



Round 2: Task Guidelines

Timeline: T-50

There is a crucial category of competitive events under the "Theatre 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.

Ideate 5 engagement plans for sponsors. E.g. the street play's theme based on a sponsor's product. Engagement plans can either be a part of an existing event/activity or can also be conceptualized as a new one altogether.

Deliverables:

1. 5 ideas/concepts with a brief description
2. The action plan (who, what, when and how)
3. Contact details of people/ organizations to be approached as suggested in the ideas.

Given below are some general guidelines to help structure your thoughts while completing the task:

Concept and Design:

1. Description of the event – nature (showcase/competitive/non- competitive/crowd engagement)
2. Detailing of the event – Rules, detailing of rounds (preliminary elimination rounds as well), possible judges, evaluation criteria etc.
3. Potential sponsors that we can partner with for the event (with a brief outline on why they should associate with us)

These guidelines are not binding, so please feel free to present your event in the way you like.

Final Deliverable:

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

In case of queries, you can always contact: Ashita | Nandini
All the best!!

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