



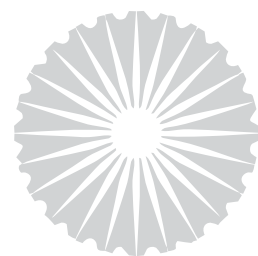
International Youth Forum

for Policy, Change and Development

New Delhi
24th-29th June, 2012

Sponsorship Proposal

www.youthforum.in





Dear Sir/Madam,

Subject: Sponsorship appeal for 'International Youth Forum for Policy, Change and Development 2012'

International Youth Forum is an initiative by Alexis Society, a not-for-profit and non-political organization with passion for excellence. It promotes creativity, innovation, peace, harmony and inclusive development. It has focused on providing a platform for youth leadership development. We offer young people the opportunity to be global citizens, to change the world, and to get experience and skills that matter today.

Our new initiative, the International Youth Forum for Policy, Change and Development 2012 endeavours to bring together the youth from all over the world and exhort them to work towards effective Policy, Change and Development. IYF'12 will connect the world on a common platform and promote a sense of global-oneness. We aim to connect various Student Groups, NGO's, Social Organizations and Youth Communities to work together for a better future.

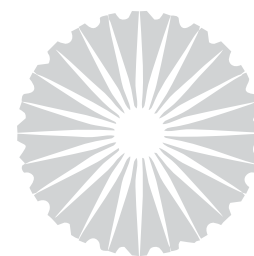
IYF'12 presents a six day conference, slated to be held from 24th June to 29th June 2012. Gracing the event will be national and international delegates and eminent personalities as speakers from the field of sports, politics, entertainment, journalism, academics and business. We don't wish our endeavour to be meteoric, but expect it become a cult- an International Movement occurring year after year. It is in this regard that we invite you to be a part of this '*Indian Renaissance*' and kindly extend your assistance and encouragement by sponsoring our event. On our part we vouch for impeccable management, absolute transparency, complete dedication and sincerity. A detailed proposal has been enclosed herein. We anticipate an optimistic reply and hope our initiative interests you.

The forum will have around 500 delegates from various countries across the globe. We have already received 400+ applications from 65 countries. Now, we expect participation from over 100 countries.

Thanking you.

Best Wishes and Regards

Aditya Singh
President & CEO
Alexis Society





ABOUT IYF

“A youth without fire is followed by an old age without experience.”

The Youth are not only leaders of tomorrow, but also partners of today. We at IYF are an inspired young team of individuals with a shared mission; a mission to change the world.

With India witnessing a radical change in the mind set of people towards governance and policies, and increasing despondency among people due to continuous compromise of citizens' welfare.

There is a rising need to address the grass root challenges of development and focus on making the world self-reliant through both - individual and cooperative efforts.

International Youth Forum is a one of its kind endeavour to bring together motivated and inspired young adults from across the world to deliberate and work towards effective Policy, Change and Development. It is our 'Call for Action' to the youth worldwide.

IYF will connect the world on a common platform and promote a sense of global-oneness. Through this initiative we wish to provide a positive stimulus to individuals who want to make a difference. We aim to connect various Student Groups, NGO's, Social Organizations and Youth Communities to work together for a better future.

The Forum will be centred around the theme 'Role of Youth in Indian Renaissance' with discussions, seminars and competitions based on Social Entrepreneurship, Model Governance and Citizens' Participation.

IYF is an initiative by Youth of India and Alexis Society has taken the lead as its Principal organizer. Last time when we came together, we built a nation. This time, let us reform the world.

“Arise, awake and stop not till the goal is achieved.”

- Swami Vivekananda



VISION

A wind of change is blowing all over the world. Egypt, Libya, Tunisia, Syria are all witnessing a mass insurrection led out by the youth against the tyranny prevailing in their nations. Amidst this hue and cry, we are often compelled to ponder, 'Is India the nation which leaders like Mahatma Gandhi, Bhagat Singh, Netaji S.C. Bose envisaged?' And the clear cut answer is 'no'; it's harsh but indeed a reality.

So what's holding back the Indian youth? It's high time we wake up from our deep slumber. And that's where International Youth Forum for Policy, Change and Development comes into picture. We wish to create a well-knit network of likeminded individuals with strong determination to work towards fulfilling the dream of a better and self-reliant India.

IYF strives to become a cult, occurring year after year and becoming a leading international movement, global in all respects.

MISSION

To provide a platform to young people to channelize their innovative ideas that address issues of national and international importance. We are passionate about the ideas which have an impact at the grass root level and which also provide a feasible solution to our existing challenges.

We vouch to bring together maximum people, connect youth organizations, support social ventures and foster a positive socio-economic change by ensuring individual development. Our aim is to create national and international organizations for implementation of resolutions, building up a regulatory authority to assist and network all these organizations.

Finally, IYF aims to craft an annual action plan on which the delegates and organizers will work throughout the year and send documented reports to the Government of India and various International Organizations.



SPREADING THE WORD


Plan of Action

The thrust of every endeavour is the amount of awareness it has in the market. A well-designed and well-executed promotional strategy is the difference between mediocrity and excellence.

Marketing a non-profit organisation, makes it imperative for us to be innovative and strategic in identifying ways and avenues to market IYF. As our target audience is the youth from all over the world, the promotional opportunities and reach of our campaign will be of paramount importance.

Keeping this in mind, we have designed a marketing strategy with emphasis on versatility, quality and content to connect with our audience in the most effective way.

Content Marketing





In this age of the World Wide Web, we have left no stone unturned in the mission of conveying our message, with focused groups and pages on social networking sites like Facebook.com and Twitter.com and a dedicated website of IYF.

Every great web site starts with a great idea, and you can't build a successful site that will last without one. With a pool of talent in the organization committee of IYF, the members have designed the site www.youthforum.in which gives detailed structure of the program, vision and keeps you updated about the activities with the help of RSS feeder.

We soon are going to start a blog so that we can have feed-backs and healthy discussions, a very important reflex we expect from our prospective delegates. We are open to criticism and strive for an enriching exchange of thoughts and ideas, betterment of the initiative and integrity.

We have a dedicated group on Facebook which serves as a platform for the Organising committee members to put forth different ideas and valuable suggestions. Also a group for prospective delegates exists wherein people can ask any queries they may have.

Also constant tweeting @IYF keeps everyone engaged, informed and motivated. We will be starting a monthly newsletter as well which will reach globally by emails and will also be printed in some regions for circulars.





Creativity Speaks

As we all know that a single picture or just a punch line can create a lifetime of impact. We have thus designed a logo that aptly describes our endeavour and we will in the future also welcome posters designed by the active youth engaged with IYF, so they can showcase their creativity for a noble cause.

- Competition encourages performance. Hence, we will be holding different competitions which include essaying your ideas with regard to IYF's vision and mission.
- To maintain the enthusiasm and vibrancy while pursuing great achievements, we will be on the hunt for elements of wit and humour IYF may also seek the youth to design cartoons of the current problems that our society faces along with the solutions for the same.
- Short promotional video clip, designed by young enthusiasts will be put on websites such as Youtube enabling immediate publishing of information and content that is not limited by geography or time.


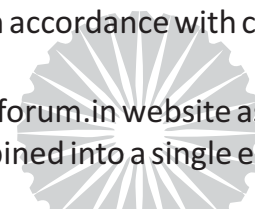


Mass Media Promotion

Now-a-days with people having their favourite RJ's on the radio and with the print media coming up with weekly youth supplements, we seek for media coverage partnership with radio stations and Newspapers.

- We will approach various radio stations for media coverage for the activities carried out by IYF and the main conference in 2012.
- We will approach newspapers with all India circulations like The Times of India, The Indian Express, The Hindu and DNA for weekly columns and news coverage regarding the IYF activities.

Tech Drive

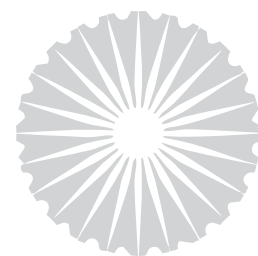
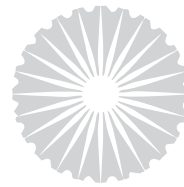
- Keeping with the increasing technical awareness and pace with today's tech savvy youth, we plan to develop android applications for staying updated with the IYF.
 - Also we plan to set up mass Bluetooth junctions at the main event, enabling people to download various updates.
 - Moreover, we also plan to create surveys and polls that will be put on IYF site as well as other social networking site, in order to help the program to modulate in accordance with current sensations.
 - Social Book marking is also going to be included in the www.youthforum.in website as it's a popular way to store, classify, share and search links that are combined into a single easy access.
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Collaborative Publicity

Joining hands and progressing with like-minded people is very beneficial and we plan to use the same for social marketing.


- We plan to collaborate with various NGO's so that we can not only identify current problems and challenges but also get to market about IYF in their events too.
- We aim to publicize ourselves with the products and commercials of our sponsors which is also beneficial for them.
- We are already flooding with offers from various university festivals and youth events including the IIT's for progressive collaboration which we find a potential marketing avenue.
- We are also looking forward for the tie-ups with various `academic institutions.





SPONSORSHIP AVENUES



TITLE SPONSOR (ONE) Rs 25, 00,000/-

- Co-Host/ Title Sponsor Status
 - IYF'12 will be named after your company.
 - Event punch line will be displayed with your company logo.
 - Advertisement in IYF Brochure(Cover + Front Page in colour + Header on all pages)
 - Advertisement on all Promotional Publications of IYF (Scrapbook, Newsletter, Souvenir etc)
 - Extensive Exposure and link to its Website on the official web page of IYF.
 - Name and logo of the sponsor on all emails and SMS's sent. (Also on name badges, food coupons, event passes, parking passes, Baggage, security labels etc).
 - Name and logo in a prominent position and with relatively the largest size on All the promotional material viz:
 - Posters
 - Flex Banners
 - Flyer's
 - Delegate Kit, including handbook
 - Promotional T-Shirts worn by the volunteer team.
 - Event Transportation
 - Event Mascot
 - Pre-events to cover brand value.
 - Financial support may also be part of sponsorship amount.
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ON-VENUE PUBLICITY:

- Large Banners and stand displays of the sponsor on the venue.
 - Promotional Booth at a Prime Location at the Venue.
 - A 30 seconds AV Clip re-run at several occasions during the 6 days event.
 - Special Mention during Opening and Closing ceremony with company representative(s) as the Guest of Honour.
 - Name & logo of the sponsor on the backdrop at all presentations.
 - Brochure / Pamphlet distribution during registration
 - Sponsor's logo on the reference material.
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PLATINUM SPONSOR (MULTIPLE) Rs 20, 00,000/-

- Associate/Platinum Sponsor Status.
- Advertisement in IYF Brochure(Cover + Front Page in colour)
- Name and logo on Promotional Publications of IYF. (Scrapbook, Newsletter, Souvenir etc)
- Name and link to its Website on the official web page of IYF.
- Name and logo of the sponsor on all mails and SMS's sent.
- Name and logo on all the promotional material viz:
 - Posters
 - Flex Banners
 - Flyer's
 - Delegate Kit, including handbook
 - Promotional T-Shirts
- Posters and Publicity in all colleges of Delhi & NCR.
- Logo on the Certificates given to delegates.
- Inclusion in Press Releases prior to the event.
- Invitation to sit in our panel of Judges.
- Brand will be show cased as event host for one entire day.
- Event compeers to announce sponsor name during every session
- Gift vouchers may also be part of sponsorship amount.
- Pre-events to cover brand value

ON-VENUE PUBLICITY:

- Name & logo of the sponsor on the backdrop of all presentations.
- Banners and stand displays of the sponsor on the venue
- Promotional Booth at the Venue.
- Brochure / Pamphlet distribution during registration
- Sponsor's logo on the reference material.

GOLD SPONSOR (MULTIPLE) Rs 15, 00,000/-

- Gold Sponsor Status.
- Name and link to its Website on the official web page.
- Name and logo of the sponsor on all mails.
- Name and logo on Publication Material of IYF.
- Posters and Publicity in all colleges of Delhi & NCR.
- Inclusion in Press Releases prior to the event.
- Logo on the Certificates given to delegates

ON-VENUE PUBLICITY:

- Name & logo of the sponsor on the backdrop
- Promotional Booth at the Venue.
- Banners and stand displays of the sponsor on the venue
- Brochure / Pamphlet distribution during registration
- Sponsor's logo on the reference material
- Name and logo on selected promotional material

SILVER SPONSOR (MULTIPLE) Rs 10, 00,000/-

- Silver Sponsor Status.
- Name and link to its Website on the official web page.
- Name and logo of the sponsor on all mails.
- Name and logo on Selected Publication Material of IYF.
- Posters and Publicity in all colleges of Delhi & NCR.
- Logo on the Certificates given to delegates

ON-VENUE PUBLICITY:

- Name & logo of the sponsor on the backdrop
- Banners and stand displays of the sponsor on the venue
- Brochure / Pamphlet distribution during registration
- Name and logo on selected promotional material

BRONZE SPONSOR (MULTIPLE) Rs 5, 00,000/-

- Bronze Sponsor Status.
- Name and link to its Website on the official web page.
- Name and logo of the sponsor on all mails.
- Name and logo on Selected Publication Material of IYF.

ON-VENUE PUBLICITY:

- Name & logo of the sponsor on the backdrop.
- Banners and stand displays of the sponsor on the venue.
- Name and logo on selected promotional material.
- Posters and Publicity in all colleges of Delhi & NCR.

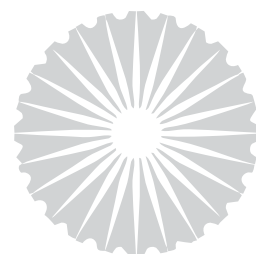
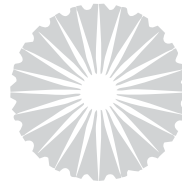
SPONSORSHIP AT A GLANCE

Benefit	Title Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Sponsor Status	Title	Associate	Yes	Yes	Yes
Advt. in IYF Brochure	Yes	Yes	Yes	Yes	Yes
Advt. in Promotional Publications	Yes	Yes	Selected	Selected	Selected
Link on IYF website	Yes	Yes	Yes	Yes	Yes
Logo in emails	Yes	Yes	Yes	Yes	Yes
Name in sms's	Yes	Yes	No	No	No
Logo on IYF t-shirt	Yes	Yes	No	No	No
Name & Logo on Delegate kit	Yes	Yes	Yes	No	No
Promotional Posters in college	Yes	Yes	Yes	Yes	No
Logo on delegate certificates	Yes	Yes	Yes	No	No
Inclusion in press releases	Yes	Yes	Yes	No	No
Speaker Invitation	Yes	Yes	No	No	No
On Venue Publicity					
Stall	Yes	Yes	Yes	No	No
Audio-Visual	Yes	Yes	No	No	No
Name & Logo in presentations	Yes	Yes	Yes	No	No
Brochure/ pamphlet distribution	Yes	Yes	Yes	Yes	No
Name & Logo in reference material	Yes	Yes	Yes	Selected	Selected

OTHER SPONSORSHIP AVENUES

Considering the huge resource requirements in organising the IYF main conference 2012, we are flexible in strategically partnering with you in the following key domains:

- Travel Partner
- Venue Partner
- Hospitality Partner
- Adventure Partner
- Apparel Partner
- Merchandise Partner
- Entertainment Partner
- Website Partner
- Electronic Items Partner
- Action Partner
- Green Partner
- Radio Partner
- Electronic Media Partner
- Print Media Partner
- Overseas Education Partner
- Lifestyle Partner
- Refreshments Partner
- Banking Partner
- Mobile Partner
- Network Partner
- IT Partner
- Logistics Partner
- Security Partner
- Photography Partner
- Gifting Partner



PAYMENT OPTIONS

Through Electronic/Bank Transfer

Account Name: Alexis Society
Account Number: 31502217775
Bank Name: State Bank of India
Branch Name: IIM Lucknow
Branch Code: 10175
IFSC Code: SBIN0010175

Through Cheque/Demand Draft

Crossed Cheque/Demand Draft in favour of "**Alexis Society**" payable at Lucknow can be sent to following address:

Alexis Society
C/o Aditya Singh
House No. 523, IIM Lucknow Campus,
Off Sitapur Road, Prabandh Nagar,
Lucknow - 226013. (INDIA)

*Please mention your Name, Address, E-mail Id and Contact Number on the back side of the Cheque/Demand Draft or on a cover letter.

*Copy of PAN Card will be provided at time of payment.

*Customised Sponsorship Plan can be also negotiated with our Finance Department.

For further assistance, contact:

Aditya Singh
+91 9650413901
president@alexis.co.in