



THE SURAT DINNER CLUB

SCHOOL OF HOSPITALITY MANAGEMENT



SPONSORSHIP

PROPOSAL & AGREEMENT

RIWAAYAT

WHERE CINEMA MEETS CUISINE

Step In To Golden Era Of Bollywood

PREPARED BY	The Surat Dinner Club
TEAM NAME	Directors
INSTITUTION	School of Hospitality Management, Auro University, Surat
CONTACT	Navdeep Hanjara Event Head +91 7405820339 Nikey Shah Marketing Head +91 9825264106

SPONSORSHIP REQUEST LETTER

Date: ____/____/20__ To,
[Name of Business Owner / Manager] [Company /
Business Name] [Address]
[City]

Subject: Sponsorship Request for RIWAAYAT- Where Cinema Meets Cuisine.

Dear Sponsor,

Greetings from The Surat Dinner Club and Auro University - School of Hospitality Management (SOHM)!

As part of our academic curriculum, the 4th-year students of SOHM organize Theme Dinner Events based on Indian regional cuisines. RIWAAYAT is a Bollywood-themed fine-dining experience designed to celebrate authentic cuisine, hospitality, and community. The event provides students with an opportunity to demonstrate culinary, service, marketing, finance, leadership, and event management skills.

To ensure the successful execution of RIWAAYAT, we seek support from respected local businesses like yours. Sponsorship may be provided through monetary assistance or approved in-kind support such as food products, beverages, equipment, décor, printing, photography, gifting, or professional services.

In return for your valuable support, we will acknowledge your contribution through:

- Logo display on approved event collaterals, including posters, menu cards, invitations, and social media promotions.
- Brand visibility and public acknowledgment during the event.
- Promotional material display or product sampling, subject to prior approval.
- Benefits provided under the selected sponsorship package.

We believe your association will support the success of this academic event while providing meaningful visibility and goodwill for your esteemed brand.

Enclosed herewith is the Sponsorship Agreement for your kind consideration and confirmation.

We sincerely look forward to your support and partnership.

Warm Regards,

Navdeep Hanjara | 7405820339
(Event Head)

Nikey Shah | 9825264106
(Marketing Head)

Team:- Directors

SPONSORSHIP AGREEMENT

This Sponsorship Agreement ("Agreement") is made and entered into on this ____ day of _____, 20__, by and between:

Auro University - School of Hospitality Management (SOHM) Students

Having its campus at Auro University, Surat, Gujarat, and represented for this event by Team DIRECTORS (hereinafter referred to as the "Organizers"),

AND

[Sponsor's Name / Company Name]

Having its registered office at:
(Hereinafter referred to as the "Sponsor").

1. Purpose of Agreement

The Organizers are conducting RIWAAYAT- (Where Cinema Meets Cuisine) as part of the 4th-year curriculum under the School of Hospitality Management, Auro University. The Sponsor desires to provide financial support or sponsorship-in-kind for the successful planning and execution of the event.

2. Nature of Sponsorship

The Sponsor agrees to provide:

- ☐ Monetary Support of INR _____
- ☐ Sponsorship in Kind (Goods / Services / Products) of estimated value INR _____
- ☐ Both Monetary and In-Kind Contributions

3. Sponsorship Package and Sponsor Benefits

The selected sponsorship category and corresponding benefits form an integral part of this Agreement and are set out in Annexure A. All benefits remain subject to deadlines, venue permission, University rules, production feasibility, and organizer approval.

4. TERMS AND CONDITIONS

- 1. Sponsorship Payment:** All monetary or approved in-kind contributions must be received within the timeline communicated by the Organizers and, unless otherwise agreed in writing, before the event begins.
- 2. Non-Refundable Contribution:** Any amount paid by the Sponsor is non-refundable after sponsorship confirmation. In-kind contributions already used, ordered, reserved, or committed for the event will also not be returned or reimbursed.
- 3. Organizer Authority:** The Organizers reserve the right to make final decisions regarding the menu, décor, schedule, event execution, branding placements, promotional activities, guest flow, safety, and operational arrangements.
- 4. Branding Material and Approval:** The Sponsor must provide the correct brand name, high-resolution logo, brand guidelines, standee artwork, and other promotional materials within the deadline communicated by the Organizers. Late, incomplete, incorrect, or low-quality material may affect branding placement or promotional inclusion.
- 5. Promotional Activities:** All promotional material, product sampling, displays, sales activities, audience interactions, and representative participation require prior written approval and remain subject to University and venue rules.
- 6. Final Branding Placement:** Logo, standee, banner, sponsor-board, and other branding positions will be decided by the Organizers according to the selected package, event design, venue rules, production feasibility, crowd movement, safety, and operational requirements.
- 7. Sponsor Conduct:** The Sponsor and its representatives shall not engage in any activity that negatively affects the image, reputation, safety, or functioning of Auro University, SOHM, The Surat Dinner Club, Team Directors, or the event.
- 8. No Partnership or Agency:** This sponsorship does not create a partnership, employment, agency, joint venture, ownership, or authority relationship between the Sponsor and the Organizers.
- 9. Event Changes and Postponement:** The Organizers may reasonably modify, prepone, postpone, reschedule, relocate, or alter the event date, programme, layout, branding position, or operational arrangements due to academic instructions, venue requirements, safety concerns, weather, force majeure, or circumstances beyond reasonable control.

10. Event Cancellation or Rescheduling: If the event is postponed, the sponsorship and agreed benefits will ordinarily be carried forward to the rescheduled event. If cancellation occurs due to unavoidable circumstances, the Organizers may offer suitable acknowledgment in a rescheduled or future student event, subject to feasibility and mutual discussion.

11. Sponsor Withdrawal: If the Sponsor withdraws after confirming the sponsorship, any amount already paid will remain non-refundable, including money spent or committed for printing, production, promotion, procurement, décor, food, gifting, or other event preparations.

12. Sponsor Property: Unless specifically accepted in writing, the Sponsor is responsible for arranging & delivering its own standees, equipment, display products, and promotional materials. The Organizers will not be responsible for loss, theft, damage, or deterioration of such items.

13. Product and Service Responsibility: The Sponsor remains responsible for the safety, legality, quality, authenticity, accuracy, shelf life, suitability, and compliance of all products, services, equipment, claims, materials, and representatives supplied by the Sponsor.

14. Right to Inspect, Reject or Remove: The Organizers may inspect and reject, remove, discontinue, or restrict any sponsored item or activity that is damaged, defective, expired, unsafe, counterfeit, inappropriate, unlawful, contrary to University policy, or inconsistent with the standards of the event.

15. Sponsor Liability: The Sponsor will be responsible for claims, losses, damages, liabilities, or legal action arising from Sponsor-provided products, services, equipment, representatives, statements, promotional activities, or breach of this Agreement.

16. Limitation of Organizer Liability: The Organizers, Auro University, SOHM, faculty members, The Surat Dinner Club, and student organizers will not be liable for indirect, special, commercial, or consequential losses, including expected profits, sales, business opportunities, publicity, or brand outcomes. Except where prohibited by law, the maximum liability of the Organizers shall not exceed the sponsorship amount actually received from the Sponsor.

17. Dispute Resolution: Any concern or dispute shall first be addressed through good-faith discussion between the Sponsor and the Organizers before either party seeks legal remedies.

18. Duration

This Agreement remains valid from the date of sponsorship confirmation until completion of Riwaayat and fulfillment of the agreed sponsor benefits.

19. Indemnity

The Sponsor agrees to indemnify and hold harmless Auro University, SOHM, faculty members, The Surat Dinner Club, Team Directors, and the student organizers from claims, losses, liabilities, or damages arising from the Sponsor's products, services, promotional activities, representatives, or breach of this Agreement.

20. Governing Law

This Agreement shall be governed by the laws of India. Any dispute not resolved through mutual discussion shall be subject to the jurisdiction of the competent courts of Surat, Gujarat.

SIGNATURE PAGE

RIWAAYAT – Where Cinema Meets Cuisine

By signing below, both parties acknowledge their acceptance of this Sponsorship Agreement.

FOR THE ORGANIZERS

*Auro University - SOHM Students
Team Directors*

Signature: _____

Name: Navdeep Hanjara
Designation: Event Head

Date: _____

FOR THE SPONSOR

[Sponsor Name / Company Name]

Signature & Seal: _____

Name: _____

Designation: _____

Company: _____

Date: _____

WITNESSES (IF REQUIRED)

Witness 1	Witness 2
Name: _____	Name: _____
Signature: _____	Signature: _____
Date: _____	Date: _____

ANNEXURE A

SPONSORSHIP PACKAGES & SPONSOR BENEFITS

BRONZE SPONSOR / IN-KIND SUPPORTER

₹10,000 - ₹14,999 | In-Kind Sponsorship Only

- Logo placement on the event banner in the bottom row.
- Brand visibility in the event reel or sponsor reel.
- Brand name included in the sponsor list.
- Approved support may include food, beverages, gifting, décor, printing, equipment, or services required for the event.

SILVER SPONSOR / CO-SPONSOR

₹15,000 - ₹19,999 | In-Kind or Cash, Subject to Approval

- Logo placement on the event banner in the middle row.
- Brand visibility in the event reel or sponsor reel.
- Sponsor souvenir or appreciation gift.
- Appreciation certificate.
- Brand name or logo in the sponsor thank-you post.
- Limited social media mention according to the event content plan.
- No individual standee placement is included.

GOLD SPONSOR / PREMIUM PARTNER

₹20,000 - ₹25,999 | Cash Sponsorship Preferred

- Large logo placement on the event banner.
- Logo placement on selected digital creatives.
- Dedicated digital shoutout or sponsor mention.
- Brand visibility in the event reel or sponsor reel.
- Host or MC brand mention, subject to event flow.
- Premium appreciation gift and certificate.
- Priority logo placement over Bronze and Silver sponsors.
- One standee placement at the venue, subject to space, venue permission, and organizer approval.

TITLE SPONSOR / PRESENTED BY PARTNER

₹29,999 & Above | Cash Sponsorship Only

- Event branding as “Presented By” or “In Association With”.
- Largest and most premium logo placement.
- Logo on key event creatives and promotions.
- Dedicated social media sponsor post and collaboration.
- Host or MC brand mention during the event.
- 2-3 minute speaking opportunity, subject to approval and event flow.
- Priority branding at the entrance or stage area.
- Three standees at high-visibility locations, subject to approval.
- Premium souvenir and appreciation certificate.
- Logo on the post-event thank-you creative.
- Category exclusivity, subject to approval.
- Highest visibility among all sponsorship tiers.

For Sponsorship & Collaboration: Nikey Shah | +91 9825264106

This document is confidential and intended only for sponsorship discussion. All rights reserved.

TEAM MEMBERS' DECLARATION AND CONSENT

We, the undersigned members of Team Directors under The Surat Dinner Club, organizing Riwaayat Bollywood Theme Fine-Dining Experience, confirm that we have read, understood, and agreed to the terms and conditions stated in the Sponsorship Agreement and related event documents.

We agree to perform our assigned responsibilities professionally, maintain transparency in sponsorship dealings, protect the reputation of Auro University and SOHM, and contribute to the successful execution of the event.

Sr. No.	Name	Designation	Signature
1	Navdeep Hanjara	Event Head	_____
2	Nikey Shah	Marketing Head	_____
3	Aalok Vaghani	Head Chef	_____
4	Alok Patel	F&B Head	_____
5	Vadhini Khatri	Décor Head	_____
6	Shlok Dave	Finance Head	_____
7	Megh Chevli	HR Head	_____
8	Ansh Singh	Logistic & Purchase Head	_____

Date: _____

Place: Auro University, Surat

Faculty Coordinator: _____

Signature: _____