



# MANFEST-VARCHASVA

IIM Lucknow's Annual Business, Cultural & Sports Fest

CORE COMMITTEE SELECTIONS



## Round 2: Task Guidelines

**Timeline:** T-50

*A major attraction of the fest are its Western Rock Band Competition and solo singing competition under the aegis of "Music Events". We focus on attracting and promoting fresh talent from across the country and provide a platform to showcase that talent in the most exuberant manner.*

**Your Task is to-**

**1. Conceptualize a detailed promotion plan** for your events to be taken to local as well as outstation colleges. A lot of independent bands are not associated with any college or university. Thus, you also need to mention how you would get independent bands to participate.

**Deliverables –**

- You need to come up with a proper Timeline for your promotion strategy
- Different channel or avenues you will leverage for increasing visibility of the event and driving participation.

**2. List down at least 3 potential sponsors that we can collaborate with for the music events.**

**Deliverables –**

- The sponsors name and POC details.

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

For any queries regarding the task contact

Siddharth Gupta | Pulkit Jain

**Manfest-Varchasva Core Committee, Indian Institute of Management Lucknow**

Abhay 9560933277 | Akash 9871293085 | Amitto 9819450929 | Harsh 7204332826  
Harsha 7416762337 | Nidhin 9840930125 | Prakrati 8989011296 | Prateek 7895661660  
Priyanka 9820099301 | Pulkit 9158005250  
Siddharth G 9599052170 | Siddharth S 9772013695