



urdhvam
Students' Exhibition

Industrial Design Centre, IIT Bombay
Design Degree Show

2011

DDS 2011, IDC IIT Bombay | URDHVAM

Design Degree Show (DDS) is an annual event where graduating students of the Industrial Design Centre (IDC) at IIT Bombay showcase their work. Held at the grand premises of the Nehru Centre, Mumbai, it attracts a large viewership of industry experts, design professionals and the general public alike, every year.

Aimed at creating design awareness in society and simultaneously offer a platform for people to meet and interact. The event unfolds through a fine selection of programmes. DDS 2011 will showcase design solutions of graduating students from the streams of Visual Communication, Interaction Design, Animation and Product Design as well as the work of our PhD students.

As a mark of our respect to Prof. Sudhakar Nadkarni, the man who was instrumental in setting up of the Industrial Design Centre, under the auspices of IIT Bombay in 1979, we are celebrating his 75th birthday in his august presence this year, through a special series of lectures, talks and photo gallery displays.

Programme Highlights:

1. Exhibition of Student Projects
2. Student Project Presentations
3. IDC Animation/Film Screenings
4. Workshop on Design for High School Students
5. Seminars on Design Experience
6. Designers meet

As an effective platform for new ideas and fruitful collaborations, we at Team DDS believe this offers our partners an excellent opportunity to reach out and communicate with a larger audience. We sincerely believe that your company will be well-represented in DDS 2011, and hope that you will decide to partner with us.

For more information, please feel free to contact us, and our team will get back to you.

Thank you very much for considering a partnership with Design Degree Show, IDC, IIT Bombay

Team DDS 2011

Venues for DDS 2011

IDC - IIT Bombay, Powai, Mumbai

Established in 1958, IIT Bombay today is recognized worldwide as a leader in the field of engineering and research. Harboring a population of over 10,000 people including students, faculty and general staff, it is reputed internationally for its quality of teaching and outstanding calibre of the students from its graduate and post graduate programmes.

Nestled within its lush green premises is the Industrial Design Centre (est. in 1979), the 'creative zone' of the campus with five post-graduate design programmes namely - Industrial Design, Visual Communication, Animation Film Design, Interaction Design, Mobility and Vehicle Design and an intensive PhD programme. IDC alumni has won many accolades over the years and have been recognized as thought leaders in various aspects of design the most recent being Mr. Uday Kumar, a PhD candidate, who created the rupee symbol.



Nehru Centre, Dr. Annie Besant Road, Worli, Mumbai

Modern in design and furnished with world-class facilities and amenities, Nehru Centre is highly sought after as a host for many high-profile exhibitions of both national and international stature. Initiated for the betterment of Science and Technology, it also houses a Culture Wing and an Art Gallery, the venue for our Design Degree Show year after year.

How you can contribute

Our partners can opt for the role of either a 'Lead' or a 'Part' Sponsor of the event. The estimated budget of every category is as mentioned below and the benefits of each sponsor are given in detail further:

- 1. Exhibition: ₹ 9,00,000/-**
- 2. Yearbook Publication: ₹ 2,00,000/-**
- 3. Seminar: ₹ 3,00,000/- (@ 1Lac per day for 3 days)**
- 4. DDS Dinner: ₹ 1,00,000/-**
- 5. Auxiliary: ₹ 50,000/-**

1. Exhibition

Total cost: ₹ 9,00,000/-

Part Sponsorship: ₹ 3,00,000/-

Expenses include:

- Panels displaying works of students and faculty.
- Panel frames supports, backing, suspension, accessories and storage facility.
- Lunch, tea and snacks during three days of the exhibition.

Lead Sponsor Benefits:

- One dedicated booth. (The lead sponsor will be allowed to setup his own booth).
- Multiple banners in and around the Nehru Centre exhibition. (The sponsor may provide the design).
- Mention on all the publicity and promotional material.
- Single page colour advertisement in the year book. (The sponsor may provide the design)
- Logo on DDS website homepage (150 x 150 px) with active Acknowledgement on all media coverage.

Part Sponsor Benefits:

Benefits applicable are as per point 2 to 5 above.



2. Yearbook Publication

Compilation of works of the graduating students.

Total cost: ₹ 2,00,000/-

Expenses include:

Printing cost of yearbooks

Note: There shall be a single sponsor for the yearbook.

However, a list of other sponsors and their contributions will be mentioned in the yearbook.

Lead Sponsor Benefits:

- A double spread colour ad in the yearbook. (The Sponsor may provide the design)
- One banner at the DDS yearbook sales counter.
- A mention on the website with active link to the sponsor's page. (The Sponsor can advertise here)
- Company Logo



 <p>Company Logo</p>	<p>The company can advertise here.</p>
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3. Seminar

Total cost: ₹ 3,00,000/- (@1Lac/day for 3 days)

Expenses include:

- Travel expense of the speaker.
- The lunch and tea for all in the seminar.
- Stationary for the attendees.

Lead Sponsor Benefits:

- Industry Slot - Promotional time given on stage to the Sponsor. (10 - 15 minutes).
- A banner on the podium behind the speaker. (The sponsor may provide the design)
- Banner space at the entrance. (The sponsor may provide the design)
- Opportunity to introduce the speaker.
- Mention in sponsors' list in yearbook and in 'Friends of IDC' Banner.

4. DDS Dinner

The degree show also organizes a grand dinner on the eve of the event, for which distinguished members from the design fraternity are invited. Hosted at the IDC premises within IITB campus, the dinner provides a platform where over 200 people including students, faculty, alumni and industry professionals can interact.

Total cost: ₹ 1,00,000/-

Part Sponsorship cost : ₹ 50,000/-

Expenses include:

Caterers' charges.

Sponsor Benefits:

- Two banners to put up at the 'Design Meet' and dinner venue.
- Logo on the website with an active link to sponsor's website.
- Mention in sponsors' list in yearbook.
- One banner at IDC

5. Auxiliary

Total cost: ₹ 50,000/-

Expenses include:

- Mementoes, souvenirs, T-shirts.
- Event management expenses, transport.
- Postage, publications and other expenses.

Lead Sponsor Benefits:

- Space on the all-sponsors banner. (This banner will contain all the sponsors of DDS at IDC)
- Mention in sponsors' list in yearbook.
- Mention on website.

Media Coverage in:

Times of India | DNA | NDTV | Hindustan Times | Indian Express | Mumbai Mirror

In addition to these, we shall acknowledge and display all our major Event Sponsors' logo/s, in order of their contributing role, in press, web and poster advertisements. In the event two or more companies opt to sponsor the same event or are contributing the same sponsorship amount, both the sponsors shall enjoy equal coverage, acknowledgement and shall be treated as individual contributors in all respects.

Sponsorship contributions in cash and kind not belonging to the above mentioned categories shall be acknowledged in the DDS 2011 Yearbook.



For clarifications/ further details please contact
sponsorship coordinators,

Ranjit Raju (0) 90040 25911
Ishneet Grover (0) 81425 68242
Prerak Mehta (0) 98208 56218



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