

MANIPAL INSTITUTE OF MANAGEMENT

presents

2012
KURUKSHETRA



Sponsorship Proposal



प्रज्ञानं ब्रह्म



INSPIRED BY LIFE

MANIPAL
UNIVERSITY



Manipal Institute of Management

Manipal Institute of Management (MIM) started in 1999 offers specialisation in Marketing, Human Resources, Finance, Health Care management. It provides experiential learning and practical training to students, keeping in mind the challenges of the corporate world. The Institute achieves academic excellence through its improved teaching pedagogy which includes classroom interaction, case discussion, seminars by various industry experts and eminent academicians, experiential training, group discussion and role-play, workshops and management games. Modern audio-visual aids facilitate the efficiency and effectiveness of the teaching process.

MIM has obtained ISO 9001:2000 certification from TUV Rheinland in recognition of the establishment and maintenance of Quality Management System. In terms of learning infrastructure, MIM has state of the art infrastructure, classrooms with LCD projector, a well equipped library with access to online business databases and an IT facility to keep in touch with the latest in global trends.

2012 KURUKSHETRA

The logo for Kurukshetra 2012 features the year '2012' in a simple, outlined font above the word 'KURUKSHETRA' in a stylized, black, serif font. A horizontal line runs through the middle of the letters. To the right of the word, there is a stylized illustration of a chariot wheel and a horse, rendered in black.

The MIM student forum will organise a National Level Management & Cultural fest **Kurukshetra** on 10th and 11th of february 2012.This two-day event challenges the potential of participating teams from various B-schools.

Some of the major events to be held in Kurukshetra-12 are:

Chaduranga : Business plan event

Gandeevam : Finance Event

Mahamantra : Marketing event

Sandhaana : HR Event

Yaksha Prashne : Business quiz competition

Yudha Bhoomi : IT Event

Parthasarathy : Best CEO competition

Kalakshetra : Cultural festival which includes Group Dance & Solo Singing

Chakravyuh : Off-Roadies event with a series of rounds to prove mental & physical fitness

TRIOMPHE

JOUER POUR GAGNER
(Play to win)

TRIOMPHE will be a National level B-School sports fest which is conducted in Manipal under the banner of Manipal Institute of Management. The event will be hosting 2 sports events; Football and Badminton, in which teams from various Business schools from all over the country are expected to participate.

The events to be held in Triomphe-12 are:

Badminton : This event includes Men's singles, Women's singles, Men's doubles, Women's doubles and Mixed doubles Around 75 entries are expected in this event.

Football : This event will be held exclusively for men & around 20 teams are expected to participate in this event.

Main Sponsor(Minimum 1,50,000/-)

The fest (both Kurukshetra & Triomphe) will be named after the Main Sponsor, i.e., Manipal Institute of Management & (Main Sponsor) presents Kurukshetra-12 & Triomphe-12.

All publications leading to Kurukshetra & Triomphe (This covers the posters, pamphlets, invitations, hoardings & newspaper advertisements) will carry the name & logo of the Main Sponsor.

All banners & posters that form a part of the Kurukshetra-12 & Triomphe-12 publicity campaign will carry the name & logo of the Main Sponsor.

The Main Sponsor will dominate the advertisements & other promotional material of Kurukshetra-12 & Triomphe-12.

The Main Sponsor will be given first choice for branding space on the campus during the fest & the precise location of branding space will be decided on by mutual consent.

The Main Sponsor will be allowed to distribute publicity material in the stall and during the course of events.

The Main Sponsor will be given a slot on one day during Kurukshetra-12 to make a presentation of any nature.

The Kurukshetra Website will feature both the banner and profile of the main Sponsor.

Co-Sponsor(Minimum 75,000/-)

The Co-Sponsor's name & logo will be mentioned in all publications leading up to Kurukshetra-12 & Triomphe-12.

All posters & banners that form a part of the Kurukshetra & Triomphe publicity campaign will carry the name & logo of the Co-Sponsor.

The Co-Sponsor will feature in the advertisements & other promotional material for Kurukshetra & Triomphe.

The Co-Sponsor will be provided prominent branding space on the campus & the precise location of branding space will be decided on by mutual consent.

The Co-Sponsor will get a stall in the fest area for branding purposes.

The Co-Sponsor will be allowed to distribute publicity material in the stall and during the course of events.

The Kurukshetra Website will feature the banner of the co sponsor.

Event Sponsor(Minimum 30,000/-)

All publications leading to the event will carry the name & logo of the Event Sponsor.

All posters & banners related to the event will carry the name & logo of the Event Sponsor.

The Event Sponsor will be allowed to display banners at the venue of the event during the course of the event.

The Event Sponsor will be allowed to distribute publicity material during the event.

The Event Sponsors will be given exclusive publicity during their events.

The Kurukshetra Website will feature the name & logo of the Event Sponsor.

Other Sponsors

Food Sponsors

Brochure, Certificate & Trophy Sponsors

Banner Sponsors

T-shirt Sponsors

Media partners

Point of Contacts:

Student Co-ordinators

Kurukshetra-12

Rakshith Shetty – 9738484150

Manorath Rana – 9535677630

Triomphe

Anushruth Manchi – 9880935028

Sponsorship Team

Pradyumna Acharya

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