

Sponsorship Possibilities

Appendix I: Sponsorship Possibilities

The I-Day Trash Dash will require close to Rs. 7 lakhs to become a successful event. NOET, being a non-profit organization, will need all the help available to pull off a great event.

For this we'd like to call for sponsorships where your business or brand, in exchange for your support, can promote your products or services to our participants, allow your product or service to be tried out by a new audience and garner the goodwill of our audiences by being visibly associated with such an event. The sponsorship options are as follows:

Media Partner (Appendix II)

Publications, Radio & TV channels and other media businesses can provide us with valuable visibility in terms of journalistic content and advertising space to help encourage more and more people to be a part of the Trash Dash. In return the publication or media house will be exclusively displayed and mentioned in every communication regarding the event.

Product/Service Partner (Appendix III)

Your business can provide us with the products or services that we will require for the event in the quantities indicated. In return, your business or brand will be given exclusive product or service partner credits and will be exclusively displayed and mentioned in the context of the service/product that is provided.

Sponsoring Partner (Appendix IV)

Presenting Sponsor

Sponsorship amount - Rs. 4,00,000/- and above

The Presenting Sponsor will receive exclusive branding credits for the event in every instance of the event's communication. The event will be branded as the '(BrandName) presents the NOET I-Day Trash Dash'. On-site Branding across collaterals like Backdrop, t-shirts/marathon vest/cap etc., snack pack, banners, standees, and placards will be provided with maximum emphasis.

Co-Sponsor

Sponsorship amount - Rs. 2,00,000/-

The Co-Sponsor will receive branding credits for the event across all large-format communication for the event. On-site Branding across collaterals like backdrop, t-shirts/marathon vest/cap etc., snack pack, banners, standees, and placards will be provided.

Associate Sponsor - Tier 1

Sponsorship amount - Rs. 1,00,000/-

The 1st Tier Associate Sponsor will receive branding credits for the event in large-format communication for the event. On-site Branding will be provided on the backdrop and banners with maximum emphasis amongst Associate Sponsors.

Associate Sponsor - Tier 2

Sponsorship amount - Rs. 75,000/-

The 2nd Tier Associate Sponsor will receive branding credits for the event in large-format communication for the event. On-site Branding will be provided on the backdrop and banners in the second tier of emphasis amongst Associate Sponsors.

Associate Sponsor - Tier 3

Sponsorship amount - Rs. 50,000/-

The 3rd Tier Associate Sponsor will receive branding credits for the event in large-format communication. On-site Branding will be provided on the backdrop and banners in the third tier of emphasis amongst Associate Sponsors.

Appendix II: Media required

At least ten hoardings across Mumbai

A week-long ad campaign with at least 4 advertisements per publication

Radio ads and mentions on primetime

Journalistic content and radio programming

Outdoor publicity on bus backs, bus stops, train stations

Appendix III: Products required

A number of expenses will have to be made to make the I-Day Trash Dash ’08 a memorable event. These expenses will be towards:

- 0. Hiring trained staff to man the various activities and supervise the event
- 0. Hiring technical equipment and paraphernalia for the marathon
- 0. Hiring costs for setting up the event i.e. tables, chairs, waterproof pandal and dais, mobile toilets and security
- 0. Lunch for 750 people
- 0. Snack-packs for 750 people (sandwiches/biscuits)
- 0. Drinking water and Dispenser (minimum 1100lts)
- 0. Transportation (9 SUVs, 2 tempo/truck and 1 bus)
- .Give-aways for 750 people i.e. gunny sacks, garbage bags, gloves, masks, t-shirt, cap and a drawstring bag
- 0. Prizes for the top 20 participants
- 0. Printing & Stationery i.e. forms, posters, banners, placards, stage backdrop
- Medical Services i.e. doctor/paramedic, sickbay and ambulance)

Appendix IV: Budget

ITEM

COST
in Rs

Manpower

22,500.00

Activity
Setup

16,400.00

Event
costs

63,000.00

Food
& Beverage

60,375.00

Give-aways

1,75,975.00

Prizes
& Mementoes

35,310.00

Transport

34,000.00

Marketing
cost

18,750.00

Miscellaneous

58,500.00

Operations
& Handling costs

1,20,000.00

Post-IDTD

1,00,000.00

TOTAL

7,04,810/-