

Task: Sponsorship Acquisition and PR Strategy Development

The development of the sponsorship acquisition strategy will include sponsor outreach, PR communication, marketing proposals, and digital promotion planning for technical or college events.

Objective of the Task

The objective of this task is to help students gain practical understanding of:

1. Sponsorship acquisition and corporate communication.
2. PR and marketing strategies for event promotion.
3. Digital branding and social media engagement.
4. Professional pitching and partnership development.

Instructions for Performing the Task

1. Select and prepare a sponsorship strategy for any one event, club, or organization, such as:
 - * Technical Fest
 - * Robotics Club
 - * College Workshop
 - * Hackathon/Event Promotion
2. Develop a professional sponsorship proposal for companies or brands.
3. The sponsorship strategy should include:
 - * Company research and target sponsor identification
 - * Sponsorship pitch presentation
 - * Benefits offered to sponsors
 - * Event branding and promotional activities
 - * Social media marketing and PR campaign ideas
4. Students must record a sponsorship pitch video explaining:
 - * Why the company should sponsor the event
 - * How the event/organization will promote the sponsor
 - * Expected audience reach and engagement
 - * Branding opportunities for the sponsor

Sponsorship Case Studies / Examples

Case Study 1: XYZ Robotics Club × StudySukh

XYZ Robotics Club approaches StudySukh for sponsorship of a robotics workshop and technical seminar.

Case Study 2: XYZ Robotics Club × TechNova Solutions

XYZ Robotics Club pitches TechNova Solutions to sponsor a college hackathon.

Case Study 3: XYZ Robotics Club × EduPrime

XYZ Robotics Club collaborates with EduPrime for sponsoring a coding bootcamp.

Case Study 4: XYZ Robotics Club × Innovix Technologies

XYZ Robotics Club requests sponsorship from Innovix Technologies for a technical exhibition.

Recommended Tools/Software

- * Canva
- * PowerPoint
- * Google Slides
- * CapCut / Premiere Pro (for video pitch)
- * Social media platforms for campaign planning

Requirements for Submission

Students must submit the following:

1. Sponsorship proposal document
2. Sponsor pitch presentation
3. Recorded sponsorship pitch video
4. Social media promotion plan/mockups
5. Case study or sample sponsorship strategy

Note

- * The proposal should be professional, creative, and well-structured.
- * Students are encouraged to use real-world branding and PR techniques.
- * The pitch video should clearly explain the value offered to sponsors and partnership benefits.