



NAAC **A++**  
GRADE



**DEPARTMENT OF  
ENTREPRENEURSHIP**  
INSPIRE | CULTIVATE | EMPOWER  
DIVISION OF INNOVATION & ENTREPRENEURSHIP  
STUDENT WELFARE WING  
LOVELY PROFESSIONAL UNIVERSITY



# LPU's INDIAN ENTREPRENEURSHIP CONCLAVE '24

## PROPOSAL FOR SPONSORSHIP

**27<sup>TH</sup> & 28<sup>TH</sup> FEBRUARY 2024**

DEPARTMENT OF ENTREPRENEURSHIP,  
STUDENT WELFARE WING  
LOVELY PROFESSIONAL UNIVERSITY, PUNJAB



Dear Sir/Mam,

**Lovely Professional University (LPU)** is a multi-faculty research-oriented institution with a hi-tech campus offering more than 150 professional programmes stretching from undergraduate to Doctorate to D.Litt. LPU campus is a complete world in itself having students from all states of India and more than 50 countries of the world. LPU is a world class institution with internationally benchmarked curricula, innovative pedagogy focused on experiential learning, cutting edge research, 300+ foreign tie-ups, well qualified faculty with industry exposure, outstanding sports & cultural facilities, excellent residential facilities, In-campus shopping mall, hospital, banks, postal services etc. LPU is accredited with Grade A++ by NAAC (National Assessment & Accreditation Council), an autonomous Institution of the University Grants Commission (UGC), Ministry of Education, Govt. of India. Times Higher Education Impact Ranking 2023 has ranked LPU 2nd in India. The Times Higher Education World University Rankings 2023 has ranked LPU 23rd amongst Top Universities of India (both Govt. & Private). The students of LPU are referred to as Vertos i.e the transformers who have brought laurels to the name of the university and would continue to do so while they '**Think Big**'.

**Indian Entrepreneurship Congress 2024 (IECon'24)** a dynamic and immersive experience designed to empower aspiring Entrepreneurs, Startups, Mentors & Investors. This groundbreaking fest is designed to bring together aspiring entrepreneurs, industry experts, and visionaries from around the globe to inspire, connect, and empower the next generation of game-changers. Whether you're a budding entrepreneur seeking guidance, an investor searching for the next big thing or simply someone fascinated by the world of startups, IECon'24 has something for everyone. IECon'24 makes a path to embark on a journey filled with captivating keynote speeches, thought-provoking panel discussions, interactive workshops, and networking opportunities that will leave you inspired and equipped with the tools to turn your start-up dreams into reality.

We are looking forward for your support as a Sponsor during the event. As a sponsor you will be able to associate your brand name with India's largest university and a fest with an expected footfall of 50,000+ attendees. We would be happy to share all the information with you once you're ready to contact us. Promotional coupons, Ad shows and stalls have been planned. We seek the expert guidance of your sponsorship to make this event a success.

Along with this letter, we have included a sponsorship commitment that details out the different sponsorship packages that you can choose from. This will allow you clarity about the kind of participation that you will need to have in the event.

Looking forward for a rewarding partnership in this endeavour.

Thanking you in anticipation.

**Dr. Sorabh Lakhanpal**

Organizing Secretary

Indian Entrepreneurship Congress (IECon'24)

Prof. & Dean, Student Welfare Wing, Lovely Professional University,

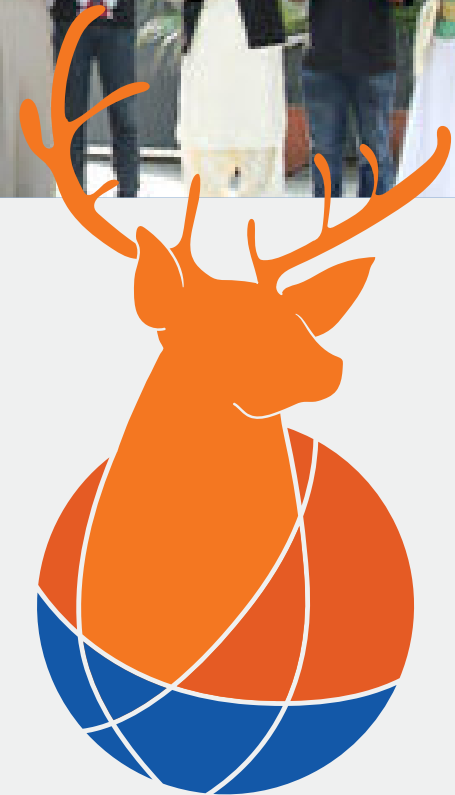
Punjab, India



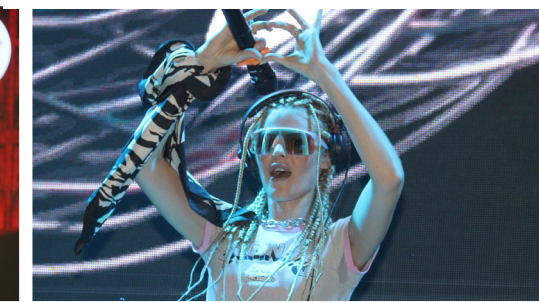
## WHY SPONSOR US?

The IECON'24 gives sponsors and alliance an unparalleled opportunity to network with LOVELY PROFESSIONAL UNIVERSITY. In addition to having a strong, on-site presence at the conference, sponsorship of our event allows for the promotion of your brand throughout the event in universities, websites and social media covering tremendous amount of youth sector in India. This event will give you opportunities to make networking with Investor & Mentors from the world of start-ups and entrepreneurship from pan India.

[www.ieconlpu.org](http://www.ieconlpu.org)













## 01 SILVER PACKAGE

1. Promotion through the Official Website i.e. iecon24.org with logo and hyperlink redirected to Sponsor's website.
2. Promotion of your brand/product on social media platforms.
3. Logo of your brand/company on flexes and banners (At prime Location).
4. Video/photo/slide of your company will be played at the start of the event.
5. Media coverage will be given in Lovely World newspaper.
6. VIP tickets for sponsors.
7. Space for standees Near Sponsored Venue.

**PACKAGE AVAILABLE AT:**

**INR 99,000**

## 02 GOLD PACKAGE

1. Products to be displayed throughout the event in the event premises.
2. Logo of your brand/company on flexes and banners (At 3+ prime Location).
3. Promotion through the Official Website i.e. iecon24.org with logo and hyperlink redirected to Sponsor's website.
4. Promotion of your brand/product on social media platforms.
5. Video/photo/slide of your company will be played in the Starting and at the End of the event.
6. Logo of you company will be placed on brochures, pamphlets etc.
7. Media coverage will be given in Official Newspaper of LPU i.e Lovely World
8. VIP tickets for sponsors.

**PACKAGE AVAILABLE AT:**

**INR 1,49,000**

## 03 PLATINUM PACKAGE

### EVERYTHING IN GOLD PACKAGE +

1. Product launch slot of 10 minutes during the event.
2. Promotion through the Official Website i.e. iecon24.org with logo and hyperlink redirected to Sponsor's website.
3. Promotion of your brand/product on social media platform.
4. Logo of your brand/Company on Flexes and banners (At 5+ prime Location).
5. Video/photo/slide of your company will be played in the Starting, Mid and at the End of the event.
6. Activity stall will be provided in which Sponsor can carry out any fun activity or sales of the product.
7. Logo of your company will be placed on tickets.
8. VIP Tickets for sponsors.

**PACKAGE AVAILABLE AT:**

**INR 2,49,000**

## 04 DIAMOND PACKAGE

### EVERYTHING IN PLATINUM PACKAGE +

1. The "Pro-Show" will be provided for the launch of your product.
2. UMS Pop-Up of sponsor specific post, UMS has over 1 lakh daily hits
3. Promotion through the Official Website i.e. iecon24.org with logo and hyperlink redirected to Sponsor's website.
4. Promotion through Official Social Media Platforms.
5. Promotion through Event Flexes which will be displayed at various locations in the University campus.
6. Logo of your company will be placed on tickets, brochures, pamphlets etc
7. Flyers will be displayed at LED while PRO Nite.
8. Brand Appreciation will be done by our anchors during the events.
9. SPONSOR Standees will be placed around the various strategic locations where the prime footfall will be marked 40k+ for 3 days of the fest.\*
10. Promotion of SPONSOR by means of E-backdrops during events.
11. Stage can be provided for promoting/launching of new product/offers by SPONSOR.\*
12. Live Activity stall will be provided in which Sponsor can carry out any fun activity or sales of the product.
13. VIP tickets for sponsors.

\*Video loop can be played at specified venue to promote Sponsor.

**PACKAGE AVAILABLE AT:**

**INR 4,99,000**

## PAYMENT TERMS

1. All sums quoted are exclusive of applicable GST and are payable without deduction on the specified dates.
2. Failure to pay any sum due to specific date will permit Student Welfare Wing, LPU to cancel this agreement by written notice.
3. Payment of 70% non-refundable is to be paid within 7 days of signing the term sheet and rest of the amount is to be paid till 20th February, 2024.

## PRIVACY POLICY

4. No part or entirety of this agreement may be disclosed to any third party without permission from Student Welfare Wing, LPU; the same applies to the Student Welfare Wing, LPU as well.

## PHOTOGRAPHY / DISCLOSURE

5. The photographic rights of the events sponsored or items the sponsoring company has agreed to will be reserved to Student Welfare Wing, LPU. By signing the sponsorship this contract the sponsoring company agrees to distribute of undersigned company's items in outline contractual circumstances as well as liberal discretion of Student Welfare Wing, LPU to utilize photography of their event and sponsor company name and logo presence for all other purpose as Student Welfare Wing, LPU sees fit.

## USE OF SPACE

6. The event space does not provide storage for crates or freight of any kind. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor.
7. Exhibitor warrants that it is the owner or licensee of all intellectual property used by Exhibitor at the event space or in promotion thereof.

## SPONSOR CANCELLATION & REFUND

8. Division of Student Affairs, LPU reserves the right to cancel the event at any time in which case any payments already made by you will be refunded in full.
9. Failure to present or use stalls or space during allotted time will not result in refund of fee.

## TERMINATION OF EVENT

10. If the premises where the event is to be housed are destroyed or damaged, or the event fails to take place as scheduled or is relocated or interrupted

and discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of god, emergency declared by the government, or for any other reason, this contract may be terminated by Student Welfare Wing, LPU. In the event of such termination, the Exhibitor/Sponsor waives any and all damages and claims for damages and agrees that the sole liability of Student Welfare Wing, LPU shall be to return the payment already done by the sponsors. Sponsorship fees are non refundable.

## FIREPROOFING

11. Smoking and drinking is not allowed in the University premises.
12. Artificial lighting such as candles, lanterns or tea lights is strictly prohibited. Sawdust and shavings shall be maintained flameproof at all times. Open flames and burning or smoke-emitting materials, shall be used as part of an act, display or show only under permit from and with prior approval of the event space. Combustible shipping containers shall be stored in an area, and in a manner approved by the local Fire Department and the event space. The event space inspects all exhibits to ensure compliance.

## DAMAGE TO PROPERTY

13. The sponsor is liable for any damage caused to building floors, walls or columns or to other sponsors and or property.

## DEFAULT

14. Acceptance of this agreement does not waive the right of Division of Student Affairs, LPU to reject any agreement for ad space or reject any advertising copy. By selection of ad size and color, and with application signature you hereby agree to these terms as a representative of your organization.

## ACCEPTANCE

15. Once the sponsor signs the Sponsorship Contract and returns it to Division of student affairs, LPU all Rules and Regulations are officially in affect. This agreement shall not be binding until accepted by Division of Student Affairs, LPU.

\*Terms & Conditions Applied Note: In matters of dissatisfaction, decision of Head Student Welfare Wing, LPU will be concluded as final decision only.





**LPU's**  
**INDIAN**  
**ENTREPRENEURSHIP**  
**CONCLAVE '24**

**GET IN TOUCH WITH IECon'24**

Level 2, Block 13, Lovely Professional University (LPU)  
Jalandhar-Delhi G.T. Road, Phagwara - 144 411, Punjab  
M: +91 76963 00087 / +91 78887 18389

**EMAIL: [SPONSORSHIP@IECONLPU.ORG](mailto:SPONSORSHIP@IECONLPU.ORG) | WEBSITE: [WWW.IECONLPU.ORG](http://WWW.IECONLPU.ORG)**

ORGANIZED BY: DEPARTMENT OF ENTREPRENEURSHIP, STUDENT WELFARE WING  
**LOVELY PROFESSIONAL UNIVERSITY, PUNJAB**