

SPONSORSHIP BENEFITS

In past six years I-DESIRE established itself as a well known organization among students, teachers and media alike. We have been receiving rave reviews from all sections of society. This program has been covered aggressively by both print and electronic media. We have been organizing this workshop in association with S K Dubey Foundation (NJ, USA) and dedicating it to the fond memory of our distinguished alumnus Satyendra Kumar Dubey.

We offer following benefits to our sponsors:

- **Provide you a platform** to speak about your products and services. We are expecting a turn up of more than 1,000 students this year, who would be your direct audience. We will have multimedia projectors whereby you can show presentations.
- During our **Publicity Campaign** in Patna, we go and talk to more than **10,000** students. You get an opportunity to reach this section of crowd through us. This is materialized with the valuable support of Teachers and Coaching Institutes in Patna. We also distribute our Brochures. These **brochures** would carry you name and logo as our sponsor.
- Your organization's name and logo will appear at following places:
 1. **Banners** – 75 all across the city
 2. **Brochures** – 10,000
 3. **Registration Form**
 4. **I-Card** for students
 5. All material which we give to students.
- Our **stage Backdrop** would carry your name and logo as our sponsor.
- **Media publicity** during **press conference** and **event coverage**. We are covered aggressively by almost all Local and National newspapers and Television Channels.

Print Media: English – Times of India, Hindustan Times, Indian Express

Hindi - Dainik Jagran, Aaj, Hindustan,

Electronics Media: NDTV, Doordarshan - Patna, Sahara TV, All Local News Channels in Bihar

- **I-Cards** of coordinating team would carry your name and logo.
- **Website Publicity:** We will also give you a space on our website, www.i-desire.org. Through our website you will get an opportunity to reach the network of IIT Alumni, many who were closely involved in organizing this workshop in past.

Above all you get to associate with a team of IITians which comprise of students from almost all IITs. You get associated with future leaders of the country. The benefit accrued in long term would be phenomenal.