



# DAKSHA'26

## Sponsorship Brochure

## **ABOUT SSN & SHIV NADAR UNIVERSITY CHENNAI**

Founded in 2000 by Dr. Shiv Nadar, Founder-Chairman of HCL Technologies, SSN School of Management is a NAAC A+ accredited powerhouse of business education. Now an autonomous institution under Shiv Nadar University Chennai, it stands at the intersection of a 30-year academic legacy and a global network of 40,000+ alumni. Established under the "Shiv Nadar University Act 2018," the university drives a research-led paradigm shift in higher education. This vibrant, state-of-the-art ecosystem is where innovation meets social responsibility, meticulously grooming the next generation of industry leaders to redefine the global business landscape.

## **ABOUT DAKSHA**

Daksha is the premier flagship management fest of SSN School of Management, a high-energy arena that annually attracts over 600+ ambitious participants from top-tier institutions. It is a vibrant ecosystem where intellectual rigor meets corporate ambition through professional competitions and expert-led panels.

For sponsors, Daksha is more than an event—it is a strategic vantage point. By bringing together a concentrated demographic of elite Gen-Z talent and future decision-makers, it offers a unique opportunity for high-impact brand integration. Partnering with Daksha allows your brand to build lasting resonance and visibility within an influential community poised to lead the future global business landscape.

## **WHY PARTNER WITH US?**

Access 600+ top-tier MBA students for recruitment and brand building, align with the Shiv Nadar Foundation's 30+ year legacy and 40,000+ global alumni network, gain 360° visibility across campus and digital platforms, secure logo placement on official merchandise, certificates, and mementos, and network directly with industry experts and academic leaders.

# Sponsorship Amounts

## The Command Circle (Tiered Partners)

|                                                                                                           |           |
|-----------------------------------------------------------------------------------------------------------|-----------|
|  <b>Title Sponsor</b>    | ₹1,50,000 |
|  <b>Platinum Sponsor</b> | ₹1,00,000 |
|  <b>Gold Sponsor</b>     | ₹75,000   |
|  <b>Silver Sponsor</b>   | ₹50,000   |

## Strategic Alliances (Brand Partners)

|                                                                                                            |         |
|------------------------------------------------------------------------------------------------------------|---------|
|  <b>T-Shirt Sponsor</b> | ₹80,000 |
|  <b>Banner Sponsor</b>  | ₹30,000 |
|  <b>Print Sponsor</b>   | ₹20,000 |

## Engagement Partners

|                                                                                                                |                       |
|----------------------------------------------------------------------------------------------------------------|-----------------------|
|  <b>Refreshment Sponsor</b> | ₹40,000               |
|  <b>Gift Hamper Sponsor</b> | PRODUCTS<br>& SAMPLES |
|  <b>Memento Sponsor</b>     | PRODUCTS<br>& SAMPLES |

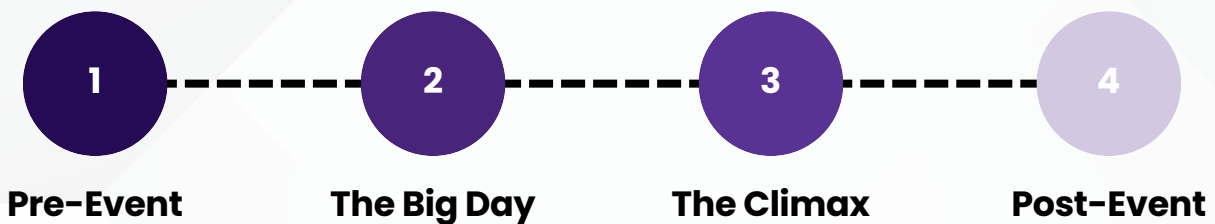
# Details about sponsorship category:

| STRATEGIC BENEFITS                     | TITLE     | PLATINUM  | GOLD     | SILVER  | OTHER      |
|----------------------------------------|-----------|-----------|----------|---------|------------|
| Exclusive Naming Rights ("Powered By") | ★         |           |          |         |            |
| Inaugural / Valedictory Keynote Slot   | ★         |           |          |         |            |
| Logo on Official Event T-Shirts        | ★         |           |          |         |            |
| Promotional Materials in Delegate Kits | ★         |           |          |         |            |
| Promotional Materials in Delegate Kits | ★         |           |          |         |            |
| Promo Video Feature (60-sec slot)      | ★         | ★         |          |         |            |
| Prime Stall Space in High-Traffic Hub  | Premium   | Standard  | Standard |         |            |
| Company Representative Felicitation    | ★         | ★         | ★        |         |            |
| Logo placement                         | Prime     | Prominent | Shared   |         |            |
| Logo on Official Event Certificates    | ★         | ★         | ★        | ★       |            |
| Verbal Recognition in All Sessions     | ★         | ★         | ★        | ★       |            |
| Logo on Website & Digital Campaigns    | ★         | ★         | ★        | ★       | ★          |
| Social Media Shoutouts & Spotlights    | ★         | ★         | ★        | ★       | ★          |
| INVESTMENT VALUE                       | ₹1,50,000 | ₹1,00,000 | ₹75,000  | ₹50,000 | ₹20k – 80k |

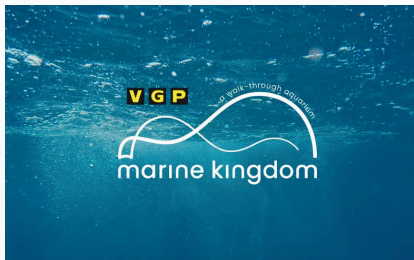
# The Brand Journey Roadmap

Visualize the sponsor's journey as a timeline or a map of the event day. This shows exactly where their money goes:

- **Pre-Event:** Viral social media teasers and logo on the website.
- **The Big Day:** Branding on the entrance arch, prime stall space, and main stage.
- **The Climax:** Logo on the winner's trophies and a slot for the prize distribution.
- **Post-Event:** Feature in the post-fest movie and mentions in the newsletter.



# Previous Sponsors





# Contact Information

**Faculty coordinator:**

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**Sponsorship Head:**

Abinaya Elangovan

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**Treasurer:**

Sanjay

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