



Round 2: Task Guidelines

Timeline: T- 50

Dance is a crucial category of competitive events under the “Cultural Events” vertical of the fest. Each year, our focus has been to introduce some aspect to these events that is both challenging for participants and exciting for audiences to witness.

Dance events attract a large number of participants and audiences every year. List down at least 10 prospective partners of the dance events, who you think will be interested in sponsoring the event. Also mention the deliverables from MV in terms of rights, engagement events and branding that you would pitch to the potential sponsor.

OR

50 days left to go for the fest! Design the promotional strategy for all dance events in MV along with exact timelines. Promotions should have a direct impact on participation. Please suggest unique strategies for both online and offline promotion. Given below are some general guidelines to help structure your thoughts while completing the task:

- Concept and Design
- Description of strategy - nature (showcase/competitive/non-competitive/crowd engagement)
- Infrastructural and Administrative Support required (venue, preferred timelines)
- Cost estimates

These guidelines are not binding, so please feel free to present your event in the way you like. Our only advice is to keep your task submission brief and precise, without compromising on attention to detail.

Final Deliverables:

A Word Document or PDF file (Maximum 2 Pages)/ PPT (max. 6 slides) covering all necessary details.

In case of any queries, please contact: Anshika | Sajith

We hope you enjoy the task! All the best!

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

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