



Round 2: Task Guidelines

Timeline: T-50

Creative Content and Media (CCaM) team envisions how you project Manfest-Varchasva to the outer world to create the desired impact for all stakeholders. All creatives and content associated with Manfest-Varchasva for online, off-campus, and on-campus publicity is the responsibility of this horizontal. The task is designed to give you an idea of deliverable of a CCaM team member.

Task:

Sponsorship

Manfest-Varchasva is a sponsored fest with the entire budget taken care of 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.

Final Deliverables:

1. 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?
2. Make a crisp proposal of your pitch to the head, to be the Title sponsor (The main sponsor of the fest, ex. SBI for 2020-21) of Manfest-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.

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

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