

K J Somaiya Institute of
Management

MELANGE

Memorandum of Understanding



15th February

Prepared By

Team Melange

Issued to

LWT Academy

ABOUT MEMORANDUM OF UNDERSTANDING

Dear Sir/Madam,

We wholeheartedly welcome your association with **Melange 2024**, the flagship event of K J Somaiya Institute of Management, Mumbai. Melange 2024 will be held from **16th to 18th February 2024**. A detailed itinerary of the program will be shared with you once finalized.

With reference to our discussions, we hereby confirm the particulars of our association on the following terms:

Melange Deliverables:

Event Integration

- Integration of brand logo with Melange logo on the Platform backdrop or backdrop screen used for the event as **“LWT Academy: Ecosystem Partner of Melange '24”**
- Integration of the brand logo on the digital confirmation receipt/hardcopy to each attendee (3,000+ reach)

Media Integration

Melange Website

- Integration on Melange website homepage as the **“Ecosystem Partner of Melange '24”**
- Direct link to **LWT Academy's official pages** will be provided on the Melange website
- The logo of LWT Academy will be displayed on the website for a duration of one year as the **“Ecosystem partner of Melange '24”**

Digital Partner Integration

- A specifically curated Digital campaign of the product on the official social media handle of Melange '24 (the objectives of the campaign shall be decided in advance with the Melange Team)**
- Mailers containing product information, new launches, or any other information as per the choice of the company will be sent to the database
- Logo integration of the brand on D2C
- Wherever appropriate, Melange mentions on social media will be as **“Ecosystem Partner of Melange '24”**
- Dedicated Instagram Stories declaring LWT Academy as the official Ecosystem Partner.
- Banners & Posters to be put up in the College Premises on the day of event (To be provided by LWT Academy)**
- Digitally display the logo on the stage events.
- Announcing the Brand Name on the stage while the event is happening.

Digital Brand Activation

- Brand mentions for verbal advertisement by the hosts during the course of the event
- Provision of links in the chatbox during the live event to access attractive offers

Note -

- We guarantee exclusivity
- No refund or return of sponsorship amount/deliverables
- **All promotional content to be provided by LWT Academy**

Deliverables by LWT Academy

- Flight Ticket Scholarship to Singapore to attend ISET 2024 to Winners + Runners Up(around 10-12 Tickets max)
- 25%. scholarship for NSET GOA 2024 to winners + Runners up
- Would try to provide Case Study Materials (if required)
- We would try to provide Judges and speakers if required (2 in number related to business/management) for the event.

The following shall constitute the full agreement between **Melange Festival Committee - 2023-24**, having its registered office at K J Somaiya Institute of Management, Mumbai 400077, as the ONE PART;

And

LWT Academy, as the OTHER PART;

**MELANGE 2023-24 - K J SOMAIYA
INSTITUTE OF MANAGEMENT,
MUMBAI**

LWT Academy

Hitesh Chellaramani
President
Melange '24



Owner
LWT Academy 
