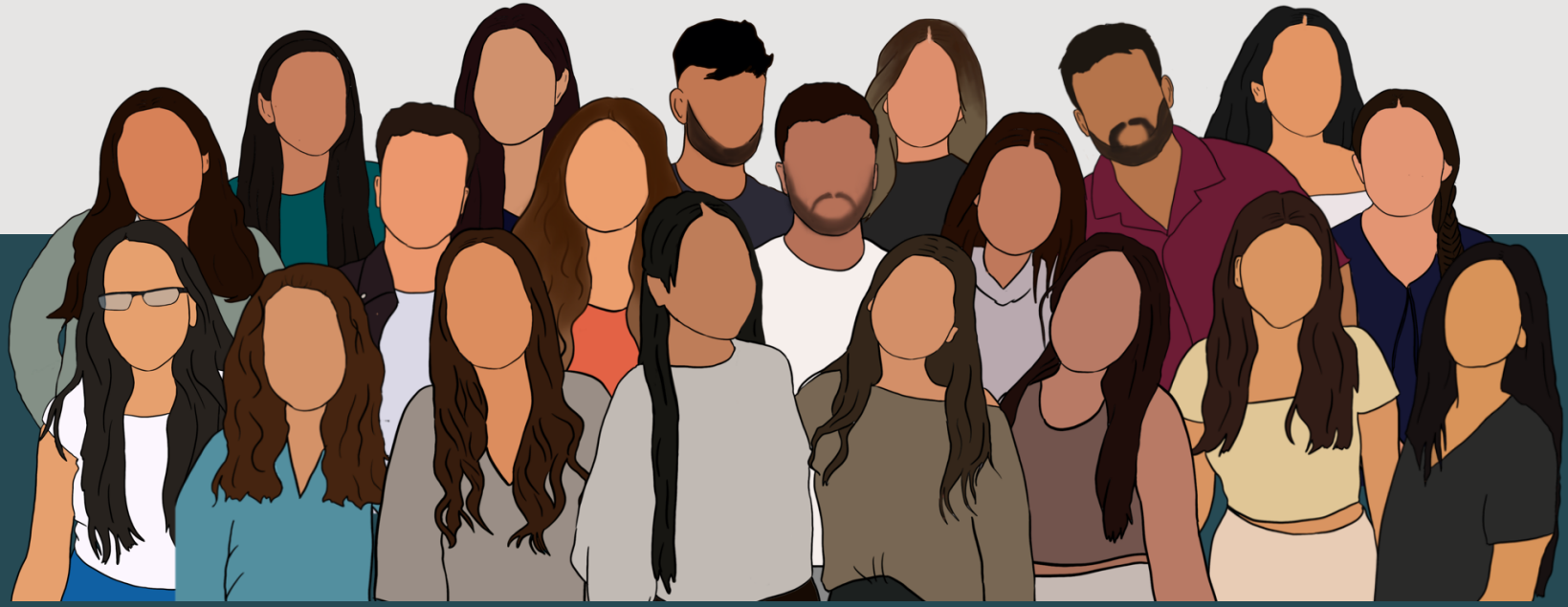
KINGS COLLEGE LONDON

HINDU SOCIETY'S



SPONSORSHIP HANDBOOK

KCL HINDU SOCIETY
NHSF | सनातन | ॐ

your home away from home

Table of CONTENTS

03 Who Are We?
04 Our Committee
05 Annual Events
06 Weekly Events
07 Food Sponsorship
08 Money Sponsorship
09 Contact Us



KCL HINDU SOCIETY
NHSF | सनातन | ॐ

Who are we

KCL Hindu Society is a welcoming student group, aiming to become even more diverse and inclusive in every event we deliver throughout the academic year. We aim to do this by catering for the various interests of students, regardless of religion. We are proudly affiliated with the National Hindu Students' Forum (NHSF) and have an annual average members' base of 200 students (which continues to grow!)

During the academic year of 2019-2020, we took on the huge project of rebranding the entire society, from the way we shared and promoted on social media to the way we portrayed our Sanskaar team. We strongly believe in Sewa (selfless service) and supporting all students within our community and others within our community.

Hindu Society is not only for Hindus but for like-minded people who want to help those less fortunate and who resonate with our core values.
Hence, we aim to create an environment that can ideally be thought of as a 'Home Away from Home'. In order to hold the events and volunteering initiatives to support and nurture our community and environment, we need YOUR help!

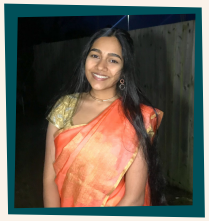


Our Committee

SHAKTI TEAM



DHRA
CO - PRESIDENT



SRAAVYA
CO - PRESIDENT



DEVINA
VICE PRESIDENT



KAVYA
VICE PRESIDENT



MEET
TREASURER



MANVI
GENERAL SECRETARY



HARSHINI
LIASON OFFICER

SOCIALS TEAM



SHRIA
EVENTS OFFICER



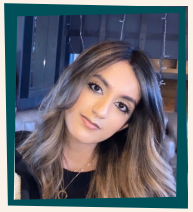
AVANI
EVENTS OFFICER



SHREEYA
EVENTS OFFICER



AJAY
SOCIAL SECRETARY



TIA
SOCIAL SECRETARY

SPORTS TEAM



VAIBHAV
SPORTS EXECUTIVE



VARSHA
SPORTS EXECUTIVE

SEWA TEAM



ASHITHA
SEWA EXECUTIVE



DRSHIKA
SEWA EXECUTIVE

SANDESH TEAM



NATASHA
MARKETING EXECUTIVE

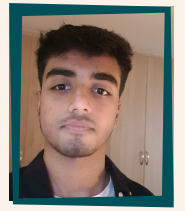


SHIVANI
MARKETING EXECUTIVE

SANSKAAR TEAM



MANSHA
SANSKAAR OFFICER



AMAN
SANSKAAR OFFICER

Our

ANNUAL EVENTS

the Events of the year

Garba

Every October, we hold our Garba event at York Hall. This is our most demanding event of the year, attracting over 350 students. This event is always highly promoted during Fresher's Fair (which thousands of students attend annually), on social media, making this an outstanding opportunity for your branding to reach a large number of students



Annual Ball

This is a black-tie event, in collaboration with other London universities. The main aim is to raise funds for various charities that we support. In January 2020, 6 universities were involved, meaning our sponsors' companies were shared across every social media platform for each university.



Holi

Our second biggest event, Holi is free and open to all students. This means we have visitors from across all London universities join us to enjoy a colourful afternoon. This usually takes place in London's Tabard Gardens. Behind the park lies King's' biggest student accommodation, housing 709 students, many which come to celebrate the end of their first year.



Our MAIN ATTRACTIONS

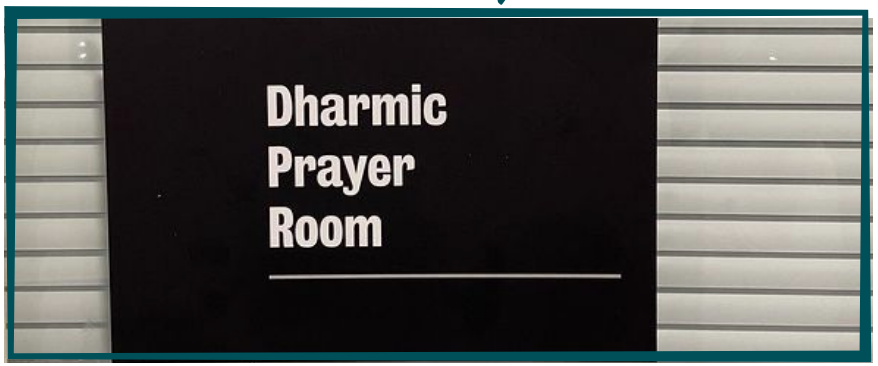
Our Diwali Show



The KCL Diwali show is our showstopper event of the year. Organised and led solely by students, the show has continued to build a reputation for being the largest and most successful Diwali show in London. During the auspicious time of Diwali, we unite as a society, to celebrate all faiths and nationalities. The KCL Diwali Show provides a platform to showcase talent and, is a celebration of art, cultural diversity and heritage. Hundreds of committee members come together for a night of dancing, fashion catwalks, musical displays, and acting performances; all of which is accompanied by delicious foods and drinks through the night. The evening will be bursting with colour as everyone arrives in their traditional wear and spreads the word of the event through their personal social media and the KCL Hindu Society social media accounts. The show would be the prime opportunity to publicise our sponsors and spread their names beyond our committee members given the high levels of external attraction the show receives. The opportunity to physically attend and speak at the show will also be offered to our sponsors to maximise the publicity they can gain.

Dharmic Prayer Room

The KCL Hindu Society has pioneered the opening of the UK's first Dharmic Prayer Room and has gained massive amounts of attention from the media. This is a milestone achievement that has inspired thousands of students of Dharmic backgrounds across the globe. The Rev'd Dr Clark King affirmed the commitment of King's to its students of Dharmic backgrounds, emphasizing that the vision for inclusivity must be part of our lived experience, not just our rhetoric. Leading a moment of silence to give thanks, she closed the ceremony saying, "May this be a space of quiet and meditation, a place for building trust and increasing hope, a sanctuary of peace for all who use it."



Our WEEKLY EVENTS

we provide a range of learning and culture events



Sewa Events

Sewa is the performance of selfless service without the expectation of a reward and forms one of the core principles of our society. Sewa projects are constantly proactive throughout the year. We pride ourselves on giving back to the community.

In the past, we have supported Surfa NW (a food bank in Harrow) and Neasden Temple. We are keen on collaborating with charities and homeless food shelters, if you have any in mind, please let us know.



Sports Events

Our sports events also play an integral part in our society, rallying huge levels of support and engagement from students. As a sponsor, we can arrange to have your logo, or any company messages printed on our team shirts for further promotion.

Team trains weekly and takes part in various sports competitions throughout the year, including NHSF National Sports Competition, where we compete in football, netball, badminton, and more traditional games such as Kho Kho and Kabaddi. We are proud of winning Badminton in the 2017 NHSF National Sports Competition and the Girls' Netball Team winning in 2018



FOOD SPONSORSHIP PACKAGES

open to negotiation

PROMOTION	SILVER	GOLD
Right to sell food at a non-ticketed event at a discounted price	*Included*	*Included*
Provide food for ticketed events at a well discounted price	*Included*	*X*
Complimentary food provided for ticketed events	*X*	*Included*
Featured on Official HinduSoc Discount Card	*Included*	*Included*
Social media promotion	*5 story posts*	*10 story posts*
Newsletter Mention	*Small advert*	*Large advert*
Shout-out in email to banners	*X*	*Included*
Podcast | Spill the Chai	*X*	*Full sponsorship*
Commitee dinners held at the restaurant a minimum of once per university term	*X*	*Included*
Publicised at Events (as an official sponsor)	*X*	*Included*
Company logo on event posters	*X*	*Included*
Company advertising on banners (balcony of our new Dharmic room)	*X*	*Included*
Logo space on event tickets	*X*	*Included*
Name on **ALL** promotional events	*X*	*Included*



MONEY SPONSORSHIP PACKAGES

open to negotiation

PROMOTION	BRONZE | £250	SILVER | £500	GOLD | £1200
Social Media Advertising	*5 Story Posts*	*10 Story Posts*	*10 Story Posts*
Newsletter Mention	*Small Advert*	*Big Advert*	*Big Advert*
Shout-Out in Email to Banners	X	*Included*	*Included*
Podcast | *Spill The Chai*	X	*Mentioned on Podcast*	*Full Sponsorship*
Publicised at Events *(as an official sponsor)*	X	*Included*	*Included*
Company Logo on Event Posters	X	*Included*	*Included*
Company Advertising on Banners *(balcony of our new Dharmic Room)*	X	*Included*	*Included*
Logo on official HSoc Sports Kit	X	X	*Included*
Logo Space on Event Tickets	X	X	*Included*
Featured on Official KCL HinduSoc Discount Card	*Included*	*Included*	*Included*
Opportunity to come in & speak at events	X	*Included*	*Included*
Name on ALL promotional events	X	X	*Included*

Let's get in touch

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