

**SIFT**

**SURYADATTA  
REDEFINING  
FASHION  
WITH PASSION**

*Grand Fashion Show  
with top models of India*

**SIFT**

*La Classe*

**Runway Show**

**on Saturday, 17<sup>th</sup> December 2016  
at 05:00 pm**

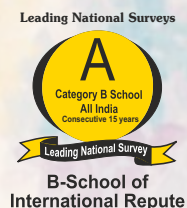
**\* Venue \***

**SURYADATTA® GROUP OF INSTITUTES**

Sr.No. 342, Patil Nagar, Bavdhan (Bk)  
Pune 411 021, Maharashtra, INDIA  
[www.suryadatta.org](http://www.suryadatta.org)

**SURYADATTA - Enriching Careers & Enhancing Lives Since 1999**

## Ranking of Suryadatta



Suryadatta has been ranked as 'A' Category Top 50 B-Schools in India for consecutive 15 years by the



- Suryadatta National School Ranked 1st Emerging School by Times of India Survey November 2016
- Ranked in the Platinum Category (Top 9 Institutions in Western Region) by AICTE - CII Survey of Industry-Linked Technical Institutes 2015.
- Ranked 1<sup>st</sup> in the category of Emerging Excellence by GHRDC Hotel Management Institutes Survey 2016



Career 360  
November 2016



CSR-GHRDC  
November 2016



Ranked Amongst Top 30 in  
Western Region & in Top 150 B-Schools  
in India by Times of India Survey 2015  
for Consecutive 3 years



The Week  
October 2016



Outlook  
October 2016



Career 360  
November 2016



CSR GHRDC  
November 2015



B-School Leaders  
March 2015



CSR GHRDC  
November 2015



The Week  
October 2015



MBA By Choice  
April 2014

The Primary Objectives of Suryadatta Institutions are to:

- Build a solid foundation of scientific and technical knowledge and thus to prepare competent and motivated leaders
- Create environment for freedom of thought, cultivate vision, encourage growth, develop personality and self-discipline for pursuit of excellence
- Kindle entrepreneurial streak in the students.

### Advantage Suryadatta

- Extensive Industry Interaction
- Shaping a Complete Human Being
- Value Based Education
- Innovation Knowledge Management
- Global Focus
- Enabling Sustainable Development
  - Avant-garde Curriculum to meet industry standards
  - Outstanding Infrastructure Facilities
- Round the year quality education with emphasis on Holistic approach
- Strong Alumni Network for greater industry exposure



## About Suryadatta Education Foundation

**SURYADATTA EDUCATION FOUNDATION (SEF) is a charitable trust registered with the Registrar of Societies, Government of Maharashtra. The Suryadatta Group of Institutes established in the Year 1999.**

Prof. Dr. Sanjay B. Chordiya, a Senior Management Professional, Chartered Engineer and Educationist is the Chairman and Founder President of Suryadatta Education Foundation. Dr. Sanjay B. Chordiya established Suryadatta Education Foundation to develop self motivated successful leaders in the field of Management, InformationTechnology, Media & Mass Communication, Corporate Communication, Consultancy, Value Education, Training and Research. Since its inception, Suryadatta Education Foundation has contributed to the present day vibrant global economy by giving the Industry multi faceted professionals.



**Prof. Dr. Sanjay B Chordiya**  
**Founder President & Chairman**

The Suryadatta family has blossomed into a bouquet of academic institutions in various disciplines such as Information Technology, Management, Media and Mass Communication, Bio-Informatics, Bio-Technology, Hospitality Management, Interior Designing, Fashion Designing, Retail, IT Enabled Services, Creative Arts, Vocational, Advanced Studies, Junior College and Suryadatta National School. We in Suryadatta believe in -

**“Enlightening and Disseminating knowledge for Prosperity”.**

## Vision

To be a World Class Centre of Excellence in Innovative learning, combining the best of Indian sensibilities with a Western Outlook and to be rated as a premier Educational Institute, offering contemporary education using State-of-the Art technology, spearheading high quality research, besides providing expert training and consultancy services catering to the ever-changing needs of the Industry and Society.

## Mission

- Create multi-faceted professionals in emerging disciplines, attuned to a rapidly evolving, volatile, global economy.
- Develop sustainable network of reputed academicians and high level achievers in the corporate and social arena.
- Shape a complete human being steeped in rich values through a holistic approach to teaching methodologies designed by Industry Experts.

# Welcome To Suryadatta - The Temple of Learning

The Suryadatta Education Foundation, SEF, is a charitable trust registered with the Registrar of Societies, Government of Maharashtra. The Suryadatta Group of Institutes was incepted in the year 1999, under the aegis of the Suryadatta Foundation, in Pune, the Oxford of the East.

The Suryadatta family has blossomed into a bouquet of academic institutions in various disciplines such as Information Technology, Management, Media and Mass Communication, Bio-Informatics, Bio-Technology, Hospitality Management, Interior Designing, Fashion Designing, Retail, IT Enabled Services, Creative Arts, Vocational, Advanced Studies, Junior College, School. Suryadatta has students from many countries and from all parts of India pursuing their education in different streams at various Suryadatta Institutions. Each Institute of the Group is strategically located in the heart of the city and has a dedicated campus providing enlightening and inspiring, academic ambience. Each Institute is spearheaded by well qualified, experienced and dedicated Directors / Principals. The faculty is a rich Academic-Industry mix, many having International exposure.

The ethos of Suryadatta is "Enlightening and Disseminating Knowledge for Prosperity" "ज्ञाननिर्धूत कल्मषाः"

## The Suryadatta Education Foundation runs the following educational institutions:

- **Suryadatta Institute of Management & Mass Communication (SIMMC)**  
Offers full time, AICTE approved, Two Years PGDM & Pune University affiliated MBA
- **Suryadatta Institute of Business Management & Technology (SIBMT)**  
Offers full time, AICTE approved, Savitribai Phule Pune University affiliated MBA
- **Suryadatta Institute of Management & Information Research (SIMIR)**  
Offers PG Diploma (Part Time ) Course in Management & I. T.
- **Suryadatta College of Management, Information Research & Technology (SCMIRT)**  
Junior College (Arts, Commerce & Science), Bachelors & Masters degree courses in Commerce, Management, Animation & Information Technology
- **Suryadatta College of Hospitality Management & Travel Tourism (SCHMTT)**  
Offers Bachelors & Masters degree courses in Hospitality Management
- **Pune Institute of Applied Technology (PIAT)**  
Offers Diploma & Degree Course in Interior Designing & Decoration
- **Suryadatta Institute of Vocational and Advanced Studies (SIVAS)**  
Offers Bachelors & Foundation Courses in Designing & Architecture
- **Suryadatta College of Management & Information Technology (SCMIT)**  
Offers Event Management Courses
- **Suryadatta Institute of Fashion Technology (SIFT)**  
Offers Diploma, Bachelor & Masters degree in Fashion & Apparel Designing
- **Surya Kids**  
Pre-Primary School
- **Suryadatta National School (SNS)**  
Affiliated CBSE Board School - Knowledge Partner "Global Classroom"
- **Suryadatta Junior College (SJC)**  
Recognized by Govt. of Maharashtra (XI & XII) Arts, Commerce & Science
- **Suryadatta Public School (SPS)**  
Higher Secondary Section : Arts, Commerce & Science
- **Suryadatta Institute of Graphics, Multimedia and Animation (SIGMA)**  
Short Duration Certificate, Diploma & Advanced Diploma Courses

*Enlightening Academic*





### **Voluntary Institutes of Suryadatta offering skill based / vocational training**

- Suryadatta Institute of Computer Technology (SICT)
- Suryadatta Institute of English & Foreign Languages (SIEFL)
- Suryadatta Institute of Rehabilitation of Special Children (SIRSC)
- Suryadatta Institute of Mass Communication & Event Management (SIMCEM)
- Suryadatta Fitness & Sports Academy (SFSA)
- Suryadatta Institute of Health Sciences (SIHS)
- Suryadatta Institute of Design (SID)
- Global Finishing School (GFS)
- Suryadatta Institute of Beauty & Wellness (SIBW)
- Suryadatta Centre of Skill Development & CSR (SCSD-CSR)



*Ambience*






# Glimpses of Key Events @ Suryadatta






# Participating Models in La Classe Runway show 2016



**Pari**  
Lakme Fashion Week Model  
Former Splitsvilla Fame




**Jaspal Kaur**  
Lakme Fashion Week  
Wills Fashion Week Model



**Qutee**  
Lakme Fashion Week Model



**Nivedita**  
Lakme Fashion Week Model



**Suraj**  
Fashion Week Model



**Parul**  
Ms Tourism International 2014



**Jaideep**  
Fashion Week Model



**Vijaya**  
Signature Fashion Week Model



**Parina**  
Lakme Fashion Week Model

SIFT *La Classe*



## **Suryadatta Institute of Fashion Technology organizes fashion show every year to showcase talent of the students and this is the 6<sup>th</sup> Annual Fashion Show**

### **Intention**

Fashion Shows have always been glamorous events which boost visibility and promotion of brands associated. Fashion shows provide platform to creative designers to display their art and equal opportunity to models to showcase their talent, boosting their confidence.

THE FASHION SHOW is also an effort to bring together best talents from fashion design students. This event will open vast opportunities for young designers.

Fashion show is an apt event to promote youth & thus contributing to our goal as an organization.

### **Format of 'THE FASHION SHOW'**

Central theme for the show is Bridal which shows UNITY IN DIVERSITY and following wedding attires are included

- |                                 |                              |                           |
|---------------------------------|------------------------------|---------------------------|
| <b>1. Maharashtrian Wedding</b> | <b>2. Rajasthani Wedding</b> | <b>3. Muslim Wedding</b>  |
| <b>4. Christian Wedding</b>     | <b>5. Manipuri Wedding</b>   | <b>6. Punjabi Wedding</b> |
| <b>7. Bengoli Wedding</b>       | <b>8. Southern Wedding</b>   |                           |

### **1. Selection of Designs**

Five designs per student per theme.

This phase will be promoted through posters and on web.

### **2. The Fashion Show Evening**

Fashion show will be hosted by professionals and judged by Jury participating in event. Fashion show will have glamour with music and huge number of attendees. After all rounds of ramp walk, our judges will announce the winners for best design.

### **3. Awards at the closing ceremony.**

### **Venue, Date & Time**

**S. No. 342, Patil Nagar, Bavdhan (Bk), Pune | 17<sup>th</sup> of December 2016 | 5.00 pm**

### **Golden Opportunity to be a Sponsor**

Business sponsorship is a major source of funding for many events as more and more companies have discovered this to be a powerful marketing tool. Building and strengthening your company brand through effective visibility is one of the key essentials in business strategy. To be effective, sponsorship of any event must serve the interest of four constituent groups:

1. It must serve the business interest of the sponsoring company
2. It must serve the best interests of the event and its participants
3. It must have a positive impact upon the sponsor's direct consumers
4. It must benefit the consumers who use the products or services

Keeping in mind the above points we have laid down our efforts towards achieving the same

### **Marketing and Media Campaign:**

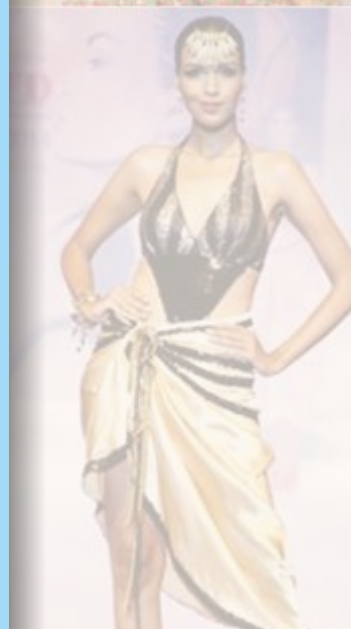
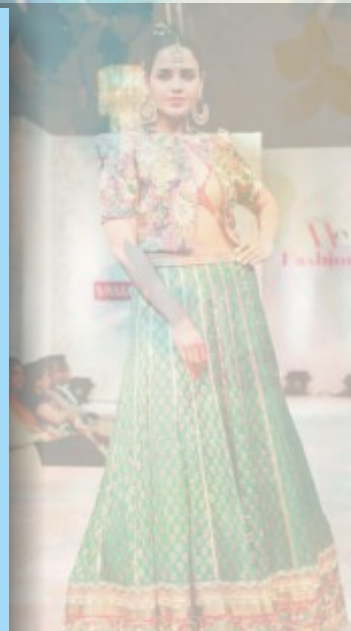
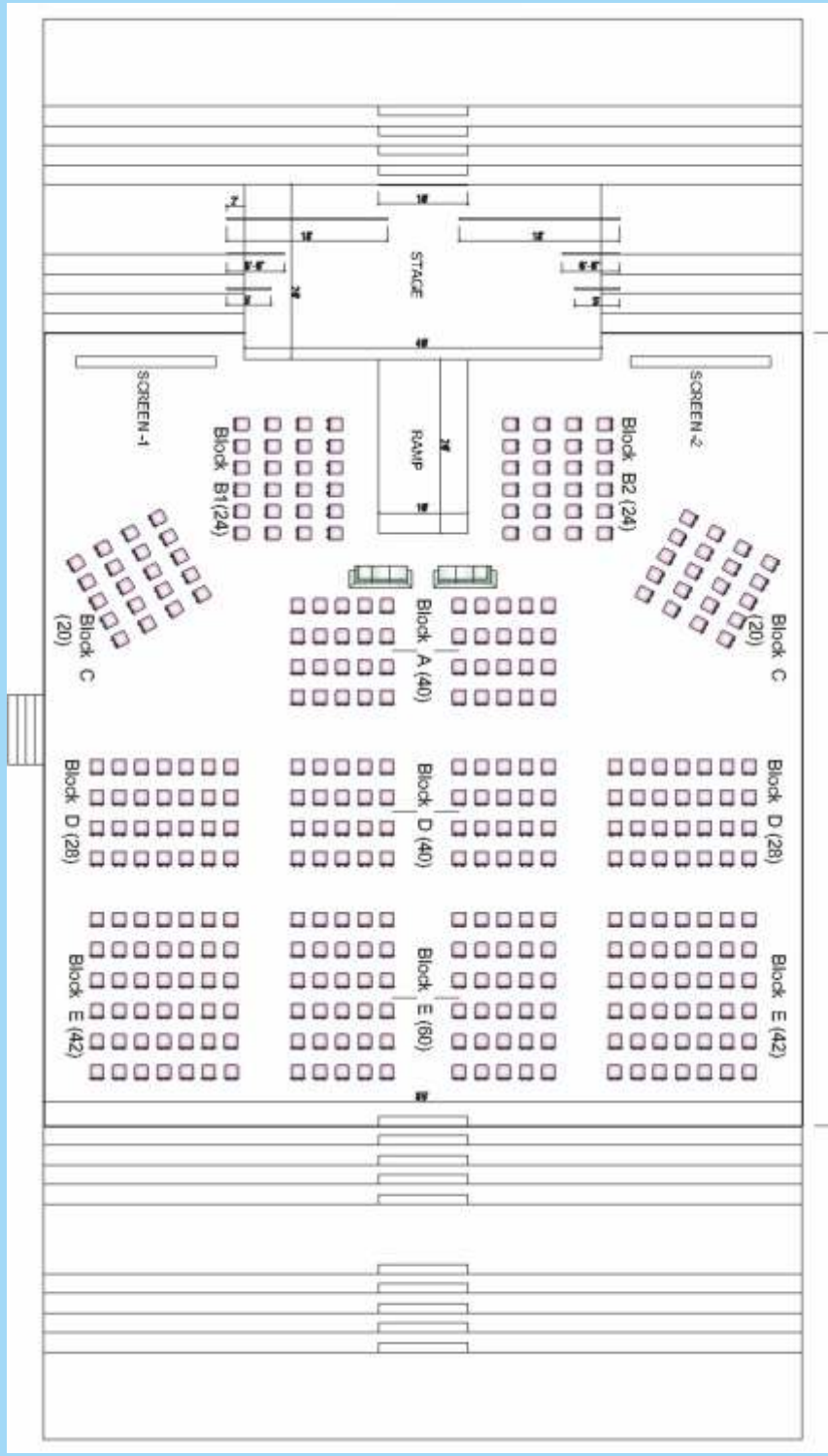
The thrust of every business is the amount of awareness it has in the market. The below laid plan will provide maximum visibility for your company in the promotion of the event. The event branding carrying your company logo will be mailed (both electronic copy and the print copy)

### **Target Groups**

As we are committed to provide platform to youth, the target groups we focus on are – college goers [age 18 – 24 years], professionals in the fashion industry, press community.



# Stage and Ramp Layout with Seating Arrangement



Entry Passes Rates		
<b>Gold</b>	Block C	INR 1,000/-
<b>Silver</b>	Block D	INR 700/-
<b>Bronze</b>	Block E	INR 500/-





## CATEGORY TITLE SPONSOR

(Only your brand)

Sponsorship  
Amount:

Rs. 5,00,000 /-

Your brand will be the only sponsor for the event. All the privileges of Platinum Sponsor.

Presence in Inaugural Session

Branding space on the event promotional material.

Mention in the media coverage.

Logotype printed in Event ads & Social Media Network.



## CATEGORY PLATINUM

(Max. of 1 Sponsor)

Sponsorship  
Amount:

Rs. 3,00,000 /-

The event title as "our sponsor presents THE FASHION SHOW"

One member in the judging panel

Mentioned in opening and closing ceremony

The sponsor's logotype printed on the backdrop

Logo on organizing team T-shirts

Own banners - 10 Banners in the venue (Size and location will be determined)

Branding space on the event promotional material.

Mention in the media coverage.

Logotype printed in Event ads & Social Media Network.



## CATEGORY GOLD

(Max. of 2 Sponsor)

Sponsorship  
Amount:

Rs. 2,00,000 /-

Mentioned in opening and closing ceremony

The sponsor's logotype printed on the backdrop

Logo on organizing team T-shirts

Own banners -7 Banners in the venue (Size and location will be determined)

Branding space on the event promotional material.

Logotype printed in Event ads & Social Media Network.



MEANS  
OF

# SPONSORSHIP



## CATEGORY SILVER SPONSOR

Sponsorship  
Amount:  
Rs. 1,00,000 /-

The sponsor's logotype printed on the backdrop

Logo on organizing team T-shirts

Own banners - 5 Banners in the venue (Size and location will be determined)

Branding space on the event promotional material.

Logotype printed in Event ads & Social Media Network.



## CATEGORY BRONZE

Sponsorship  
Amount:  
Rs. 50,000 /-

The sponsor's logotype printed on the backdrop

Logo on organizing team T-shirts

Own banners - 2 Banners in the venue (Size and location will be determined)

Branding space on the event promotional material.

Logotype printed in Event ads & Social Media Network.



## Promotional Opportunities

The sponsor will have following promotional opportunities to build brand awareness and loyalty through presence on.

- Costume Sponsor
- Theme Sponsor
- Backdrop
- Media Partner - Print, Radio & TV
- Ramp
- Banners
- Invitations
- Posters
- Flyers
- Entry Passes
- Photo Shoot with Celebrity Models

## Financial Terms and Conditions

For All Sponsors 100% payment on booking.

All the payments to be done by DD or Banker's Cheque on the name of **Suryadatta Education Foundation** Payable at Pune



## For more detail please contact:

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**Mrs. Bharti Kharshikar** (Manager PR) **Mob.:** 8378998125

**Email :** shailesh.kulkarni@suryadatta.edu.in, swapnali.kulkarni@suryadatta.edu.in

Event Sponsor :

Co-Sponsor :

Co-Sponsor :

TV Partner

Radio Partner

Media Partner

Travel Partner

Hospitality Partner

Food Partner

Communication Partner



Estd. 1999 | Suryadatta Education Foundation's

**SURYADATTA INSTITUTE OF FASHION TECHNOLOGY (SIFT)**

Affiliated to Yashwantrao Chavan Maharashtra Open University (YCMOU) & Recognized by UGC, Govt. of India

ISO 9001 : 2008 Certified Institutes & Accredited by NSF - ISR & ANAB

**Suryadatta School of Fashion & Apparel Designing**

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