

## SPONSORSHIP CATEGORIES & BENEFIT MATRIX

for

Two Days International Conference on

***“Amrit Kaal to Viksit Bharat:  
Proactive Governance, Resilient Entrepreneurship and Geopolitical Realignment  
for ‘Goldilocks’ Economy”***

organised by the Department of Commerce and IQAC, Shyam Lal College (University of Delhi)

March 27-28, 2026



## **Category I: Title Sponsor (Platinum Partner): Above ₹2,00,000**

### **BENEFITS**

#### **1. Exclusive Title Association**

“International Conference on ... in association with [Bank Name]” on all official materials.

#### **2. Prominent Branding & Visibility**

- a) Bank logo at the top centre of the main backdrop and stage panels
- b) Logo on conference brochure, certificates, delegate kits, banners, standees, and website
- c) Dedicated acknowledgement in all official communications and press releases

#### **3. Academic & Institutional Engagement**

- a) Opportunity to nominate a senior bank official as Guest of Honour / Keynote Speaker
- b) Dedicated session acknowledgement highlighting the Bank’s role in nation-building

#### **4. Youth & Outreach Connect**

- a) Branding during award distribution and valedictory session
- b) Direct engagement with students, researchers, and faculty members

#### **5. Post-Event Recognition**

- a) Special mention in Post-Event Report, photographs, and social-media outreach
- b) Certificate of Appreciation recognising the Bank as Title Sponsor

**Category II: Co-Sponsor (Gold Partner): ₹1,00,001 – ₹2,00,000**

**BENEFITS**

**1. Co-Branding Recognition**

- a) Bank logo prominently displayed on main backdrop and banners
- b) Logo on conference brochure, certificates, website, and select promotional materials

**2. Session-Level Visibility**

- a) Acknowledgement during inaugural and valedictory sessions
- b) Opportunity to associate with one technical session / award segment

**3. Academic & Networking Access**

- a) Invitation for a bank representative to attend and address the gathering briefly
- b) Interaction with faculty, scholars, and invited experts

**4. Post-Event Visibility**

- a) Mention in event report, photographs, and social-media posts
- b) Certificate of Appreciation as Co-Sponsor

### **Category III: Supporting Sponsor (Silver Partner): ₹30,000- ₹1,00,000**

#### **BENEFITS**

1. **Brand Visibility**
  - a) Bank logo on standees, selected banners, and conference website
  - b) Logo placement in conference brochure (inside page)
2. **Formal Acknowledgement**
  - a) Acknowledgement during inaugural session
  - b) Recognition in the vote of thanks
3. **Institutional Association**
  - a) Participation rights in the conference
  - b) Certificate of Appreciation as Supporting Sponsor
4. **Post-Event Mention**
  - a) Inclusion in post-event report and official photographs

## COMPARATIVE SPONSORSHIP MATRIX

<b>Particulars</b>	<b>Platinum Sponsor</b>	<b>Gold Sponsor</b>	<b>Silver Sponsor</b>
<b>Suggested Contribution</b>	Above ₹2,00,000	₹1,00,001 – ₹2,00,000	₹30,000 – ₹1,00,000
<b>Official Association</b>	Title Partner	Co-Sponsor	Supporting Sponsor
<b>Logo on Main Backdrop</b>	Top-centre, largest size	Medium size	Icon size
<b>Logo on Brochure &amp; Publicity</b>	Front page + all materials	Inside page + key materials	Inside page (acknowledgement)
<b>Certificates &amp; Delegate Kits</b>	Prominent logo	Standard logo	Name mention
<b>Acknowledgement in Sessions</b>	Inaugural, Valedictory & Awards	Inaugural & Valedictory	Inaugural only
<b>Speaking Opportunity</b>	Keynote / Guest of Honour	Brief address	Not applicable
<b>Digital Visibility</b>	Dedicated posts + logo	Logo inclusion	Name mention
<b>Post-Event Report</b>	Priority mention with photos	Standard mention	Name listed
<b>Certificate of Appreciation</b>	Platinum Partner	Gold Partner	Silver Partner