

Breaking Brand

Proposal Letter



IBA-JU Business Club

Application for Sponsorship

November, 2024

From: IBA - JU Business Club

Subject: Proposal for Sponsorship in "Breaking Brand 2025"

Dear Concerned,

On behalf of the IBA-JU Business Club, it is with great enthusiasm that I extend an invitation to Your Company to become the **official sponsor** of our prestigious inter-university business competition, "**Breaking Brand 2025**" scheduled to take place from **February-March-April**.

Following the huge success of "Breaking Brand 2024", the newest edition "Breaking Brand 2025" is a highly anticipated event that will span **three competitive rounds** aiming to engage over **7k in-person attendees** and **reach an online audience of 59-71 million** young individuals. This extensive reach is further amplified by our planned offline and online roadshows and workshops across more than **40 affiliated university clubs** from reputed institutions nationwide. To ensure the highest standards and grandness of the competition, we will secure the participation of **top executives and CXOs as judges**.

By sponsoring Breaking Brand 2025, Your Company will gain exposure and engagement with a **nationwide youth audience and top-level executives**. This includes the prominent placement of Your Company's logo on all promotional materials, both offline and online, branding of the event as "**Your Company Presents Breaking Brand 2025**" extensive PR reach through influencer engagements and media coverage, and opportunities to engage directly with students and executives through workshops and the judging panel.

We believe that this sponsorship will significantly enhance Your Company's presence and brand image across various platforms, fostering increased engagement through interactions and transactions.

Therefore, I earnestly request you to consider partnering with us through the **provision of monetary aid**, as this support will not only help us bring this anticipated event to life but also elevate Your Company's **brand visibility and engagement** across multiple platforms. This partnership will also create a lasting impact on the future leaders of our country.

Warm Regards,
Anjarat Ibnat Awal
President
IBA-JU Business Club

About IBA-JU Business Club

IBA-JU Business Club diligently equips students for the corporate world by fostering skills, bridging knowledge gaps, and establishing vital industry connections. With direct affiliations and ties to industry veterans, we engage a broad network of youths.

List of Flagships and Endeavours:



No Limits to 60 Minutes: Mentorship Redefined



Transcend: A Webinar with Top Industry Speakers



Crack the Case: Freshers Unleash Business Brilliance



Breaking Brand: Shaping Future Branding Stars



Embezzled: Financial Crimes Unveiled By Experts



Elicit: Rebranded Freshers Recruitment

About IBA-JU Business Club

Club-Associated Companies and their events:



UNILEVER



BANGLALINK



BRAC BANK



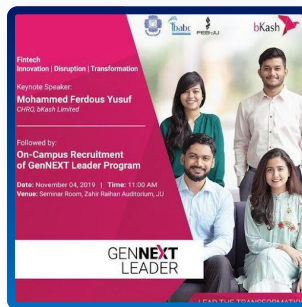
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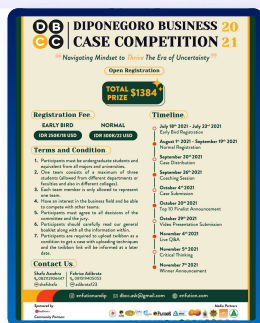
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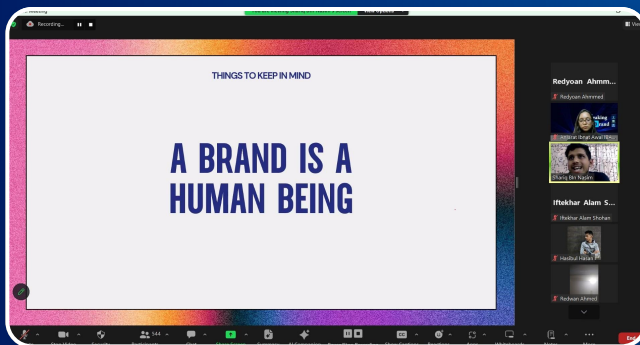


SAMSUNG

Breaking Brand 2025

COMPETITION AT A GLIMPSE

451 Teams Registered
Nation's First Ever Inter University Brand Building Competition



540+ Participants in the Workshop

Event Reach

Unit Count

1700+

Sponsors

6

Company Partners

25+

Club Affiliations

40+

Judges and Mentors

52 (7 of them Top CXOs)

Campus Ambassadors

28

Estimated Event Reach

Grand Total Impressions **3,921,600**

Socials

	Amount	Frequency of Visibility
Facebook	43	70,000
Instagram	43	30,000
YouTube	10	50,000

Total Reach
3,540,000
Posts will be promoted for optimum results

Internal JU

	Amount	Frequency of Visibility
Poster	43	50
Banner	43	500
Standee	10	600
Xbaner	43	3,000
Roman Banner	10	3,000

Total Reach
167,100

Road Shows

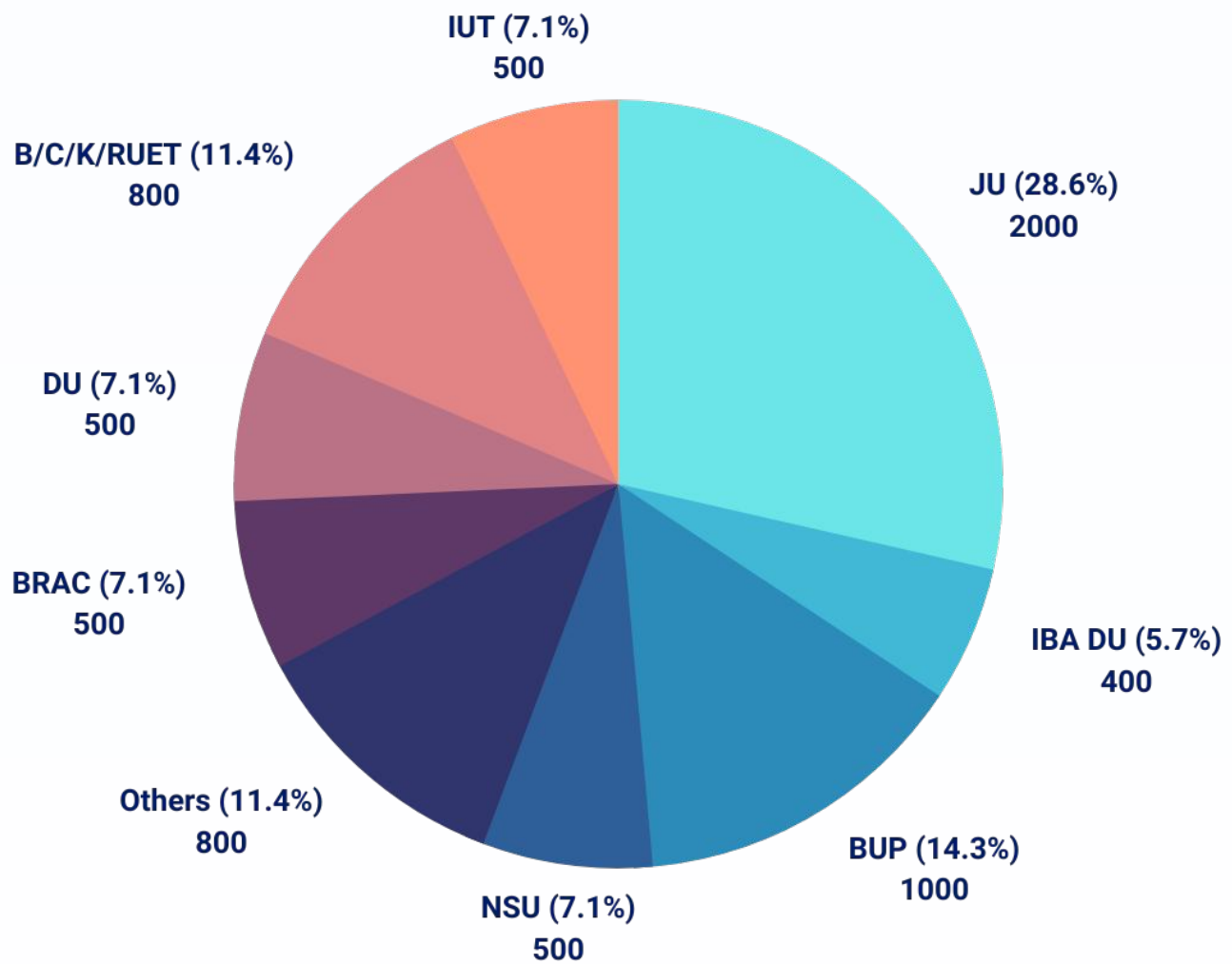
	Amount	Frequency of Visibility
43 Universities	43	1,500
Posters	500	300

Total Reach
214,500

Events

IN-PERSON PRESENCE

**Numbers represent estimated people to reach from Engagement and Roadshows



TOTAL ESTIMATED AUDIENCE: 7000+

Timeline

Competition Plan and Tentative Timeline

Round 01

A case will be provided which the teams will have to analyze and come up with a solution to/or design a marketing plan for.

Expected no. of teams: 400+

(A workshop will be held before the case is given)

Detailed Timeline:

Case Sent: Midnight, March 17th, 2025

Case Solving time: Till 20th March, 2025

Result Published: March 25th, 2025

March 17, 2024

March 25, 2024

A case will be given for which the teams will have to design a 360-degree marketing campaign, which they will present to judges online. Focus will be given on the presentation and creativity of the solutions.

No. of teams: 30

(Another workshop will be held before the case is given and a mentor will be assigned for each team)

Detailed Timeline:

Case Sent: Midnight, March 25th, 2025

Case Solving time: Till 30th March, 2025

Result Published: April 1st, 2025

Round 02

FINAL

A marketing case study will be provided for which the finalists will have to prepare an OVC and present their solutions to the judges offline at a selected Venue.

No. of teams: 6

(A masterclass will be taken and each team will be assigned with a mentor to prepare for the final round)

Detailed Timeline:

Case Sent: Midnight, April 15th, 2025

Case Solving time: Till April 15th, 2025

Final Presentation: 20th April, 2025

April 20, 2024

Sponsorship Levels

TITLE SPONSOR

BDT 9,00,000

GOLD SPONSOR

BDT 7,00,000

SILVER SPONSOR

BDT 5,00,000

Benefits at a Glimpse

	TITLE	GOLD	SILVER
Logo positioning	Emblem Top	Emblem Bottom	Emblem Bottom Small
Banner	✓	✓	✓
X banner	✓	✓	✓
Newspaper Mention	✓	✓	
Tshirt	Front	Front	Back
Special Guest	✓	✓	✓
Social media mention	✓	✓	✓
Floor in workshop	✓		
Finale Announcement	Presents	Powered by	Brought to You by
Finale Guest Special Floor	✓	✓	
Souvenirs	✓	✓	✓
Product sample	✓	✓	
Incorporation in Round Cases	Finale	Round 1	
Special promotional Requests	✓	✓ (Limited)	

Exclusive Benefits

YOUR COMPANY EXCLUSIVE BENEFITS



**Case provision of Your Company and build the brand
from international perspective**



**Using “Your Meeting Platform Links” for 30
Team Presentations in Round 2**

Additional Exclusive Benefits



Premiere Branding & Logo Incorporation



IBAJU collaborative Social Media promotions
(Estimated 59-71 million reach)



Souvenir Branding



Participant Information for Marketing



Campus Connection



40+ University Roadshows



Sponsor Acknowledgement



Media Partner Promotions



Physical Medium promotions of banners, posters etc.



Exclusive Finale Guest Speeches and Mentions



Affiliations

Contacts



ibaju.businessclub@gmail.com



<https://www.facebook.com/ibajubc>



https://www.instagram.com/iba_bc/



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