



WIZBIZ 2008

... unleashing the quizzer

1st March '2008

GOA INSTITUTE OF MANAGEMENT

The Goa Institute of Management (GIM) was founded in 1993, by the initiative of Fr. Romauld D'Souza. A non-profit institution set on the banks of river Mandovi in serene environs at Ribandar, the Institute seeks to promote excellence in business education. The institute is managed by a Board of Governors, chaired by Mr. R Gopalakrishnan and consists of prominent citizens, industrialists, educationists and representatives from the Government of Goa. The present Director is Mr. C. M. Ramesh, an alumnus of IIM-A.

In the course of the last fourteen years, the Institute has gone on to achieve laurels in the field of management education and has produced some of the finest managers for corporate India.

WIZBIZ 2008

WIZBIZ 2008 is a **Corporate Quiz** organized by MECCA, the marketing club of Goa Institute of Management. It is a step further to increase the industry-institute interaction. This event, which comes close on the heels of grand success of conferences like **Castalia** (an International Conference on Talent Retention) and **Samriddhi** (a two day National Conference on Financing India's Development) will be held on:

Saturday, 1st of March' 08 at The International Centre, Donapaola, Goa.

WIZBIZ 2008 is the **8th Chapter** of the legacy event, and is already a landmark in the Quizzing circuit of the country. It shall be held in two stages; the first shall be an elimination round, from which six worthy teams will emerge who will then battle it out for the spoils in the later half of the day.

Conducted by eminent **Quizmaster - Mr. Ajay Anthony** (recently entered the Guinness Book of World Records for organizing the Largest Quiz in the world ever!); this premier event has already created a brand recall for itself in the minds of serious quizzing enthusiasts. This year too, building upon the success of WIZBIZ 2007, **we expect a record turnout of teams from some of the best and most prestigious corporations of the country.** The event shall have in attendance, besides the participating teams, several cheering members from the industry and scores of students from GIM and other colleges in Goa.

The event promises to be exciting, intellectually stimulating and with lots of attractive prizes for the winners. The format so designed is highly interactive and there are great prizes for the audience too!

- **The total prize money for the event is worth Rs. 50,000.**
- **The event would also be extensively covered by the media.**

Itinerary

Registration:	5:30 pm
Tea:	5:45 – 6:15
Quiz:	At the lawns, ' Laran ', in International Centre, Goa.
Stage I	6:30 – 7:15 (All teams participate)
Stage II	7:30 – 9:15 (6 finalists)
Cocktail & Dinner:	9:30 pm onwards

**Any changes in the schedule would be intimated*

Note for the Sponsors:

WIZBIZ 2008, with its emphasis on business would invite serious participation from the business community. It thus provides an ideal platform for the sponsors to showcase themselves and target a receptive gathering.

Why should I sponsor?

- Some major corporate houses in Goa are participants in the quiz contest. It would be a great platform to provide visibility and recognition to your brand in Goa. Additionally, there would be corporate teams coming from other cities too.
- Exposure to a wide student base. The only event of its kind in Goa where you can get access to both, industry as well as academia.
- Coverage by local/national press and media.
- All publicity material of the event, e.g. website, hoardings, direct mails, invites, print ads etc. will bear the names of the sponsors.
- Post event Souvenir would be sent to outstation institutes as well as corporations. These souvenirs would bear your name.

Sponsorship Details:

Title sponsor

Cash fees of **Rs. 1,00,000** (Plus Taxes as applicable) for this purpose.

The benefits associated with the title sponsorship are:

- The event will be endorsed with the title sponsor's name.
- The backdrop of the stage will bear the title sponsor's name and banners.
- All documents/stationery and publicity material where the name WIZBIZ appears, would be called 'ABC presents WIZBIZ 2008'.
- Visual ads on screen and jingles shall be relayed.
- Full page in the Souvenir.

Associate sponsor

Cash fees of **Rs. 50,000** (plus Taxes as applicable) for the associate sponsor.

The benefits associated with the associate sponsorship are:

- Banners would be displayed on the sides of the stage.
- Visual ads on screen and jingles shall be relayed.
- Full page ad in the Souvenir.

The name of the sponsor will feature as an associate sponsor in all the publicity material.

Dinner Sponsor

Cash fees of **Rs. 70,000** (plus Taxes as applicable).

The benefits associated with this are:

- **Exclusive publicity** space (banners/standees) in the dining area.
- Full page ad in the Souvenir.

Stalls/Displays at the venue

Cash fees of **Rs. 20,000**

The benefits associated with this are:

- Rights to display their products to the guest and students.
- Distribution of Leaflets.
- Half page ad in the Souvenir.

Banner/Standees Rates:

The charges are as follows:

Sides of the stage:	Rs. 6000
Other visible areas:	Rs. 3000

We request companies to provide their own Banners. On additional payment, we will undertake the making of the banners.

Souvenir

Rates for ads in the souvenir printed on this occasion:

Inside front flap:	Rs. 10000
Inside front double flap:	Rs. 15000
Inside back flap:	Rs. 8000
Inside back double flap:	Rs. 12500
Back Flap (Outside):	Rs. 17500
B/W Full page:	Rs. 6000
B/W half page:	Rs. 3000
Color Full page:	Rs. 7000
Color half page:	Rs. 3500

Apart from these forms of publicity, companies are also welcome to give out special prizes in forms of gifts, discounts, freebies and other non - cash offerings.

Note for Participants

WIZBIZ 2008 will be conducted by renowned quizmaster Mr. Ajay Anthony, who has recently entered the Guinness Book of World Records for organizing the Largest Quiz in the world ever! It's a real pleasure of having him amongst us to conduct our event.

WIZBIZ would continue with its tradition of bringing teams from diverse industry backgrounds. The best of corporate quizzers from the country will be taking on the best of Goa. We are confident that the quiz will receive an overwhelming response from the industry and would thereby provide your organization, a unique opportunity to interact with corporate executives from all over the country.

We are looking at encouraging responses in terms of participation of your executives and managerial cadre in this event. We would be happy to receive entries from your organisation. Looking forward for your support.

With warm regards.

Mecca Core Committee.

WIZBIZ 2008

Participation Details:

- Teams of two members each
- More than one team per company allowed
- Registration fees: Rs. 2000 per team (For teams from Goa)
- Registration fees for **Outstation Teams:**
Rs. 4500 per outstation team (accommodation would be provided) or
Rs. 2000 per team (without accommodation).

Modes of payment:

- Cash (or)
- Account Payee cheque drawn in favor of MECCA, Goa Institute of Management.(or)
- Crossed demand draft drawn in favor of MECCA, Goa Institute of Management, payable at Corporation Bank, Ribandar Branch.

For further enquiry, please contact:

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