

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 Study Abroad.

OUR INSTITUTIONS



OUR HIGHLIGHTS

71+ Years of
Excellence

4000+ Students

40+ Courses

1 Lakh+
Alumni Members

400+ Faculty
Members

184+ Recruiters





ABOUT THE EVENT - LAKSH' 25

- 🔥 3-day techno-cultural fiesta organised by Nirmala Institutions
- 🔥 50+ events in various domains
- 🔥 Signature events like fashion show and auto show
- 🔥 10+ exhibitions and stalls
- 🔥 3 mega music shows
- 🔥 Multiple guests and cultural galas on each day
- 🔥 Total footfall of 8000+ participants including 2000+ parents
- 🔥 Radio publicity for event
- 🔥 Dates to remember: March 5,6,7
- 🔥 40,000+ guaranteed coupon sales
- 🔥 Thousands of student participants from nearby colleges including pharmacy, arts and science, engineering, polytechnic and MBA colleges
- 🔥 Thorough reach through online platforms and social media handles

WHY SPONSOR US

- Unique opportunity for wide publicity and direct engagement with a targeted audience, including participants, parents, students, and faculty, all on a single platform.
- Extensive reach through physical and online participants.
- Branding possibilities through flyers, stalls, banners, digital ads, pamphlets, social media and websites.
- On-campus branding facility.
- Appearance of logo on the event website and brochures.

SPONSORSHIP AVENUES

1. TITLE SPONSOR:

- Publicized as the title sponsor of Laksh'25 throughout all events.
- Repeated ads on the two (2) dedicated displays (registration desk and food counters).
- Opportunity to distribute promotion materials- 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' 25 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, and social media.
- Special mention and display on the main stage, especially during the music show.
- All certificates and pamphlets will carry the title sponsor's name/logo.
- **Sponsorship amount: Rs 2 Lakhs** (negotiable).

2. ASSOCIATE SPONSOR

- Publicized as the associate sponsor of Laksh'25 throughout all events.
- Opportunity to distribute promotion materials, pamphlets, gift vouchers etc.
- Repeated ads on the 2 dedicated displays (registration desk and food counters).
- All documents of the Laksh' 25 will bear the associate sponsor's name/logo in a smaller 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 ads 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, and social media.
- All certificates and pamphlets will carry the associate sponsor's name/logo
- **Sponsorship amount: Rs 1 Lakh** (negotiable)

3. MAIN EVENT SPONSOR – FASHION SHOW- DAY 1

- The fashion show event will have a main sponsor.
- Exclusive branding opportunity.
- The event carries 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 announcements throughout the event.
- Branding facility through stage displays.
- **Sponsorship amount: Rs 30,000.**

4. MAIN EVENT SPONSOR – AUTO SHOW- DAY 2

- The auto show event will have a main sponsor.
- Exclusive branding opportunity.
- The event carries attractive cash prizes and participants from prestigious institutions.
- The auto show sponsor will be able to brand the organisation by placing the name/logo on the certificates, including participation certificates.
- Frequent organiser announcements throughout the event.
- Branding facility through stage displays.
- **Sponsorship amount: Rs 30,000.**

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 announcements throughout the event.
- Branding facility through stage displays.
- Dedicated banner.
- **Sponsorship amount: Rs 10,000.**

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
- Stall working hours will be as follows:- Day 1: 9am to 5pm, Day 2: 9am to 5pm & Day 3: 5pm to 9pm.
- **Sponsorship amount: Rs 15,000** (inclusive of infrastructure).

7. EXHIBITION STALLS

- The exhibition stall sponsor will have the opportunity to brand the respective exhibition stall with 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.
- **Sponsorship amount Rs 10,000 per exhibition stall.**

8. ADVERTISEMENT ON THE COUPON

- The Coupon printed as part of the Laksh'25 will have branding opportunities.
- Approximately 40,000 coupons to be printed and sold among the public.
- Two advertising opportunities on the backside of the coupon printed.
- One advertising opportunity on the front side of the coupon.
- **Coupon branding backside: Rs 7500 each (2 Nos).**
- **Coupon branding frontside: Rs 10,000.**

GENERAL TERMS & CONDITIONS:

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

For further details on sponsorship, Please contact:

Public Relations Officer

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