



MANFEST-VARCHASVA

IIM Lucknow's Annual Business, Cultural & Sports Fest

CORE COMMITTEE SELECTIONS



Round 2: Task Guidelines

Timeline: T-50

Creative, Content and Media (CCaM) envisions how you project Manifest-Varchasva to the outer world to create the desired impact for all the stakeholders. All creatives associated with Manifest-Varchasva and off and on-campus publicity is the responsibility for this vertical.

Sponsorship

Manifest-Varchasva is a sponsored fest with the entire budget taken care by the sponsorship we raise. The more sponsorship we raise the better quality our fest will be in terms of prize money, proshows, participation experience and publicity. It's time to approach some big shots and convince them to be our Title Sponsor.

Key Deliverables:

- a) Identify a few companies that would be interested in such a proposal, clearly stating the rationale behind your choice. How would you go about getting in touch with them?
- b) Make a crisp proposal of your pitch to the head, to be the Title sponsor of Manifest-Varchasva. You may submit the proposal in the form of a ppt or script for an oral pitch. Your pitch should include tentative amount and our offerings (physical brandings, online branding, media branding, special events etc. in detail). The suggested brandings/offerings should be aligned with the company you are choosing. Innovative ideas are always welcome.

For any queries regarding the task contact

Nidhin R
Priyanka Kothari

Manifest-Varchasva Core Committee, Indian Institute of Management Lucknow

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