

2065

Advanced Diploma Course (Add-on)  
Event Management  
Paper - I (CEM-105): Event Sponsorship

Time allowed: 3 Hours

Max. Marks: 75

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory.

x-x-x

- I. Attempt any five of the following:-
- a) What are the key benefits of securing event sponsorships?
  - b) Outline the different types of event sponsorships
  - c) Explain the importance of aligning event goals with potential sponsors' objectives
  - d) What are some common challenges faced by event organizers in securing sponsorships and how can they be overcome?
  - e) Discuss the importance of post-event reporting and follow-up with sponsors.
  - f) How can event organizers leverage social media and other digital channels to promote sponsorships and increase event visibility?
  - g) Explain 5C's of Event Management.
  - h) What are the reasons of organizing corporate events? (5x3)
- II. Discuss the role of sponsors and fundraising in event budgeting and how these elements contribute to overall financial planning? (15)
- III. Handling and inviting media is most important in any event, prepare media invitation and prepare media kit and press release of your event? (15)
- IV. Provide an overview of the role of technology in modern event management. (15)
- V. What are the latest trends in promoting an event? (15)
- VI. Explain the process of developing a sponsorship proposal, including key elements and considerations. (15)
- VII. What are some common challenges faced when securing and managing catering sponsorships, and how can they be addressed? (15)
- VIII. Describe different ways a caterer can provide value to a sponsor beyond just the event. (15)

x-x-x