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Dated: 24.05.2018

**Expression of Interest**

National Institute of Fashion Technology, Hyderabad invites Expression of Interests towards Sponsorship of Graduation Shows 2018.

All such Expression of Interest communications shall reach to this office by 16.05.2018.

All the interested parties are requested to kindly adhere to the requirements mentioned in the website.

Kindly go through the continuation sheets for further details.

**Director**

## Expression of Interest for the Sponsorship of Graduation Shows 2018

### NIFT, Hyderabad

The National Institute of Fashion Technology was set up in 1986 under the aegis of the Ministry of Textiles, Government of India. It has emerged as the premier Institute of Design, Management and Technology, developing professionals for taking up leadership positions in fashion business in the emerging global scenario at present we are 16 NIFT Centres. It was made a statutory institute in 2006 by an Act of the Indian Parliament with the President of India as 'Visitor' and has full-fledged campuses all across the country.

### **NIFT Hyderabad**

The NIFT Hyderabad campus sits between India's IT hub - Hi-tech city and the state craft village, Shilparamam epitomizing one of its core mottos, tradition meets modernity.

The campus was established in 1995, and moved to permanent NIFT campus at Madhapur in 1999. The campus facilities provide an ideal environment for an all rounded learning experience and holistic growth

### **Graduations Shows: 2<sup>nd</sup> June 2018**

**Fashionova 2018: (Fashion Show)** As part of Fashion Design curriculum, the final year students are expected to present their individual Design Collection of garments designed and constructed by them, without infringing design patents of others, as a culmination of the 4 year **Bachelor in Fashion Design** program in the form of a special Fashion Show titled "**Fashionova – 2018**". The show comprises of collections designed individually by the students consisting of 5 to 7 ensembles.

**Knitwear Design (Knit Moda)**As part of Knitwear Design curriculum, the students of the final year are expected to present their individual collection of *garments* designed by them, without infringing design patents of others, as a culmination of the 4 year program in the form of a special fashion Show titled "**Knitwear Design – Knit Moda – 2018**".

The show comprises of collections designed individually by the students consisting of to 5 to 7 ensembles developed by them in the renowned apparel industries.

**Tantu 2018:** The Graduation Show (Tantu), Textile Design, Batch 2014-18 on 02.06.2018. TANTU 2018, an evening of extravaganza and novelty is the culminating event showcasing the Graduation Design Collection by the students of the Textiles Design Department, without infringing design patents of others. TANTU 2018 comprises of the Exhibition of Home Furnishing and Apparel collections by the students. This exhibition will display an array of talent and a spectrum of fabrics done by these students for partial fulfillment of their course.

**Infinite Ideas:** The Graduation Show of Fashion Communication Department. At NIFT Hyderabad is known as “**Infinite Ideas**”. Here all the Graduating Students showcase the work done in the Industry in last 6 months of their 4 year degree course, without infringing design patents of others. This last semester Industrial Exposure is also known as Graduation Project.

**Design Show Case:** the graduating design students of F&LA present their creative and innovative collections of Lifestyle Accessories, without infringing design patents of others, in form of visual display titled as “Design Showcase” at convenient gallery space. As many as 30 students showcase their collections which include furniture, footwear, bags, travel gear, jewellery and home accessories.

**Graduation Show of Bachelors of Fashion Technology (BFT):**The four year under graduate programme in fashion technology is designed to impart professional knowledge pertaining to apparel manufacturing technology. The four year programme culminates in students executing research project over the last semester. The research projects have been selected after identifying problem areas and region in apparel manufacturing which required detailed study.

**Graduation Show of Master Fashion Management (MFM):**The current batch of Masters of Fashion Management, MFM (earlier known in the Industry) as (Apparel Marketing and Merchandising Management programme) like M.B.A in Fashion is one of the founding and most sought after programme of NIFT. The students specialize in the areas of Marketing, Merchandising, (Domestic, Export, Retail) Retailing, Exports, International Marketing, Advertising and in general management. The current batch is 16<sup>th</sup> batch passing out since the inception of Dept. of Fashion Management studies in Hyderabad.

### **Mileage for Sponsors:**

This is a annual mega event of NIFT, Hyderabad. During the event an estimated 1500 - 2000 visitors turnaround is expected, with a maximum congregation during fashion show about 500 – 800. This event will be covered to the best possible by all major TV channels and print media of Hyderabad.

It is a major opportunity for sponsors for huge publicity, promotion and popularity.

### **NIFT invites sponsorship in the form of:**

- **The Platinum (Main Lead) Sponsors – Rs 5 lakhs and above.**
- **The Diamond (Lead) Sponsors – Rs 4 lakhs.**
- **The Gold (Co-Lead) Sponsors – Rs 3 lakhs.**
- **The Silver Sponsors – Rs 2 lakhs.**
- **The Associate Sponsors – Rs 1 lakh.**
- **Sequence Sponsors –Rs 50000.**

## **Benefits and Mileage for the Sponsors**

**The Platinum (Main Lead) Sponsors- The decision of NIFT is final for Rs. 5 lakhs and higher bids.**

- The entire programme will be named as “Sponsor NIFT Graduation show & Ceremony”.
- If any sponsor wants to be part of fashion show, sequence as complimentary will be given. The garments, accessories are to be provided by the brand.
- For Fashion Shows 25 passes will be provided.
- Banners at the venue (need to be supplied by the sponsoring org). The banner size will be as decided by NIFT.
- Sponsors logo in all the Posters, Brochures and Pamphlets of “NIFT Graduation show & Ceremony” along with NIFT logo.
- Sponsor’s logo on the backdrop of the main Stage.
- Announcement of sponsoring company’s profile throughout “NIFT Graduation show & Ceremony”.
- Audio Visual display of the company’s advertisement on the screen during Cultural Show.
- Due coverage and highlights to the best possible in the print media and TV coverage.
- Space for promotional stall for the Sponsor, if space available at venue (necessary material to build the stall to be brought by the sponsor).

**The Diamond (Lead) Sponsors – Rs. 4 lakhs and above**

- Banners at the venue (need to be supplied by the sponsoring org). The banner size will be as decided by NIFT.
- Co-lead sponsors logo in all the Posters, Brochures and Pamphlets of “NIFT Graduation show & Ceremony” along with NIFT and Lead sponsor’s logo
- Co-lead Sponsor’s logo (along with NIFT and Lead sponsor’s logo) on the main Stage.

- Announcement of company's profile throughout the ""NIFT Graduation show & Ceremony".
- Due coverage and highlights to the best possible in the print media and TV coverage.
- Space for promotional stall for the Sponsor, if space available at venue (material to build the stall to be brought by the sponsor).
- For fashion shows 20 passes will be provided.

### **The Gold (Co-Lead) Sponsors Rs.3 lakhs and above**

- Banners at the venue (need to be supplied by the sponsoring org). The banner size will be as decided by NIFT.
- Co-lead sponsors logo in all the Posters, Brochures and Pamphlets of ""NIFT Graduation show & Ceremony" along with NIFT and Lead sponsor's logo
- Co-lead Sponsor's logo (along with NIFT and Lead sponsor's logo) on the main Stage.
- Announcement of company's profile throughout the "NIFT Graduation show & Ceremony".
- Due coverage and highlights to the best possible in the print media and TV coverage.
- Space for promotional stall for the Sponsor (5ftby 5ft, material to build the stall to be brought by the sponsor).
- For fashion shows 15 passes will be provided.

### **The Silver Sponsors – Rs.2 lakhs and above**

- Banners at the venue (need to be supplied by the sponsoring org). The banner size will be as decided by NIFT.
- Co-lead sponsors logo in all the Posters, Brochures and Pamphlets of ""NIFT Graduation show & Ceremony" along with NIFT and Lead sponsor's logo
- Co-lead Sponsor's logo (along with NIFT and Lead sponsor's logo) on the main Stage.
- Announcement of company's profile throughout the ""NIFT Graduation show & Ceremony".

- Due coverage and highlights to the best possible in the print media and TV coverage.
- Space for promotional stall for the Sponsor ( material to build the stall to be brought by the sponsor).
- For fashion shows 10 passes will be provided.

#### **The Associate Sponsors Rs.1 lakhs and above**

- Co-lead sponsors logo in all the Posters, Brochures and Pamphlets of “SPECTRUM 2015” along with NIFT and Lead sponsor’s logo
- Co-lead Sponsor’s logo (along with NIFT and Lead sponsor’s logo) on the main Stage.
- Announcement of company’s profile throughout the “SPECTRUM 2015”.
- Due coverage and highlights to the best possible in the print media and TV coverage.
- Space for promotional stall for the Sponsor (material to build the stall to be brought by the sponsor).
- For fashion shows 8 passes will be provided.

#### **The Sequence Sponsors –Rs.50000 and above**

- 1 Sequence will be allotted to the sponsor for Rs.50000
- Sponsors logo in the Brochure.
- Sponsor’s logo in the poster of the event being sponsored by it.
- Announcement of company’s profile during the event being sponsored by it.
- Due coverage and highlights to the best possible in the print media and TV coverage.
- 5 Passes will be given.

Award sponsorship for the student in a category of choice, to be nominated by the Jury panel

#### **Media Coverage**

- To the best possible, major news channels, local and national cover the event along with FM channels, newspapers and magazines.

## **Terms & Conditions:**

1. The decision of the NIFT is final in the selection of sponsor, at its discretion.
2. Any sponsor who applies for the specific head, will be decided as such sponsor is agreed by the terms, conditions and decisions made by NIFT.
3. Any dispute which may arise from the above conditions, the same shall be resolved amicably to the possible extent or shall be referred to arbitrator as per the recommendation of NIFT, Hyderabad, who will solve the dispute and he or her award shall be final.
4. The parties have to shall be governed by the provisions in the Arbitration and Conciliation Act shall apply.
5. The place of arbitration shall be the office of Director, National Institute of Fashion Technology, NIFT Campus, Opp: Hi-tech City, Madhapur, Hyderabad – 500 081 and the language of objection shall be in English.
6. The Courts at R.R. Districts will have jurisdiction to entertain the adjudication of disputes.
7. The infrastructure requirement for our shows is attached at Annexure-I and accordingly to be provided.
8. NIFT will have all rights to modify or delete or add any of the terms with the pious intention to make event successful.
9. Any correspondence may be dealt with Mr. D.S. Reddy, UI-COE Cell, Telephone No. 040-23111935, email: [coe.hyderabad@nift.ac.in](mailto:coe.hyderabad@nift.ac.in).
10. For any kind of incidents beyond human control, force majeure applies.
11. Venue will be decided by NIFT
12. NIFT reserves all rights in conducting graduation shows.
13. NIFT holds copy rights and publicity rights of graduation shows
14. Sponsor must fulfill all terms and conditions specified in the sponsorship allotment letter



National Institute of Fashion Technology  
Hyderabad

Annexure-I

**REQUIREMENTS FOR GRADUATION SHOWS**

**FD & KD DEPTTS**

To conduct the fashion show for both FD (26 students) & KD (11 students) collections on the 2<sup>nd</sup> of June 2018, we would require the following:

<b>S. no.</b>	<b>Particulars</b>	<b>Remarks</b>
1	Venue (indoor with AC) Accommodate stage, ramp & green rooms Seating capacity 400 + media	
2	Stage, ramp, backdrop (tentative size for reference) 30'x 16'x 2' stage with white paint 8'x 40'x 2' ramp with white paint 30'x 8' backdrop (printing & mounting or LED screen) 6'x 8' side wings (2 nos)  10'x 10' green rooms (3 nos)	Garment racks, mirrors, tables, chairs, lighting, drinking water and plug points
3	Sound and lights (depending on the size of venue) Sound system Cordless mikes (2 nos) Clear coms (5 nos) Live streaming Backup generator	
4	AV (music, slideshow and video compilation)	
5	Models (selected as per measurements) Female 24 Male 6	To be outsource as student models are unavailable during this date Models and wardrobe manager needed for fittings and rehearsal
6	Choreographer, backstage coordinators, wardrobe manager and model helpers	Choreographer: Not compulsory, can be managed Back stage & wardrobe manager: Needed Model helpers: Students helpers from CE program may be engaged for this
7	PPL licences and other permissions	
8	Compere	
9	Photographer & Videographer	Photos of each ensemble in each student

		collection compiled in an album (digital and hard copies) Event video compiled (raw & edited) in DVDS
10	Makeup & Hairstyling team	
11	Refreshments for the team through the day of the show and on the day of fittings	Tea and snacks twice during the day & lunch

### **Requirement of Fashion & Lifestyle Accessories for Graduation Project**

NO	PARTICULARS	Qty.	Remarks
1.	Location Display Boards	30 nos.	For putting up visual display materials and printouts at backdrop of props
2.	3M X 3M Stalls	30 nos.	Each Stall to Include Table - 1 Nos , Chairs - 2 Nos , Spot Lights - 3 Nos Plug Point - 1 nos , Dust Bin - 1 nos
3.	Electrical Extension & Lighting	30 nos. extensions and 60 nos. spot lights	Display lighting for effective accentuation and for creating focal areas on the products and related materials
4	Flex s (Showcase Brief & department information) 3x7 ft. size	4 nos.	Signage will help in promoting the showcase event and the AD department's unique achievements for information purpose to all the visitors and participants
5	Photography and Videography	1 nos.	For effective documentation of the showcase display

### **Requirements of Textile Design Department for Graduation Project**

1. Dimension of stall - 2mX2mX8Ft.height
2. Chairs -2 no
3. Table - 1 no
4. Spot Light -3 nos
5. Plug Point -1 no
6. Dust Bin -1 no
7. Fascia Name in Black lettering

### **Requirement of Fashion Communication for Graduation Project**

- 1) 30 tables with table cloth and frills
- 2) Stage
- 3) Backdrop of Stage
- 4) Mike with podium
- 5) 100 chairs

- 6) Photographer
- 7) Lamp for deep lightining

**BFT Requirement**

1. Hall for Graduation Ceremony
2. Back Drop
3. stage
4. Pa. system
5. LCD Projector with AV cable to connect laptop
6. Seating arrangement
7. Teapoy on stage 5 chairs
8. side 2 tables
9. Podium with Mike one extra mike on the stage
10. Photography & Videography
11. Trays
12. Lamp

Requirements for the Graduation Ceremony – MFM- Batch 2016-2018

<b>Sl. No.</b>	<b>PARTICULARS</b>	<b>PROPOSED Nos</b>
1.	Inaugural Lamp	1
2.	Oil , flowers ,wick & Match box	
3.	LCD with Screen	1
4.	P&A system	1
5.	Chairs for audience	120
6.	Formal Stage ( Seating 7)	12 by 10
7.	Backdrop (Size as per the Stage dimensions)	1
8.	Table on the dais for 7 people	1
9.	Chairs on the Dais	7
10.	Side table for placing mementoes, stoles & certificates etc	1
11.	Name Plates	7
12.	Photographer for video and Album	