



## Empowering Change: Sponsorship Proposal for CMR University's International Conference

CMR University, Bengaluru, is organizing **The 2<sup>nd</sup> International Conference on Innovative Digital Transformation and Economic Sustainability (ICODES2024)** on 27-28 September 2024 in **Association with** The University of Western São Paulo (UNOESTE), Brazil, The University College of Bahrain (UCB), Bahrain, EuroMid Academy of Business & Technology (EMABT), Turkey, The Associated Chamber of Commerce & Industry of India (ASSOCHAM), Institute of Product Leadership (IPL), and Association of Management Development Institutions in South Asia (AMDISA).

### Introduction:

At CMR University, we believe in driving positive change through education, innovation, and collaboration. With this ethos in mind, we are excited to present our sponsorship proposal for the upcoming International Conference organized by CMR University. As a leading institution committed to fostering academic excellence and societal progress, CMR University's event provides an unparalleled platform for thought leaders, scholars, and practitioners from around the globe to exchange ideas and explore solutions to pressing global challenges.

### Conference Overview:

The International Conference organized by CMR University serves as a nexus for interdisciplinary dialogue, bringing together experts and stakeholders from diverse fields such as education, technology, business, and social sciences. This year's theme, "**Digital Transformation and Innovative Management Research**," underscores the imperative for collective action and innovation in addressing contemporary issues and shaping a sustainable future.

**The conference is being promoted on all social media, conference portals and websites with SEO partners.**

## Sponsorship Opportunities:

As a Corporate Social Responsibility (CSR) initiative, sponsoring CMR University's International Conference aligns with our commitment to supporting initiatives that promote education, research, and sustainable development. By partnering with CMR University, your company will not only demonstrate its dedication to corporate citizenship but also gain valuable exposure and networking opportunities. We offer several sponsorship tiers tailored to meet your company's philanthropic goals and marketing objectives:

### Diamond Sponsor: Rs.2,00,000

- *Become the Conference Champion:* Your logo will be prominently featured on all conference materials, including the website, signage, pre plenary, during streamed talks and in promotional materials.
- *Exclusive Speaking Opportunity:* Showcase your expertise by delivering a keynote address or participating in a high-profile panel discussion.
- *Premium Booth Location:* Secure the most prominent booth location at the conference expo hall, maximizing foot traffic and brand visibility. Display products, standees, logos, banners.
- *Logo Branding on Conference App:* Gain prominent placement of your logo on the official conference app, which attendees will use for scheduling and information access.
- *Social Media Recognition:* Be recognized as a Diamond Sponsor with dedicated social media shoutouts and promotion throughout the conference.
- *Media Mentions:* Gain press exposure through pre-conference and post-conference press releases featuring your company as a Diamond Sponsor.
- *Company Profile:* Customized sponsor profile in conference website
- *Database:* Opt-in database of attendee profile for further contact
- Agendas, Live videos, recorded videos, ICODIM2024 papers.
- Chats with recruiters, researchers, and professionals
- Ten (10) complimentary full-access registrations to official conference activities

### Platinum Sponsor: Rs.1,00,000

- *High-Visibility Branding:* Extensive logo placement on conference materials, signage, and the official conference app.
- *Speaking Opportunity:* Share your insights by participating in a panel discussion or a breakout session.
- *Prime Booth Location:* Secure a prime location at entrance with high foot traffic for valuable brand interactions. Display products, standees, logos, banners.
- *Social Media Promotion:* Dedicated social media posts highlighting your company as a Platinum Sponsor.
- *Conference Website Recognition:* Prominent logo placement on the conference website with a dedicated sponsor profile page.
- Customized sponsor profile in conference website
- Opt-in database of attendee profile for further contact
- Agendas, Live videos, recorded videos, ICODIM2024 papers.

- Chats with recruiters, researchers, and professionals
- Five (5) complimentary full-access registrations to official conference activities

#### **Gold Sponsor: Rs.50,000**

- *Logo Recognition:* Display your logo on key conference materials and the official app.
- *Shared Booth Space:* Secure a shared booth space in the expo hall for brand promotion and lead generation.
- *Conference Website Listing:* Company listing with logo on the conference website sponsor section.
- *Social Media Mentions:* Inclusion in social media posts promoting the conference sponsors.
- Company name with logo presented on website & pre plenary and during streamed talks
- 10x10 Stall/booth space at Conference Venue (Space only), display products, standees, logos, banners.
- Opt-in database of attendee profile for further contact
- Three (3) complimentary full-access registrations to official conference activities

#### **Silver Sponsor: Rs.25,000**

- *Logo Recognition:* Display your logo on the conference program and event signage.
- *Brand Recognition:* Listed as a conference sponsor on the event website.
- Company name with logo presented on website & pre plenary
- Opt-in database of attendee profile for further contact

#### **Customized Sponsorships:**

We understand that every company has unique CSR objectives and budget considerations. Therefore, we are open to crafting customized sponsorship packages that best suit your company's needs and preferences.

Auditorium Backdrop/ LED video wall / Generator Hiring / Best research paper Prizes/ Lunch / Water / Bag/ scribbling pad/ pen/ refreshments can be sponsored

#### **Why Sponsor CMR University's International Conference?**

- Align your company with a reputable institution dedicated to academic excellence and societal impact.
- Showcase your commitment to CSR and sustainable development goals on a global platform.
- Access a diverse audience of scholars, practitioners, policymakers, and industry leaders.
- Network with like-minded organizations and individuals, fostering potential collaborations and partnerships.
- Enhance brand visibility and reputation through targeted marketing and promotional activities.

Join us in catalyzing positive change and shaping the future by sponsoring CMR University's International Conference. Together, we can inspire innovation, foster collaboration, and drive meaningful impact in education, research, and beyond. For more information on sponsorship

opportunities and benefits, please contact Rakesh Rao. We look forward to partnering with you on this transformative journey.

### Become a Sponsor Today!

Contact our Sponsorship Director: **Prof. Rakesh Rao**

Email: [rakesh.r@cmr.edu.in](mailto:rakesh.r@cmr.edu.in) Website: [www.cmr.edu.in/icodes2024](http://www.cmr.edu.in/icodes2024)

Mob: 7353751212

Or

Dr.Om Prakash.C 9880690684 [omprakash@cmr.edu.in](mailto:omprakash@cmr.edu.in)

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The banner features a central image of CMR University Bengaluru with the text 'ICODIM2024' overlaid. To the left, logos for Unoeste (Brazil), EuroMid (Turkey), and University College of Bahrain are shown. To the right, logos for Harvard Business Publishing, Ministry of Education's Innovation Cell, Institution's Innovation Council, ASSOCHAM, ISDC, and BCIC are displayed. Below the banner is a world map with markers for the conference venue in Bengaluru, India, and other international locations. A QR code is provided for registration.

**2<sup>nd</sup> International Conference on Digital Transformation & Innovative Management Research**  
**23-24 August 2024**

**ICODIM2024**

**Conference Venue:**  
CMR University OMR Campus  
Bengaluru, INDIA  
<https://maps.app.goo.gl/QarQdvctqMqSusoE9>

**KEY DATES**  
Paper Submission/Registration Starts from:(Use Submission Link): 1 May 2024  
Full Submission Before: 11 Aug 2024  
Camera Ready paper before:18 Aug 2024  
Registration ends on: 18 Aug 2024  
Main Conference on: 23-24 Aug 2024

**Paper Submission & Registration Link:**  
<https://forms.gle/gQJaANk8EkcXNMq7>  
Or Scan Below QR code

**Contact Info:** CMR University, OMR Campus, 5, Bhuvanagiri, OMR Layout, Bangalore 560033. Visit [www.cmr.edu.in/icodim2024](http://www.cmr.edu.in/icodim2024) email: [icodim2024@cmr.edu.in](mailto:icodim2024@cmr.edu.in)