

# SPONSORSHIP TARIFF CATALOGUE

Nirmala Institutions, one of the pioneers in higher education, embarked on its first venture in 1954 to mould responsible citizens who could creatively contribute to the betterment of society. Nirmala Institutions serve thousands of students yearly from all over the state through its five colleges imparting globally recognised Masters and Bachelor's degree programmes in around 30 disciplines, spanning Management, Engineering, Pharmacy, Arts & Science and Polytechnic. Besides, we provide professional assistance to students to pursue their higher education abroad through our new venture viz—Nirmala College of International Studies.

## OUR INSTITUTIONS



A DIVISION OF  
NIRMALA COLLEGE  
Estd. 1954

## OUR HIGHLIGHTS

**72+** Years of  
Excellence

**4500+** Students

**40+** Courses

**1 Lakh+**  
Alumni Members

**400+** Teaching  
Professionals

**184+** Recruiters

**Impeccable**  
Placement Records

**MoUs** with many  
International  
Universities





## ABOUT THE EVENT - LAKSH' 26

- 3-day Techno-cultural fiesta organised by the Nirmala Institutions
- Signature events like Fashion Show, Auto Show and Art Gallery
- 50+ Art Exhibitions and Stalls
- 3 Mega Music Shows
- Music Band / Celebrity Shows / Multiple Guests and Cultural Galas on each day
- Footfall of about 8000+ participants and 4000+ Parents
- Influencers Summit, Chai Project, Game Arena, Nirmala Cup
- Radio Publicity for Event
- Dates to remember: 16, 17 & 18 February 2026
- Thousands of student participants from nearby Colleges
- 60+ Power packed events in various domains
- Wide participation from the public especially from Angamaly, Chalakudy and Thrissur Locality
- 100k plus reach through online platforms and social media handles

### WHY SPONSOR US

- Extensive Reach through Physical and online participants
- Branding possibilities through flyers, Stalls, Podcast booth, Banners, Digital Ads, Pamphlets, social media and Website
- On Campus Branding Facility
- Appearance of Logo on the Event website and brochures
- Wide publicity through our partners, participants, students and faculty members

### SPONSORSHIP AVENUES

#### 1. TITLE SPONSOR

- Publicized as the title sponsor of Laksh'26 throughout all events
- Repeated ads on the 2 dedicated displays (registration desk and food counters)
- Opportunity to distribute pamphlets, gift vouchers etc
- Opportunities for reach through the event Website
- Opportunity to brand products or services through an exclusive stall
- All documents of the Laksh' 26 will bear the name/logo of the title sponsor
- One exclusive banner
- Digital Ad if any, on the LED wall
- Regular announcements by the organiser
- Name/logo of the title sponsor on the T-shirt of the event
- Invitation to Officials of the title sponsor to address and interact with the crowd during the inaugural and valedictory function
- Presence of the title sponsor Name / Logo on all press releases such as radio, tv channels, social media
- Special mention and display on the main stage especially during the music show
- All Certificates and pamphlets will carry title Sponsor Name / Logo





## **2. ASSOCIATE SPONSOR**

- Publicized as the associate sponsor of Laksh'26 throughout all events
- Opportunity to distribute pamphlets, gift vouchers etc
- Repeated ads on the 2 dedicated displays (registration desk and food counters)
- All documents of the Laksh' 26 will bear the Associate Sponsor name/logo in lesser size than the title sponsor.
- Link of the Associate Sponsor in the Event Website
- Opportunity to brand products or services through an exclusive stall
- One exclusive banner
- Digital Ad if any, on the LED wall
- Regular announcements by the organiser
- Name/logo of the Associate Sponsor on the T-shirt of the event
- Presence of the sponsor Name / Logo on all press releases such as radio, Television channels, social media
- All Certificates and pamphlets will carry Associate Sponsor Name / Logo

## **2. TECH SPONSOR**

- Opportunity to sponsor coupon sale prizes or provide sponsorship equivalent to 30% of the total prize pool value.
- Publicized as the "Technology Sponsor of Laksh'26" across all events during the techno-cultural fest.
- Logo and brand name featured on all relevant official documents of Laksh'26
- Opportunity to distribute pamphlets, gift vouchers, and promotional materials to participants and visitors
- Provision of an exclusive branding stall to showcase products and services during the Tech Exhibition
- Display of digital advertisements (if any) on the LED wall during the coupon winner selection event
- Organiser Announcement throughout the event.

## **3. MAIN EVENT SPONSOR – FASHION SHOW- DAY 1**

- The Fashion Show event will have a main sponsor.
- Exclusive Branding Opportunity
- Event Carrying Attractive Cash prizes and participants from prestigious Institutions
- Fashion Show sponsors will have the opportunity to brand them through Certificates including participating certificates and stage displays
- Frequent Organiser Announcement throughout the event.
- Branding facility through Stage displays



#### **4. MAIN EVENT SPONSOR – AUTO SHOW- DAY 2**

- The Auto Show event will have a main sponsor.
- Exclusive Branding Opportunity
- Event Carrying Attractive Cash prizes and participants from prestigious Institutions
- The Auto Show sponsor will have the facility to brand the organisation by placing the name /logo on the Certificates including participation certificates
- Frequent Organiser Announcement throughout the event.
- Branding facility through Stage displays

#### **5. EVENT SPONSOR**

- The event sponsor will have the facility to brand the organisation by placing the name /logo on the Certificates including participation certificates
- Frequent Organiser Announcement throughout the event
- Branding facility through Stage displays
- Dedicated Banner

#### **6. STALLS (3 DAYS)**

- The organiser will provide a stall of size 10x10 ft, 3 sides covered with cloth, a pagoda roof, 1 table, 2 chairs, carpet, and 1 power plug point for 3 days
- Stall facility contract for 3 days.
- Average Footfall of almost 8000+ participants and 4000+ parents

#### **7. EXHIBITION STALLS**

- The exhibition Stall Sponsor will have the opportunity to do branding in the respective exhibition stall with their banners, flyers and any other mechanism agreed upon mutually.
- A Dedicated branding included in the consolidated exhibition sponsor list
- Logo / Name included in the Sponsorship part of the Laksh 25 website







## GENERAL TERMS & CONDITIONS:

- Sponsorship opportunities are limited and will be allocated on a first-come, first-served basis.
- Sponsorship category allotment will be finalized upon receipt and clearance of full payment.
- Sponsors are responsible for bringing their product displays as per their requirements agreed upon.
- All promotional and display materials must be provided by the company and approved in advance by the competent authority / organiser.
- The company will bear any damages to promotional or display materials that may occur.
- All sponsorship payments must be made in advance.

## MODE OF PAYMENT:

Sponsorship Amount should be paid in full after the issue of Invoice to the Account

### ACTIVITY FUND ACCOUNT DETAILS

Bank name : Federal Bank  
Account name : FEDERAL NICETM ACTIVITY  
Account no. : 20740200002449  
IFSC code : FDRL0002074  
Branch : Meloor

For further details on sponsorship, Please contact:

**Public Relations Officer**

Nirmala Institutions, Meloor, Chalakudy

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