

वर्ष १ वे
युवाप्रताप
राज्यस्तरीय कृषि व सामाजिक पुरस्कार
२०२०-२१

Sponsorship Proposal

2020-21



A प्रयोगशील शेतकरी / द्राक्ष - डाळिंब इ.



B कृषि-उद्योग व उद्योजक



C पर्यावरण व निसर्ग संवर्धन



D पशुसंवर्धन / दुग्ध मत्स्य इ. व्यवसाय



E महिलाविकास / सक्षमीकरण / उद्योजिका



F समाजाभिमुख पत्रकारिता



G युवा संघटन



H कला साहित्य व क्रीडा



I सामाजिक कार्य



J शिक्षण संशोधन व सेवा



K सोशलमीडियावरील कृषि विस्तार



L अकृषक उद्योग व विशेष सेवा

Organised By



स्थापना: २०१२
**कृषि-पदवीधर
संघटना**
AGRICULTURE - GRADUATES ASSOCIATION
पदवीधर | शेतकरी | कृषिवल



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EXECUTIVE SUMMARY

It gives me great pleasure to invite your company to join with other community minded corporate sponsors and become a partner and category naming rights sponsor of the **YUVAPRATAP AGRI & SOCIAL AWARDS 2020-21**

The aims and objectives of the Awards are to encourage, acknowledge and reward the valuable contribution individuals making throughout the state, In Agriculture & Allied Sector, Social Activities.

The Awards, entering their **9th year**, are Maharashtra's most prestigious youth & community workers awards Program.

Our marketing and promotional campaign utilises all areas of the media, social media. corporate and community participation. Therefore as a category naming rights sponsor, your company can be assured of receiving extensive positive recognition.

CATEGORY OPTIONS AVAILABLE

Below are a variety of available category options you may wish to consider for sponsorship:

- **Platinum Sponsors**
- **Gold Sponsors**
- **Silver Sponsors**
- **Media Partners**
- **Hospitality Partners**

We are happy to discuss alternative category options if you feel there is a more appropriately aligned category for your philosophy and mission.

AIMS AND OBJECTIVES

YUVAPRATAP AGRI & SOCIAL AWARDS 2020-21 is an Awards Program designed to recognise, encourage and reward Maharashtra's most vital resource, its youth & community workers.

Each year the Awards seeks out and promote the incredible achievements on young individuals that creates a sense of state pride, unity and inspiration through their example as mentors and role models to the wider community.

The Main Objectives of the Awards are to:

- **Acknowledge & highlight the achievements of youth & Community Workers.**
- **Educate the general public with examples of youth achievement.**
- **Encourage & motivate youths at all levels in their chosen field of endeavour.**
- **Build self-confidence through rewards for excellence.**
- **Provide role models & mentors for our youth by highlighting their achievements and the pursuit of excellence.**

- **Develop and encourage leadership and life skills in youth & Community Workers.**

The Awards recognise the achievements of youth & Community Workers and culminate at the Awards Gala Presentation in the naming of the category winners and the overall State winner - **YUVAPRATAP AGRI & SOCIAL AWARDS 2020-21** of the Year.

The public and media support of the Awards will provide many opportunities for exposure for your company.

With the combination of media support and local media supporters we will be able to reach wider.

CALL FOR NOMINATIONS

A period of 4 months is commence after the Launch in December 2020 and conclude in March 2021. Your company will feature heavily in the "call for nominations" media campaign.

The Awards Co-ordinator undertakes an extensive mail-out during the nomination period, involving community groups, institutions, government departments, sponsors' branches, libraries and volunteer organisations.

JUDGING

Judging will take place in April 2020. Invitations are extended to Presenters and Prize and Category Award sponsors of the **YUVAPRATAP AGRI & SOCIAL AWARDS 2020-21** to form part of the Judging Panel.

An Expert Judge for each category will also be invited to shortlist the nominations and be part of the panel. From the category winners, one is selected to become the overall State winner as well as Second. Third & - **YUVAPRATAP AGRI & SOCIAL AWARDS** of the Year. This selection is made at the end of the judging day by the Executive Judging Panel.

AWARDS GALA PRESENTATION

The Awards Gala Presentation will be held to acknowledge the finalists, announce the category winners of the Year.

The Presentation will be a formal & Corporate attended by near about 1000 guests. VIP's working in Agriculture & Social sector.

A Senior Executive from your company will be invited to make a short speech and make the presentation to the three category finalists and announce the winner of categories Award and present and trophy.

Your company will receive a table of complimentary VIP passes to attend the Awards Gala Presentation.

AWARD PRIZES

With the support of a principal Prize Sponsor, the prizes attract considerable attention, which focus on the image of a high-class youth Awards Program open to all youth & community workers.

Each of the category winners will receive Trophy, Certificate of Acknowledgment.

All nominees to enter the Awards Program receive a certificate of recognition and a letter of encouragement for their achievements. With the prize pool for all involved, the Awards Program attracts an extremely high calibre of nominees who in turn attract extensive media exposure for the Program, the presenters and all sponsors involved.

MARKETING & PUBLIC RELATIONS

PRESS

A mail-out to all newspapers throughout the State is undertaken during the set-up period of the Awards. Through this process, the Awards receive essential support from numerous metropolitan and regional newspapers through editorials calling for nominations.

SOCIAL MEDIA

Extensive Facebook and twitter campaigns including paid advertising and placements will be undertaken during the call for nominations and to promote finalists and winners.

PRINTED LITERATURE AND DIRECT MAIL

Printed literature for the Program consists of: posters, launch invitations, presentation invitations, acceptance cards, place cards, certificates and a printed program for Awards Gala Presentation. Additionally general stationery is produced such as letterhead and envelopes. All of the printed literature will carry identification of your company as a Category Award Sponsor within the Program.

WEBSITE

The web site offers a fully interactive service, which illustrates detailed information about the **YUVAPRATAP AGRI & SOCIAL AWARDS 2020-21**. This site will explain the eligibility criteria with full instructions on how to nominate, and the process of the nominations. Your company and other program sponsors will have links to their website from the Awards Program website.

PUBLIC RELATIONS

Each program element will be supported by a comprehensive public relations campaign, your company will be featured continually throughout the public relations campaign.

Media releases cover all stages of the Awards campaign as follows:

- As nominations are received media releases are forwarded weekly, particularly to origin area of nomination, to encourage more nominations and community support in general.
- Prior to close of nominations - media releases are forwarded to all press media highlighting the impending close of nomination date.
- Following judging - periodic media releases are distributed announcing the category finalists throughout until the State Awards Presentation and announcements.
- Following the Awards Gala Presentation - media releases are distributed announcing the category winners of **YUVAPRATAP AGRI & SOCIAL AWARDS 2020-21**.

The public relations program will cover all mass media; in particular the newspapers involved as partners in the Awards.

VALUATION OF SPONSORSHIP

The value of sponsorship to your company is conservatively valued as follows:

PLATINUM SPONSORSHIP:-	Rs. 01,40,000/-
GOLD SPONSORSHIP:-	Rs. 1,00 000/-
SILVER SPONSORSHIP:-	Rs. 86,000/-

PARTNERSHIP PROPOSAL

It is with great pleasure that we invite your company to become a naming rights sponsor of the **YUVAPRATAPAGRI ASOCIAL AWARDS 2020-21** for the duration of the program.

The cost for category naming rights sponsorship for 2019-20 is (all inclusive)

If you confirm involvement by the, we are pleased to offer you a 5% discount

No other costs are involved in the program.

Your sponsorship contribution will go directly towards promoting your category and facilitating a high quality Awards program targeting our young high achievers throughout state whilst also increasing state pride.

At the conclusion of the Program, your company will be given first rights to continue the sponsorship agreement for next year.

A payment schedule for sponsorship is flexible and may be paid in one or two payments.

For further information and to review the sponsorship benefits of these two levels please contact the Awards office on 7030713713 or email agrigraduatesassociation@gmail.com

SPONSORSHIP BENEFITS

Your company will receive the following in return for your commitment and involvement with the **YUVAPRATAP AGRI & SOCIAL AWARDS 2020-21** as a Category or Naming Rights Sponsor of the Program:

1. Your company will receive quality exposure in the display coupons calling for nominations and editorials featured regularly in supporting newspapers, magazines and newsletters throughout state.
2. Your company will feature and your guests will be invited as VIP's to this public function.
3. A Quality banner featuring your company will be strategically displayed at public events associated with the Awards Program including the Launch and at the Awards Gala Presentation and any additional activities coordinated for the Program.
4. Your company will be featured on stationary and etc which are distributed to leading business houses, community organisations, service clubs, media outlets, schools, universities, libraries, councils, and sponsor outlets.
5. Your company will be featured in colour posters which will be displayed and available throughout business houses, media outlets, schools, universities, libraries, councils, offices of Members of Parliament, and sponsor outlets.
6. Extensive Face book and twitter campaigns including paid advertising and placements will be undertaken.
7. Invitations featuring your company will be distributed throughout state to leading business houses, media and category-related organisations promoting the Launch and the Awards Gala Presentation. Additionally acceptance cards, place cards and printed Programs for the Presentation are produced, again featuring your involvement.
8. Certificates will be printed and presented, personally where possible, to all nominees of the Program and including finalists and winners.
9. Your company will receive an End-of-Program Report summarising all promotional and media activity for each stage of the Program.
10. Your company's Senior Executive will be invited to make a speech and present the three category finalists and announce the winner Award at the Awards Gala Presentation.
11. Your company will feature in the video to promote the category winners and the **YUVAPRATAP AGRI&SOCIAL AWARDS** of the Year for 4-6 weeks after the Awards Presentations.

CONCLUSION

It gives me great pleasure to invite your company to become a category naming rights sponsor of the **YUVAPRATAPAGRI& SOCIAL AWARDS 2020-21**.

Our promotional campaign utilises all areas of electronic and press media, massive direct mail, corporate and community involvement and therefore is a proven comprehensive and successful marketing strategy.

I strongly believe that your company will significantly benefit from involvement in the Awards and share in the recognition, branding, success and community acceptance of this prestigious program through sponsorship.

Should you require any further information or wish to see the printed promotional materials, media files, or discuss the exposure opportunities and benefits available, please do not hesitate to contact the Awards office on 7030713713 We would be delighted to discuss your potential involvement and the exciting opportunities open to your company.

Thank you for your consideration.

Mr.Mangal B. Kadus Patil (Director)

Agriculture Graduates Association

Contact: 7030713713

Website: www.agriandgraduates.org

Glimpses From YUVAPRATAP STATE AGRI & SOCIAL AWARDS 2016-17



Event By:



स्थापना: २०१३
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Glimpses From YUVAPRATAP STATE AGRI & SOCIAL AWARDS 2016-17



Event By:  **कृषि-पदवीधर
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भारती**
उद्योजकता विकास व
प्रशिक्षण विभाग
ENTREPRENEURSHIP TRAINING & CONSULTANCY DIVISION

 **महाकृषि
योजना**
2021-22
प्रशिक्षण | पर्यटन | प्रदर्शन | प्रबोधन

Glimpses From YUVAPRATAP STATE AGRI & SOCIAL AWARDS 2017-18



Event By:



स्थापना: २०१३
**कृषि-पदवीधर
संघटना**
AGRICULTURE - GRADUATES ASSOCIATION
पदवीधर | शेतकरी | कृषिवल



Glimpses From YUVAPRATAP STATE AGRI & SOCIAL AWARDS 2017-18



Event By:



स्थापना: २०१३
**कृषि-पदवीधर
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Glimpses From YUVAPRATAP STATE AGRI & SOCIAL AWARDS 2017-18



Event By:  **कृषि-पदवीधर संघटना**
AGRICULTURE - GRADUATES ASSOCIATION
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 **उद्योग भारती**
उद्योजकता विकास व प्रशिक्षण विभाग
ENTREPRENEURSHIP TRAINING & CONSULTANCY DIVISION

 **महाकृषि योजना**
2017-18
प्रशिक्षण | पर्यटन | प्रदर्शन | प्रबोधन

Glimpses From YUVAPRATAP STATE AGRI & SOCIAL AWARDS 2018-19



Event By:



स्थापना: २०१३
**कृषि-पदवीधर
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Glimpses From YUVAPRATAP STATE AGRI & SOCIAL AWARDS 2018-19



Event By:  **कृषि-पदवीधर संघटना**
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ENTREPRENEURSHIP TRAINING & CONSULTANCY DIVISION

 **महाकृषि योजना**
2021-22
प्रशिक्षण | पर्यटन | प्रदर्शन | प्रबोधन

Glimpses From YUVAPRATAP STATE AGRI & SOCIAL AWARDS 2018-19



Event By:



स्थापना: २०१३
**कृषि-पदवीधर
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**उद्योग
भारती**
उद्योजकता विकास व
प्रशिक्षण विभाग
ENTREPRENEURSHIP TRAINING & CONSULTANCY DIVISION



2021-22
**महाकृषि
योजना**
प्रशिक्षण | पर्यटन | प्रदर्शन | प्रबोधन

Glimpses From YUVAPRATAP STATE AGRI & SOCIAL AWARDS 2018-19



Event By:



स्थापना: २०१२
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