

# SPONSOR VIVUM

VIVUM 2016

THE INTERNATIONAL SCHOOL BANGALORE



# About VIVUM

**V**ivum is India's largest student-run festival, hosted annually by senior students at The International School Bangalore [TISB]. Schools from across the nation gather to compete in an array of elevated sporting and non-sporting events that celebrate creative, intellectual and recreational output of their children.

However, Vivum at its core is built on a philanthropic purpose. Every year, the fest endeavours to raise funds to support social service centres associated to TISB, along with various other humanitarian organisations. Among these is Vivum's proud annual contribution to the Shri Jayadeva Institute of Cardiovascular Sciences, that has so far saved the lives of 21 underprivileged children with cardiac ailments.

The magnitude of such a venture requires your valuable financial support to achieve efficacy. We therefore seek your assistance to ensure Vivum'16 is an exemplar of social, cultural and business success.



# VIVUM and CORPORATE SOCIAL RESPONSIBILITY

**T**he VIVUM Administration team has taken several steps to ensure that the net benefit of investing far outweighs the investment costs. We aim to provide our sponsors with a program tailored to their corporate needs through effective forms of advertising, aiming at wide recognition. We at TISB, as budding entrepreneurs as well as global citizens, aspire to set a principled benchmark for our generation, in terms of social responsibility and economic relevance. VIVUM is our chance to give back to the society, and attempt to repay the debt we owe - by virtue of its munificent impact on our lives. Our sponsors, by helping us to do so, play a paramount role in helping make this difference, thereby fulfilling their social responsibility as corporates.



# THE AD-VANTAGES



Sponsoring a charitable event builds Brand Good Will



Improved Brand Positioning and Competitive Positioning as a socially responsible firm



You are allowed to directly appeal to a target market of 5000 young adults and hundred schools.



There is a guaranteed, direct social benefit to those who receive Vivum Aid.



Your contribution will showcase the presence of the Triple Bottom Line in your organisation.





# PROPOSED SPONSORSHIP PACKAGES



# Diamond Level Sponsorship

- A kiosk will be provided to the sponsor where they can sell/advertise their products
- Guaranteed Distribution of a Pamphlet /Brochure of the company to every participant
- Thorough media coverage on Snapchat, newspaper articles and other social media of the firm's products and company
- Vivum Radio, the fest's very own radio broadcast service will acknowledge your firm's support and will advertise your firm's products
- Vivum TV, placed at the highest visibility point, will play your company's advertisement
- The company Logo will be featured in the official Vivum T-shirts worn by over 1000 students, and also available for sale to over 5000 students and 100 schools.
- 10 banners with your company logo will be displayed in high traffic generating locations.
- Will be given a slot of 20 minutes in either the opening ceremony or closing ceremony to promote their company, in addition to a personal vote of thanks by us.
- Your company's name will be featured on certificates given to winners.
- Your company's name will be highlighted when we donate proceeds to charity.
- The firm can be the official sponsor of 3 events in Vivum

**PRICE**  
**10,00,000 INR**  
**(OR)**  
**15,000 USD**





# Platinum Level Sponsorship

- Media coverage: All newspaper articles and social media posts covering the event will mention the companies' name as the chief sponsors.
- Thorough coverage on Snapchat of the firm's products and company
- The firm can be the official sponsor of 1 event in Vivum
- Vivum Radio, the fest's very own radio service will pursue exhaustive acknowledgement of your firm's support and will advertise your firms products
- Vivum TV, positioned at high visibility, will play your company's advertisement
- Company Logo will be featured in the official Vivum T-shirts worn by over 1000 students, and also available for sale to over 5000 students and 100 schools.
- 7 banners with your company logo will be displayed in high traffic generating locations.
- Your company's name will be featured on certificates given to participants.
- Your company's name will also be mentioned when we donate proceeds to charity.
- A personal vote of thanks will be provided in the closing ceremony

**PRICE**  
**5,00,000 INR**  
**OR**  
**7500 USD**



# Gold Level Sponsorship

- Vivum Radio, the fest's very own radio will air acknowledgement of your firm's support and shall also advertise your firm's products
- Vivum TV, placed at a high-traffic location will play your company's advertisement
- Constant coverage on Snapchat of the Firm's products and company
- Company Logo will be featured in the official Vivum T-shirts worn by over 1000 students, and also available for sale to over 5000 students and 100 schools.
- 5 banners with your company logo will be displayed in high visibility locations.
- Your company's name will be featured on certificates given to participants
- The company name will be mentioned when proceeds are donated to charity.
- A personal vote of thanks will be given in the closing ceremony.

**PRICE**  
**3,00,000 INR**  
**OR**  
**4500 USD**





# Silver Level Sponsorship

- Exhaustive coverage on Snapchat of the firm's products and company advertisement.
- Company Logo will be featured in the official Vivum T-shirts worn by over 1000 students, and also available for sale to over 5000 students and 100 schools.
- 3 banners with your company logo will be displayed in high traction generating locations.
- Your company's name will be featured on certificates given to participants
- Your company's name will also be mentioned when we donate proceeds to charity.
- A personal vote of thanks will be provided in the closing ceremony

**PRICE**  
**1,00,000 INR**  
**OR**  
**1500 USD**



# Bronze Level Sponsorship

- 2 banners with your company logo will be displayed in locations receiving high traffic.
- Your company's name will be featured on certificates given to participants
- Your company's name will also be mentioned when we donate proceeds to charity.
- A personal vote of thanks will be provided in the closing ceremony

**PRICE**  
**50,000 INR**  
**OR**  
**750 USD**



# CONTACT US

## Vivum Sponsorship Team

- Raahil Reddy
- [rraahil@tisb.ac.in](mailto:rraahil@tisb.ac.in)
- +917259700309
  
- Salil Tajodia
- [jsalil@tisb.ac.in](mailto:jsalil@tisb.ac.in)
- +919620348429
  
- Aadi Sagar
- [saadi@tisb.ac.in](mailto:saadi@tisb.ac.in)
- +91990003215

THE INTERNATIONAL SCHOOL BANGALORE

[school@tisb.ac.in](mailto:school@tisb.ac.in)

+918022634900

