

PARALLEL PROJECTIONS



POORNIMA
UNIVERSITY
School of Planning & Architecture



59th

ANNUAL NASA CONVENTION

JANUARY 15-20, 2017

CONVENE • PARTAKE • ACQUIRE



 National
Association of
Students of
Architecture

Proposed Bird's Eye View of Poornima University

1. Main Entrance
2. Administrative Block 1
3. Administrative Block 2
4. Academic Block 1
5. *Academic Block 2
6. *Academic Block 3
7. Boys Hostels
8. Basketball & Volleyball Courts
9. Lawn Tennis Court
10. Football Ground
11. *Recreational Complex
12. Vehicle Parking
13. Central Court
14. Girls Hostel
15. *Maintenance Yards

*Proposed Structure



National
Association of
Students of
Architecture

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About NASA

The National Association of Students of Architecture, commonly referred to as NASA India, is one of the largest Architectural Student Organizations in the world with student participants from more than two hundred Institutions all over India and countries around the world. NASA India conducts events, conventions, seminars, workshops, design competitions and trophies at both national and zonal levels.

About 59th Annual NASA Convention (ANC)

The 59th Annual NASA Convention (a 5 day long event) will be hosted by SPA, PU from 15th to 20th January 2017, within the premises, thereby witnessing students, architects & professionals from the fraternity.

The 58th ANC was hosted by:

- Gijubhai Chhaganbhai Patel Institute of Architecture (GCPIA), VNSGU, Surat (58th)

A Glimpse :

<https://www.youtube.com/watch?v=rkQ9CmdL1J0>

Key Events at the Convention

- Trophies
- Competitions
- Debates
- Panel Discussions
- Quizzes
- Lecture Series
- Cultural Events
- Sports Events
- Exhibitions
- Workshops
- Paper Presentations
- Seminars
- Conferences
- Celebrity Nights (Live)



Convention Highlights

1. CULTURAL EVENTS

- Battle of Bands - Pause
- Shall We Dance - Weld
- Walk the Ramp - 4D

2. KEYNOTE SPEAKERS

- Ar. Rahul Mehrotra
- Ar. Tan Szue Hann
- Dr. Ahmed Zaib
- Ms. Vallari Talapatra
- Ms. Ariadna Alvarez Garreta

3. TROPHIES

- Reubens Trophy
- Annual NASA Design Competition (ANDC)
- Louis I Kahn
- G. Sen
- HUDCO

4. WORKSHOPS

- Virtual Reality & VFX Animations
- Aero-modelling
- Rajasthani Artwork



5. CELEBRITY PERFORMANCES



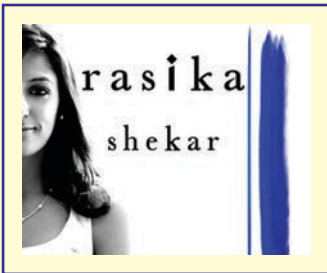
Fashion Show by School of Design

JANUARY 16, 2016



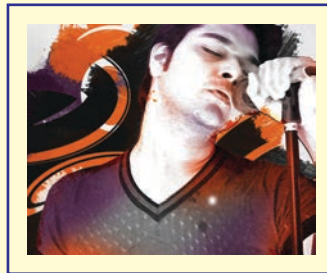
SKYKNOCK

JANUARY 17, 2016



RASIKA SHEKAR

JANUARY, 18, 2016



SAMRAT SARKAR

JANUARY, 19, 2016



PARIKRAMA

JANUARY 20, 2016



National
Association of
Students of
Architecture
NASA

General benefits to the Sponsors

Following are the advantages of being associated with the 59th Annual NASA Convention, Asia's Largest Architectural Festival, at Poornima University:

1. Multiple networking opportunities.
2. Enhance business, consumer and VIP relations
3. Escalate organization's visibility.
4. Advantage of extensive marketing & campaigns.
5. Enhance brand recognition.
6. Ideal platform for launching new products demonstrating new technology.

The extent of the above mentioned benefits shall depend upon company's association with Poornima University & NASA India. Furthermore, exact benefit plan shall be customized to best suit the associate's profile, based on mutual consent.



Sponsorship Category

S. NO.	TITLE SPONSOR (Amount INR 12 Lacs)
1.	Logo on all print media.
2.	Quarter page advertisements : <ul style="list-style-type: none"> • Rajasthan Patrika - 1 ad. • Dainik Bhaskar - 1 ad. • Times of India - 1 ad.
3.	Radio Coverage : <ul style="list-style-type: none"> • 30,000 seconds on Radio City across 12 cities.
4.	Social Media Marketing : <ul style="list-style-type: none"> • Facebook (plus paid marketing for 1 month) • Twitter • Google+ • Instagram • Youtube
5.	Coloured full page advertisement in Convention magazine: 4000 Copies.
6.	Presentation slot during the Convention: 30mins./day.
7.	Publicity through video format.
8.	Name & Logo on merchandise. (Reaching 10,000 students of Poornima Foundation).
9.	PAN INDIA database of 4000 students.
10.	Hoardings at prominent locations in Sitapura. (3 no.s for 1 month reaching 1 lakh viewers)
11.	Key note mention.
12.	Provision of stall at the Convention: 20' x 15'.
13.	Frequent announcements & display on LED Screen.
14.	Branding in campus/hostel area.
15.	Email & SMS Campaign. (Reaching 6000 delegates and guests)
16.	Live feed tapes.
17.	Logo on convention website along with link.
18.	Prize distribution by a senior company official.
19.	Company branding in association with NASA India. (With respect to 59th Annual NASA Convention)
20.	10 passes to company representatives . (Cultural events & dinner)



S. NO.	ASSOCIATE SPONSOR (AMOUNT INR 8 LACS)
1.	Logo on all print media
2.	Quarter page advertisements : <ul style="list-style-type: none"> • Rajasthan Patrika - 1 ad. • Dainik Bhaskar - 1 ad. • Times of India - 1 ad.
3.	Radio Coverage : <ul style="list-style-type: none"> • 30,000 seconds on Radio City across 12 cities.
4.	Social Media Marketing : <ul style="list-style-type: none"> • Facebook (plus paid marketing for 1 month) • Twitter • Google+ • Instagram • Youtube
5.	Coloured half page advertisement in Convention magazine: 4000 Copies.
6.	Presentation slot during the Convention: 15mins./day.
7.	Publicity through video format.
8.	Name & Logo on merchandise. (Reaching 10,000 students of Poornima Foundation)
9.	PAN INDIA database of 4000 students.
10.	Hoardings at prominent locations in Sitapura. (3 no.s for 1 month reaching 1 lakh viewers)
11.	Key note mention.
12.	Provision of stall at the Convention: 12' x 10'.
13.	Frequent announcements & display on LED Screen.
14.	Branding in campus/hostel area.
15.	Email & SMS Campaign. (Reaching 6000 delegates and guests.)
16.	Live feed tapes.
17.	Logo on convention website along with link.
18.	Prize distribution by a senior company official.
19.	Company branding in association with NASA India. (With respect to 59th Annual NASA Convention)
20.	6 passes to company representatives . (Cultural events & dinner)



S. NO.	CO-SPONSOR (AMOUNT INR 4 LACS)
1.	Quarter page advertisements : <ul style="list-style-type: none"> • Rajasthan Patrika - 1 ad. • Dainik Bhaskar - 1 ad. • Times of India - 1 ad.
2.	Social Media Marketing : <ul style="list-style-type: none"> • Facebook (plus paid marketing for 1 month) • Twitter • Google+ • Instagram • Youtube
3.	Coloured half page advertisement in Convention magazine: 4000 Copies.
4.	Presentation slot during the Convention: 15mins./day.
5.	PAN INDIA database of 4000 students.
6.	Hoardings at prominent locations in Sitapura. (3 no.s for 1 month reaching 1 lakh viewers)
7.	Provision of stall at the Convention: 10' x 8' .
8.	Frequent announcements & display on LED Screen.
9.	Branding in campus/hostel area.
10.	Email & SMS Campaign. (Reaching 6000 delegates and guests.)
11.	Company branding in association with NASA India. (With respect to 59th Annual NASA Convention)
12.	4 passes to company representatives . (Cultural events & dinner)



Other Sponsorships

SPONSORSHIP	AMOUNT (₹)
• Day Sponsor	INR 1 Lac
• Architect Sponsor	INR 1 Lac
• Hospitality Partner	INR 1 Lac
• Artist Sponsor	INR 1 Lac
• Event Partner	INR 1 Lac
• Food Partner	INR 1 Lac
• Travel Sponsor	INR 1 Lac
• Workshop Sponsor	INR 1 Lac
• Stall	INR 1 Lac
• Convention Magazine	
i) Inside Cover Page	INR 1 Lac
ii) Inside Back Cover Page	INR 75000
iii) Single Page (Colored / B&W)	INR 50000 / INR 40000
iv) Half Page (Colored / B&W)	INR 25000 / INR 20000
v) Quarter Page (Colored / B&W)	INR 15000 / 10000

We sincerely appreciate your valuable time in going through this proposal. With newer & probably better perspectives towards architectural problems, we from Poornima University have been successful in satisfying the highly intellectual needs of budding architects and technocrats of the nation, still carrying out the relentless efforts to do the same.

Ar. Rahul Singhi

Director

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POORNIMA
UNIVERSITY

(Estd. by Raj. State Legislature vide Act No. 16/2012 & Rec. under Sec. 22 (1) of UGC Act 1956)

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