

Subject: Proposal for Sponsorship - IMT CDL Ghaziabad Alumni Meet

Dear Sir/Madam,

Warm greetings from the Institute of Management Technology – Centre for Distance Learning Ghaziabad (IMT CDL)!

It's a great pleasure to introduce IMT CDL, a premier Distance Learning Institute recognized for its excellence in Management Programs. With a legacy spanning over 30 years, we have played a pivotal role in nurturing a highly proficient corporate workforce.

Our dedicated campus for continuing education brings together experienced faculty and a tailored action curriculum, fostering a conducive environment for both students and working executives. Utilizing a blended approach and cutting-edge technology, our programs facilitate anytime, anywhere learning, empowering individuals with analytical skills and a cross-functional perspective.

At IMT CDL an annual alumni meet is organised that is attended by large number of alumni from various geographic locations, working across the industries and corporates. The event serves as a networking opportunity and at the same time distinguished alumni are awarded for the excellence in different areas.

We are excited to extend this invitation to your esteemed organization to become a sponsor for the upcoming Mega Alumni Meet 2024. It is expected that the event would be attended by more than 500 leading corporate delegates and their family members.

Ceremony Title: "Alumni Meet and Award Ceremony-2024"

Date: 11th February 2024

Venue: IMT CDL Ghaziabad Campus

Time: 10:00 AM onwards

The Special Attraction-

- 700-1000 attendees expected from top organizations.
- E-Mail, Text Messages being sent to more than 36000 alums working at the senior level.
- Social media coverage.
- The large-scale event consists of alums from renowned organizations.
- Award Ceremony, in which awards will be distributed to alum pioneers in different areas.

Why Sponsor the Alumni Meet?

- **Brand Visibility:** As a sponsor, your brand will be prominently featured in all event promotions, including social media, emails, and printed materials. This exposure will help increase brand awareness among the alumni community and beyond.
- **Networking Opportunities:** The Alumni Meet attracts a diverse group of professionals from various industries. Sponsorship provides your organization with unique networking opportunities to connect with potential clients, partners, and employees.
- **Community Engagement:** Sponsoring the Alumni Meet demonstrates your commitment to education and community development. It aligns your brand with a prestigious institution and showcases your support for ongoing education and alumni initiatives.
- **Recognition and Appreciation:** Your organization will be acknowledged and appreciated during the event, highlighting your role in making the Alumni Meet a success.

We believe that your partnership will contribute significantly to the success of the IMT CDL Ghaziabad Alumni Meet. Attached to this letter is a detailed sponsorship proposal outlining the various packages available and the associated benefits.

We would be delighted to discuss this opportunity further and answer any questions you may have. Please feel free to contact us at 9953776634, Mayuresh Bhardwaj, mayuresh@imtcsl.ac.in to schedule a meeting.

Thank you for considering this partnership. We look forward to the possibility of working together to make the IMT CDL Ghaziabad Alumni Meet a memorable and successful event.

S No	Deliverables	Platinum Sponsor INR 6 lakhs	Lead Sponsor INR 4 lakhs	Co-Sponsor INR 2.5 lakhs
1	Logo on the Stage Backdrop	✓	✓	✓
2	Coverage & Mention on Social Media handles of IMT CDL	✓	✓	✓
3	Dedicated Space / Media Gallery at the Venue	✓	✓	✓
4	Announcement/ Mention by EMCEE during the Event	✓	✓	✗
5	60 sec promo video to be played	✓	✗	✗
6	5 Min keynote speaking opportunity	✓	✗	✗
7	Inclusion of printing material in the welcome kits	✓	✗	✗
8	Standee on the event Number of Standees (10, 7 and 5)	✓	✓	✓
9	Ad spot in the event Alumni Book (Souvenir)	✓	✗	✗
	• Inside cover page (Front / Back)	✓	✗	✗
	• Double page spread	✗	✓	✗
	• Full page	✗	✗	✓
10	Concise organization profile for inclusion in the souvenir	✓	✗	✗

- **Annual Alumni Book (Souvenir)-2024 Advertisement**
(Circulation - e copies to more than 40000 alumni and students. 500 print copies to be distributed during the event.)

- Inside cover page (Front / Back) - INR 75000/-
- Double page spread - INR 60000/-
- Full page - INR 35000/-

- **Hospitality Partner – INR 3 Lakhs**
Customized exclusive branding opportunities at the food stalls

- **Entertainment Partner – INR 2.5 Lakhs**
Customized exclusive branding at the entertainment zones

- **Technology Partner – INR 2.5 Lakhs**
Customized exclusive branding at the event Zone
- **Gift Partner – INR 2.5 Lakhs**
Exclusive branding on the Gift for the Alumni & Eminent Guests