



Confederation of Indian Industry



SPONSORSHIP PROPOSAL

MSME Excellence Summit: Objective

The main objective of the conference is to foster growth and innovation in micro, small and medium enterprises (MSMEs), particularly related to manufacturing segment and to convert the threat of globalisation into opportunities. The event will deliberate on three key aspects such as Zero Defect & Zero Effect, Role of Information communication Technology & Energy efficiency in MSMEs.

WHY SPONSOR :

Business sponsorship is a major and powerful tool of marketing. Building and Strengthening your company brand through effective visibility is one of the key essentials in business strategy, which will be effectively serve in this summit.

Your association with CII will serve the following purpose effectively:

- Business interest of the sponsoring company
- Best interest of the event and its participants
- Positive impact upon the targeted audience
- Benefit to the consumers who use sponsor company's products or services.

The above objectives will be achieved through effective **Marketing and Media campaign, Direct mailing- with sponsor's logo on the mail, Social Media Networking.**

Along with above following benefits will accrue for your support:

Benefits of Sponsorship	Event Sponsor	Principal Sponsor	Associate Sponsor	Corporate Contributor
Benefits				
Logo on the wings of the Conference backdrop in the hall	✓	✓	✓	-
Thank you sponsor tent card to be placed on every delegate table	✓	✓	✓	✓
Complimentary delegate passes	12	6	4	2
Opportunity to nominate speaker / Session Chairman	✓	✓	-	-
Screening of corporate film (Upto 3 Minute Duration during lunch & tea break)	✓	-	-	-
Company Literature as part of the documentation pack	✓	-	-	-
Write up in the conference Background Paper (Word limit - 200)	✓	✓	-	-
Panel 'Thanking all the sponsors' at Conference venue	✓	✓	✓	-
Special Announcements Thanking Sponsors	✓	✓	✓	✓
Recognition of level of Sponsorship in the delegate kit (Thank you sponsor card)	✓	✓	✓	✓
Sponsors Ad in the CII UP Bi-Monthly News Letter (A4 Size Ad copy to be provided by Sponsor)	✓	✓	✓	-

SPONSORSHIP OPTIONS

S.No.	Category	Amount	No.
1	Event Sponsor	5 Lakhs	1
2	Principal Sponsors	3 Lakhs	2
3	Associate Sponsors	2 Lakhs	Open
4	Corporate Contributor	75 Thousand	Open