

advertisement ^{AND}
sponsorship form



celebration
THIRTY
five

celebration

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Bengal Engineering College Alumni 1981 (**BECA 1981**) is a non-profit organisation that promotes cultural, charitable, educational and literary activities. In this year BECA 1981 is going to complete its 35 years and celebrate the grand anniversary on 1.1.2017 at its campus.

In this occasion BECA 1981 wishes to publish a sparkling informative, educational and memory filled souvenir to commemorate this grand celebration. BECA 1981 invites local, national and international companies to sponsor this event and advertise in the souvenir.



corporate sponsorship

■ Cultural Programme Sponsor	₹ 1,00,000
■ Lunch Sponsor	₹ 75,000
■ Seminar Series Sponsor	₹ 75,000
■ Special Sponsor	₹ _____

Corporate Sponsor Benefits:

- Benefits for the special category sponsors will be decided by the BECA 1981 Board based on the monetary contribution
- Recognition at all events for all sponsors
- Commemorative plaque for all sponsors
- Logo display on brochure cover
- Mentioned on List of Sponsors / Advertisers Page
- Special page advertisement in colour

individual sponsorship

■ Grand Sponsor	₹ 15,000
■ Platinum Sponsor	₹ 10,000
■ Gold Sponsor	₹ 7,000

Individual Sponsor Benefits:

- Recognition at all events
- Commemorative plaque
- Mentioned on List of Sponsors / Advertisers Page
- Special page advertisement in colour

advertising contract

■ Back Cover	₹ 50,000
■ Inside Back Cover	₹ 30,000
■ Inside Front Cover	₹ 30,000
■ Full Page (Colour)	₹ 20,000
■ Full Page (B/W)	₹ 10,000
■ Half Page (Colour)	₹ 8,000
■ Half Page (B/W)	₹ 6,000

NOTE

- The page size is approximately 8"x10.5"
- Please draw all cheques A/c payee in favour of BECA 1981.
- E-mail enquires & artwork to : souvenir.beca1981@gmail.com
- Proof may not be furnished and advt. materials will be returned upon request

To, *celebration 35 years*
The Secretary
BECA 1981
324, Dum Dum Park, Tank No.4
Kolkata - 700 055, India



Dear Sir,

Please book a sponsorship/advertisement space of specified tariff given overleaf for your forthcoming event/souvenir to be held/released in the occasion of 35th year celebration of Bengal Engineering College Alumni 1981 (**BECA 1981**). I agree to provide an electronic image (.jpg/.tif) before 15 Sept. 2016. Reproduction of advertisement may vary slightly due to formatting and printing process.

Thanking you,

Yours sincerely

(Signature)

Company : _____
Name : _____
Position : _____
Address : _____
City : _____
State : _____
Pin : _____
Phone / Mob : _____
E-mail : _____