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M A D O V E R A D S

# Business Brochure

2023-2024

# Welcome to MadOverAdz

## About Us

MadOverAdz is the official marketing event of NIHT Digital Marketing. The initiative started in 2021 with the objective of educating and empowering young students and talents through a series of competitions, workshops, and seminars. Our initiative is dedicated to helping students learn about the exciting world of marketing and build the skills necessary to succeed in today's fast-paced, technology-driven world.

Since our launch, MadOverAdz has reached more than **30,000** students across the country, providing them with the opportunities to network, learn, and grow. Our events are designed to provide students with a hands-on experience and in-depth knowledge of the latest marketing trends, strategies, and tools. Whether you're a seasoned marketing professional or just starting out, MadOverAdz is the perfect platform to gain a competitive edge in the industry.

At MadOverAdz, we believe that education is the key to success, and we're committed to providing students with the resources and support they need to reach their full potential. With focus on innovation, creativity, and collaboration, we're dedicated to fostering a community of young marketing leaders who are ready to shape the future of the industry.

So whether you're a student looking to build your skills, or a professional seeking new opportunities, join us at MadOverAdz and discover the power of marketing.



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# Our Events

## Mad Over Adz *Season 1*

Mad Over Adz season 1 was a highly participative event that saw the participation of more than **10 teams**, each consisting of a group of talented and creative individuals who brought their advertising and branding skills to the forefront. The event was designed to provide a platform for students to showcase their talents and demonstrate their understanding of the advertising and branding industry. With more than **150 students** participating, it was evident that the event was highly anticipated and well-received by the student community.

The teams were tasked with presenting their advertising and branding campaign ideas to a panel of **3 industry professionals who acted as judges**. These judges were highly knowledgeable and experienced in the industry and were responsible for evaluating the presentations and determining the best campaigns. The judges provided feedback to the teams and offered constructive criticism to help them improve their skills and understanding of the industry.

In conclusion, Mad Over Adz was a well-organized and highly participative event that provided a platform for students to demonstrate their advertising and branding skills. The presence of industry professionals as judges added credibility to the event and provided valuable feedback to the students, helping them to develop their skills and gain a deeper understanding of the advertising and branding industry.



# Mad over Adz *Season 2*

( 10 days Marketing & Advertising Challenge )

The Mad Over Adz season 2 a platform for students to showcase their advertising and branding skills. In the second edition of the event, **50 teams** participated and presented their ideas for **10 different clients**. The teams consisted of more than **300 students** who demonstrated their creativity and innovation in the field of advertising and branding. The event was made even more exciting with the presence of **5 industry professional** panellists who were there to judge the presentations and provide valuable feedback to the teams. These panelists, who have extensive experience in the industry, played a crucial role in evaluating the quality of the presentations and helping the students to improve their skills. The event was an excellent opportunity for the students to showcase their abilities, learn from experienced professionals, and network with others in the field.



## Master Class by Master Mentors- Mad Over Adz

The Master Class by Master Mentor - MadOverAdz was a highly anticipated event for students interested in the world of branding and sales. With over **100 attendees**, the event was a resounding success and provided valuable insights into two critical aspects of the industry. The event was led by two prominent figures in their respective fields, **Angshuman Sett, the CEO and founder of Brands2be**, who spoke on **“Mastering the Branding Game,”** and **Prosit Paul, the COO of NIHT Infosolution Pvt. Ltd.**, who spoke on the **“Art of Closing Deals.”** These expert speakers shared their extensive knowledge and experience in their respective fields, providing students with the tools and knowledge they need to excel in the competitive world of branding and sales. The event was a huge success, providing attendees with a wealth of knowledge and practical tips on how to succeed in their careers.

# SPONSOR

## ASSOCIATE SPONSOR - ₹15,000

- Prominent logo presence on top of all the posts in the ratio 2:1. (Title: Co-Sponsored by)
- Logo presence on all Flexes in prime locations of Kolkata.
- Standees and Posters put up for offline branding on notice boards at Oxford Bookstore, Park Street, Kolkata and NIHT institutes at Chandni Chowk, Rabindra Sadan, Ultadanga, Kolkata and Jayanagar, Bangalore.
- Brand promotion through Facebook and Instagram paid ads 20 days prior to the event.
- Inclusion of the title and logo in marketing collaterals.
- 1 Collaboration post on Instagram via official profile of NIHT Digital Marketing Institute and user engagement on the same.
- Sharing collaboration post on stories of personal profile of the team. (Maximum 100)
- Brand promo video display before and after the speaker sessions
- Announcement of Associate sponsor by emcee in the final event and in speaker sessions.
- 50 google reviews and 5 star ratings on the business profiles.
- Post Event Video with associate sponsor logo.
- Products display in the institutes on all locations, 10 Days prior to the event.
- Any other request subject to feasibility.

## Event Sponsor : ₹12,000

- Logo presence on all Flexes in prime locations of Kolkata.
- Standees and Posters put up for offline branding on notice boards at Oxford Bookstore, Park Street, Kolkata and NIHT institutes at Chandni Chowk, Rabindra Sadan, Ultadanga, Kolkata and Jayanagar, Bangalore.
- 1 Collaboration post on Instagram via official profile of NIHT Digital Marketing Institute and user engagement on the same.
- Sharing collaboration post on stories of personal profile of the team. (Maximum 100).
- Brand promo video display before and after the speaker sessions.
- Announcement of Associate sponsor by emcee in the final event and in speaker sessions.
- 50 google reviews and 5 star ratings on the business profiles.
- Post Event Video with event sponsor logo.
- Any other request subject to feasibility.



### Please Note :

- Individual Sponsorship titles can be customized as per company requirements.
- All amounts are negotiable.
- All deliverables are negotiable.
- The event's planning will fully entail the usage of all sponsorship funds. No funds shall be used for private gain or advantages.

## Session Sponsor : ₹5,000

- Standees and Posters put up for offline branding on notice boards at Oxford Bookstore, Park Street, Kolkata and NIHT institutes at Chandni Chowk, Rabindra Sadan, Ultadanga, Kolkata and Jayanagar, Bangalore.
- 1 Collaboration post on Instagram via official profile of NIHT Digital Marketing Institute and user engagement on the same.
- Sharing collaboration post on stories of personal profile of the team. (Maximum 50).
- 30 google reviews and 5 star ratings on the business profiles.
- Announcement of session sponsor by emcee in the final event and in speaker sessions.
- Post Event Video with event sponsor logo.
- Any other request subject to feasibility.

### Radio Partner :

2 weeks prior to the event, the event will promoted on the official radio channel.

### Media Partner :

Assistance with event promotion through traditional media outlets and in publishing content about the event.

### Broadcasting Partner :

Broadcast the event live on the partner's official broadcasting network.

### Food Partner :

Food packets For the guests and organisers.

### Refreshment Partner:

Bottles of beverages for the participants, team, and guests.

### Gift Partner :

Gifts for all the moderators and special guests.

### Travel Partner :

Travel and conveyance for the guest and organizers only for 11th March.

### Stationary Partner :

All of the stationary needed to plan the event.



### Deliverables to the Partners:

- Logo presence on all Flexes, Posters and Standees.
- 1 Collaboration post on Instagram via official profile of NIHT Digital Marketing Institute and user engagement on the same.
- Sharing collaboration post on stories of personal profile of the team. (Maximum 50).
- Brand promo video display before and after the speaker sessions.
- Announcement of session sponsor by emcee in the final event and in speaker sessions.

# Social Media Figures

10,00,000+

Reach

18,00,000+

Impression

14+

Speakers

3

Session  
Total 90mins

## Past Speakers



**Anghsuman Sett**  
(CEO and Founder, Brand2be and NIHT Infosolution Pvt. Ltd.)



**Sourav Jain**  
(Founder Digital Scholar)



**Gaurav Mehta**  
(CEO Zupee, Ex CMO - CarDekho and OLX)



**Niel Hirjee**  
(Calport Technologies)



**Nirupam Lodha**  
(Specialization IP)



**Chunchreek Singhvi**  
(Investment Banker)



**Prosit Paul**  
(COO, NIHT Infosolution Pvt. Ltd.)



# Terms And Conditions

- All payments must be made in favor of NIHT Infosolution Pvt. Ltd, Kolkata.
- The number, frequency of various promotion media referred to are approximate figures.
- Marginal variability of the actual figures is possible.
- Advertising material is to be provided by the sponsors as an image in TIFF or JPG.
- Due to reasons beyond our control, it may be necessary to change the content, timing, speakers or the date of the event at any time prior to the event. The same shall be conveyed to the sponsors with an assurance of zero damages caused because of such change.
- The failure to provide with one or more of the promotional avenues would be purely accidental or unintentional. As a consequence of such failure, if any, the sponsors will not be entitled to claim compensation or bring about any action or legal suit against the organizers or the college. Such failure, if any, cannot be used as a ground to repudiate the contract of sponsorship. In case of any contingency, the liability of the organizers will be restricted to a full refund of the sum sponsored only. Sponsorship in kind will also be duly compensated. No further compensation can be claimed from the organizers.



**Don't sit down and wait for the opportunities to come. Get up and make them.**



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