

Corporate Sponsorship for Alumni Day 2014



Venue: Indian Institute of Engineering Science and Technology, Shibpur

Date: Sunday, 28th Dec 2014

We take pleasure in enclosing the invitational brochure for the Alumni Day event being organized by the Global Alumni Association (GAABESU) of Indian Institute of Engineering Science and Technology, Shibpur (erstwhile Bengal Engineering and Science University, Shibpur and Bengal Engineering College, Shibpur).

The college founded in 1856 boasts of a significant number of Alumni dispersed in all parts of the globe. The much-awaited Alumni Day is a maiden venture on the part of the Association and aims to make them conglomerate in the college campus and rekindle the camaraderie with a day-long fun filled family events. For some of the 1000 Alumni members expected on December 28, 2014(Sunday), it will be “home-coming” after several decades.

The Organizing team for the event plans it big- to make the event a memorable one including a proposed networking across the batches to strengthen the alumni bondage of a heritage institution like BEC/BESU/IEST – now poised to assume greater heights as a full-fledged central institute of excellence in engineering science & technology.

Our sincere efforts in planning a “meaningful” event will not be possible without patronage for the corporate sector of India and abroad. Generous contributions are also necessary from our alumni members, occupying significant positions in the corporate institutions or heading own business establishments all over the world.

The scope for corporate participation is elaborated in the enclosed brochure. You may also forward this mail/letter to all your business associates and batch-mates who can also contribute in ensuring success of the event.

Thanking you and looking forward to have you with us for the occasion along with the corporate sponsorship. Please confirm your sponsorship to becalumniday@gmail.com.

On behalf of Program & Event Management Sub Committee,

Subhasish Majumder ('80ME), Chairperson

Koustav Biswas ('00ME), Convener

Program Details

Venue: IEST campus, Shibpur, Howrah

Date: 28-Dec'14 (Sunday)

Tentative Schedule:

1. Registration followed by Adda
2. Inaugural Session
3. Campus Tour, Sports and Group Activities by Alumni Families (Picnic style)
4. Alumni Day Lunch
5. Games Activities for Families and Kids
6. Business Meet
7. Felicitation of Retired Professors
8. Cultural Program by Alumni and Families
9. High Tea

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Sponsorship Categories

Type	Description	Rate (Rs.)
Platinum Sponsor	Display of company name and logo in the <ol style="list-style-type: none"> 1. Stage backdrop 2. Outdoor display boards/hoardings 3. Invitation cards 4. Complimentary colour advertisement in the Alumni Day souvenir volume to be released on the day of the event. 5. Archway gates & additional banner/standee displays at strategic points can be arranged. 	2,00,000
Gold Sponsor	Display of company name and logo in the <ol style="list-style-type: none"> 1. Outdoor display boards/hoardings 2. Invitation cards 3. Complimentary colour advertisement in the Alumni Day souvenir volume to be released on the day of the event. 4. Additional banner/standee displays at strategic points can be arranged. 	1,00,000
Silver Sponsor	Display of company name and logo in the <ol style="list-style-type: none"> 1. Outdoor display boards/hoardings 2. Additional banner/standee displays at strategic points 	50,000
Bronze Sponsor	For specific item sponsorships like <ol style="list-style-type: none"> 1. Any sports activity 2. Any entertainment event 3. Any cultural event 	25,000
Additional Options	Sponsorship of Lunch	200,000
	Sponsorship of High Tea	80,000
	Brand sponsor for Hospitality & Travel	25,000
	Sponsorship of Mementos	150,000
	Archway gate (rates per gate)	25,000
	Advertisement in the Alumni Day Volume : Back Cover	25,000
	Advertisement in the Alumni Day Volume : Inside Cover	20,000
	Advertisement in the Alumni Day Volume : Inside Page (Color)	15,000
	Advertisement in the Alumni Day Volume : Inside Page (B&W)	8,000
	Advertisement in the Alumni Day Volume : Inside Half Page (B&W)	5,000

Payment Options

Cheques can be drawn in favour of 'GAABESU' and sent to the following address:

GAABESU Alumni Day, University Guest House, Indian Institute of Engineering Science and Technology, Shibpur, Howrah-711103, WB, India.

Contacts: Phone: 033-26687436, +91-9836374947, +91-9831043552 Email: becalumniday@gmail.com.