

## SPONSORSHIP APPEAL

**Regarding Sponsorship of Conference/Advertisement in the Souvenir for our upcoming Conference on 'Evolving Trends in Alternative Care for Children and Youth', with a focus on South Asia, on the 16th & 17th March 2018 at Amity University, Noida, Delhi NCR.**

Greetings from Udayan Care!

Udayan Care is a Non-Profit Organisation, dedicated to 'regenerating the rhythm of life' of vulnerable women, children and youth from disadvantaged sections of society and bringing sunshine in their lives.

We are excited to share with you that we are convening the 3rd Biennial International Conference (3rd BICON) on '**Evolving Trends in Alternative Care for Children in South Asia**', on the 16th & 17th March 2018 at Amity University, Noida, Delhi NCR.

This conference is the third one being organized by Udayan Care. We organized the [1st BICON](#) in March 2014 on the theme of "Institutionalised Children: Standards of Care and Mental Health" and the [2nd BICON](#) on the theme of "Improving Standards of Care for Alternative Child and Youth Care: Systems, Policies and Practices". Both the BICONS have been tremendously successful and we extend our gratitude to all our donors and supporters for supporting both.

The BICONS have been held with the realization of how important it is to learn from experts, and practitioners and exchange best practices and good models on issues related to practice and policies of standards of care and mental health in Alternative Child and Youth Care (CYC), including aspects of family strengthening to take care of children and prevent separation of children from families and capture best practices, Udayan Care has been organising similar International Conferences in the past at local Delhi level from time to time.

At the [3rd BICON](#), this time, we expect over 250-300 delegates from all over the world and different parts of India and hence this is an opportunity for everyone working on child and youth issues in the area of Alternative Care, delegates from South Asian Countries, experts from the western world, civil society representatives, officers from governmental bodies working on child protection and juvenile justice care, to come together on a common platform that promotes learning and cross sharing from and with one another and an excellent knowledge sharing forum for best practices from South Asia and other parts of the world to put together a community of practitioners in CYC.



The 3rd BICON offers to be a high-energy networking and relationship building initiative for everyone involved tirelessly in making this world a better place for disadvantaged and vulnerable children living out of parental care. Issues that get discussed are around creating safe environments for the most vulnerable children, those children who live out of parental care and need special care and protection. The conference aims to deliberate on the best ways to ensure safety and standards of care for children in crisis because they do not have their own biological families to look after them.

Organizing a conference at this scale has huge cost implications. We, thus, write to you for your support. The conference will also be an excellent space for sponsors and advertisers to come forward and support this cause, server their own corporate social responsibility vision as well as gain visibility! At each conference in the past, we take out a Souvenir on this occasion, which captures the work and strategy of Udayan Care since inception, the aims and purpose of the Conference, abstracts of the papers presented as well as short bios of all presenters and speakers.

**Your participation and support is crucial to the success of this landmark event. You can contribute in one of the following ways:**

1. Sponsor the conference, partially or fully
2. Publish your advertisement in the Souvenir to be released on the occasion

Sponsorship details are appended below in this letter. Needless to say, that by this generosity, you will not only be aiding us in our cause, you will also be promoting your own CSR, marketing and philanthropic vision. For any further queries please feel free to revert to us or visit our website at <http://www.bicon.udayancare.in>

Looking forward to a positive response.

Sincerely Yours,

Dr. Kiran Modi



Managing Trustee  
+91- 9810132736

**Enclosed: Sponsorship and Advertisement opportunities**



Sponsorship packages have been designed to offer companies/ organizations the best value for their investment. We also endeavour to work with all our sponsors to help them gain the most out of their sponsorship.

**Your participation is crucial to the success of this landmark event. We request you to come aboard as a sponsor of Conference/ Souvenir.** Needless to say, that by this generosity, you will not only be aiding us in our cause, you will also be promoting your own philanthropic vision.

**Sponsorship Details**

Category:		Amount (Rs.)	Benefits
<b>Diamond Sponsor</b>	<b>1</b>	<b>Rs. 5 lakhs</b>	<b>Big Logo in all communication material, including website, and at venue + one ad of full page in souvenir + 2 Full Conference registration + One (1) complimentary A4 satchel insert for inclusion in delegate satchels (to be provided by sponsor and subject to approval by the Organizing Committee)</b>
<b>Gold Sponsor</b>	<b>3</b>	<b>Rs. 2.5 lakhs each</b>	<b>Small Logo in all communication material, including website, and at venue. 2 Full Conference registration + One (1) complimentary A4 satchel insert for inclusion in delegate satchels (to be provided by sponsor and subject to approval by the Organizing Committee)</b>
<b>Silver Sponsor</b>	<b>3</b>	<b>Rs. 1 lakhs each</b>	<b>Small Logo in all communication material, including website, and at venue.</b>

**Souvenir Advertisements (colour): A 4 size**

<b>Page details:</b>	<b>Rates: (Rs.)</b>	<b>Additional benefits</b>
<b>Back Cover</b>	<b>Rs. 2,00,000/-</b>	<b>Small logo in all promotional material</b>
<b>Inside Back Cover</b>	<b>Rs. 1,50,000/-</b>	<b>Small logo in all promotional material</b>
<b>Inside Front Cover</b>	<b>Rs. 1,50,000/-</b>	<b>Small logo in all promotional material</b>
<b>Full page</b>	<b>Rs. 1,00,000/-</b>	
<b>(Color)</b>		
<b>Full page (B/W)</b>	<b>Rs. 50,000/-</b>	

**Publication Specifications:**

Size (Closed)            A4 (210x297 mm)

Paper                      Cover: 225/300 GSM Art Card

                                  Inner Pages: 130/170 GSM Matte Art Paper

Printing                  Offset – Multi-color (4-color) & Grey scale

**Deadlines:**

Reservation Deadline: 30<sup>th</sup> November 2017

Material Deadline:        31<sup>st</sup> December 2017