

DE PAUL INSTITUTE OF SCIENCE AND TECHNOLOGY (DIST)

School of Management (MBA / MA(HRM) / BBA) • Angamaly, Kerala

Ref: DiST/SOM/DAKSH26/SP-09

Date: 3rd September 2026

SUBJECT: Invitation for Official Sponsorship Association – DAKSH '26

Dear Sir/Madam,

Warm greetings from De Paul Institute of Science and Technology (DiST), Angamaly.

We are pleased to invite your organization to partner with us as an official sponsor for **DAKSH '26**, the 13th Edition of our National Level Management Fest, scheduled for **September 23rd and 24th, 2026**. Organized annually by the School of Management, DAKSH stands as one of the region's premier academic and management conventions.

In today's dynamic market, establishing direct engagement with the emerging generation is critical. DAKSH '26 offers an exceptional platform to build meaningful brand visibility among young decision-makers through the following avenues:

- **Campus Footfall & Reach:** Anticipating over 2,000 students, faculty members, and delegates from academic institutions nationwide across the two-day event.
- **Direct Brand Exposure:** Strategic placement across main stage proceedings, campus branding zones, highway LED displays, official event merchandise, and interactive stalls.
- **Youth Engagement:** Direct positioning before an active, ambitious audience of future corporate professionals.

Sponsorship Categories:

1. Exclusive Title Sponsor (₹3,00,000/-)

Includes prime title association, logo integration on official event T-shirts, highway LED screen broadcast, main venue branding, complimentary stall space, and top-tier stage recognition.

2. Co-Title Sponsor (₹1,50,000/-)

Includes co-branding rights across promotional collateral, designated venue display zones, and digital campaign coverage.

3. Event / Game Sponsor (₹25,000/- to ₹50,000/-)

Includes exclusive sponsorship rights for specific flagship competitions, targeted public announcements, and prize distribution honors.

4. Exhibition Stalls & Banners (₹3,000/- to ₹15,000/-)

Includes 3-day exhibition stall spaces and flex display options across high-traffic campus points.

The official event poster is enclosed with this letter for your reference. Should this partnership align with your marketing objectives, kindly let us know. Our Faculty Coordinator or the Head of the Management Department will contact you to finalize the sponsorship details.

Thank you for your time and consideration.

Yours sincerely,

Sahla Yuseph

MA HRM (2026–2028)

School of Management

De Paul Institute of Science and Technology (DiST), Angamaly

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