co-sponsor logo along with other sponsors. |
| | Notebook | Logo on the back cover or lower corner of the front cover. |
| Powered By | T-Shirts | Branding included on the back or side panels. |
| | Mug | "Powered By" mention along with the logo below primary sponsors. |
| | Water Bottle | Visible logo placement, smaller compared to title and co-sponsors. |
| | Pen | Engraved logo in a standard size alongside other sponsors. |
| | Cap | Logo on the side, sharing space with other sponsors. |
| | Badge | Logo included but less prominent compared to title and co-sponsors. |
| | Notebook | Logo placement on the inner pages or back cover. |
| Associate Sponsor | T-Shirts | Logo included on the back with smaller size. |

| Sponsorship Tier | Merchandise | Branding and Benefits |
|------------------|--------------|--|
| | Mug | Smaller logo placement on mugs, distributed selectively. |
| | Water Bottle | Logo included in a less prominent position. |
| | Pen | Basic logo engraving alongside other sponsors. |
| | Cap | Smaller-sized logo on the back panel of the cap. |
| | Badge | Logo included in minimal design, focusing on primary sponsors. |
| | Wristband | Associate sponsor logo included but in smaller size. |
| | Notebook | Associate sponsor logo printed on inner pages. |

Next Steps

We would be honoured to have your organization as a partner for **Ignisense 2025**.

Let's discuss how we can customize the sponsorship package to align with your branding and marketing objectives. We look forward to hearing from you and collaborating to make **Ignisense 2025** an unparalleled success.

Thank you for your time and consideration.

Warm regards,

Team Ignisense

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