

## SPONSORSHIP TARIFFS

SPONSORSHIP CATEGORIES	TARIFF (INR)
❖ Overall Event Presenter/Co-Organizer	8,00,000
❖ Principal Partner	6,00,000
❖ Strategic Partner	5,00,000
❖ Summit Partner	4,00,000
❖ Associate Partner	3,00,000
❖ Exposition Partner	3,00,000
❖ Lunch and Dinner Support	2,00,000
❖ Inauguration Session Partner	2,00,000
❖ Trophy Support Partner	2,00,000
❖ Gift/Giveaway Support Partner	2,00,000
❖ Kit Bag Support Partner	2,00,000
❖ Award Book Partner	2,00,000
❖ Category Support Partner	2,00,000

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## CO-ORGANISER

Logo on Backdrop as CO-ORGANISER in the Conference and Ceremony

### Branding At the Event:

- 4 Standees placed at key locations across all events
- Company's Founder/CEO as Inaugural speaker & Guest of Honor at the Award evening ceremony on day 2.
- 1 CXO level person as a Jury panel expert member @ UPSTART
- 1 CXO level person in plenary session as speaker

### Promotion in Publications & Marketing Materials:

- An article by company's representative in the event book
- Branding message or Ad in event book inside back (Full page)
- Logo and mention in all Pre & Post - event coverage
- Logo on Award trophies, Delegate kit items & Event lanyard & Badges
- Stall at the strategic location at the exhibition area for full-day

### Internet Promotion

- Banner Ad placed on Event Website for the whole year
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### **PRINCIPAL PARTNER**

Logo on Backdrop as PRINCIPAL PARTNER in the Conference and Award evening Ceremony

#### **Branding At the Event:**

- 3 Standees placed at key locations across all events
- Company's Founder/CEO as Guest of Honour at the Conference inaugural and ceremony evening on 2<sup>nd</sup> day.
- 1 CXO level person as a Jury panel expert member for UPSTART

#### **Promotion in Publications & Marketing Materials:**

- Branding message in event book inside (half page).
- Logo and mention in all Pre & Post - event coverage
- Logo on Delegate kit items & Event Badges
- Page Inserts placed in the Event Handouts
- Stall (vacant space) in the exhibition place for the whole event with a table and 2 chairs.

#### **Internet Promotion:**

- Banner Ad placed on Event Website for six months
  - Promotion on Social Media tools like Facebook and Twitter
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### **STRATEGIC PARTNER**

#### **Branding At the Event:**

- Logo on Backdrop as STRATEGIC PARTNER in the Conference and award evening Ceremony
- 4 Standees placed at key locations across all events
- 1 CXO level person as a Jury panel expert member for UPSTART
- CXO level person in one plenary session.

#### **Promotion in Publications & Marketing Materials:**

- Branding message in event book inside (one fourth page)
  - Logo & mention on Event book back page
  - Logo and mention in all Pre & Post - event coverage
  - Logo in official website of UPSTART
  - Stall at the strategic location at the exhibition area for full-day
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## **SUMMIT PARTNER**

### **Branding At the Event:**

- Logos on Delegate Kit items
- Logo and mention in all Pre & Post - event coverage
- 2 Standees with the Conference Sponsor Logo outside the Conference Hall
- 1 CXO level person as a Jury panel expert member for UPSTART
- CXO level in a plenary session

### **Promotion in Publications & Marketing Materials:**

- Logo mentioned on official website of Event for entire event
  - Branding message in event book inside
  - Logo and mention in all Pre & Post - event coverage
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## **ASSOCIATE PARTNERS**

### **Branding At the Event:**

- Logo on Backdrop as ASSOCIATE PARTNERS in the Conference and Award Ceremony
- 1 Standee placed at key locations across all events
- Company Introduction and thanks by Chairman of the event
- Company's Founder/CEO as Guest of Honor at the Award Ceremony
- 1 CXO level person as a session panel speaker

### **Promotion in Publications & Marketing Materials:**

- Branding advertisement in event book inside
  - Logo and mention in all Pre & Post - event coverage
  - Half-Banner Ad placed on Event website Main page
  - Logo in official website of UPSTART
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## **EXPOSITION PARTNER**

Logo on Backdrop as "Exposition Sponsor"

### **Branding At the Event:**

- 2 Standees placed at key locations across all events
- Company's Founder/CEO will inaugurate the exhibition area
- Company's Founder/CEO as Guest of Honor at the award program ceremony on day 2.

### **Promotion in Publications & Marketing Materials:**

- An article by company's representative in the event book
- Branding message/Advertisement in event book inside back (Full page)
- Logo on the Award book back page which will be distributed heavily

- Logo and mention in all Pre & Post - event coverage
- Logo on delegate kit items and badge
- Stall at the strategic location at the exhibition area for full-day

**Internet Promotion:**

- Banner Ad placed on Event Website for the whole year
  - Extensive Promotion on Social Media tools like Face book and Twitter
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**LUNCH & DINNER SPONSOR**

**Branding At the Event:**

- Name of the sponsor to be announced just before Dinner
- 2 Standees placed at key locations & Lunch/Dinner space across all events
- Company's Founder/CEO as honored Speaker at the Award evening Ceremony on Day 2.
- 4 to 5 min of film by the Sponsor to be shown before dinner
- Display corner at the exhibition space

**Promotion in Publications & Marketing Materials:**

- Branding advertisement in event book inside (Full page)
  - 1 Page Inserts placed in the Event Handouts
  - Logo and mention in Award Book
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**INAUGURATION SPONSOR**

**Branding At the Event:**

- Logo on Backdrop as Inauguration Sponsor in the Inauguration event
- 1 Standee placed at key locations across Inauguration event
- Company Introduction and thanks by Chairman of the Award

**Promotion in Publications & Marketing Materials:**

- Logo and mention in Event Award Book
  - Logo in official website of UPSTART
  - Logo and mention in all digital communication
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**TROPHY & GIFT SPONSORS**

**Branding At the Event:**

- Announcement of Name of the sponsor at Award Ceremony
- Name of the sponsor on the Award Trophies
- Pen/Leaflet/or any other merchandise sponsor requirements
- Distribute Standees with the name of sponsor
- Name of the sponsor on promised Gift materials & places

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### **AWARD BOOK SPONSOR**

#### **Branding At the Event:**

- Announcement of Name of the sponsor at the Inaugural Ceremony
- Standee with the name of sponsor

#### **Promotion in Publications & Marketing Materials:**

- Name & Branding ad of the sponsor on the Award Book
- Logo and mention in all Pre & Post - event coverage

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### **CATEGORY SPONSOR**

#### **Branding At the Event:**

- Announcement of Name of the sponsor at Award Ceremony for the Category

#### **Promotion in Publications & Marketing Materials:**

- Name & logo of the Sponsor in the Award Book at the relevant category page
- Logo and mention in all Pre & Post - event coverage

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### **EXHIBITION OPPORTUNITY**

- Stalls are available in the standard size of 2X2.
- More space can be provided in on request & availability.
- For 2X2 sq. meter stall, charges are INR 8000 for entire day Event.
- For further stall area, charges are applicable
- Any exhibitor is required to send the amount of booking the exhibition space at the earliest

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**Partnership & Sponsorship opportunities are open for 2016. Interested to be a part of this event ecosystem!!!! Feel free to write us @[riju@nedfindia.org](mailto:riju@nedfindia.org) / [dhirajpeg@gmail.com](mailto:dhirajpeg@gmail.com) or call us at 8011051307**