

**SIFT**  
**SURYADATTA**  
**REDEFINING**  
**FASHION**  
**WITH PASSION**

**NEW STYLE innovation**  
ARCHITECTURE | BIO-MIMIC | SYNTHESIS

# La Classe

## ANNUAL RUNWAY SHOW 2017

on Saturday, 16<sup>th</sup> December 2017 | 05:00 pm onwards

Venue : Suryadatta Bavdhan Pune Campus



**SURYADATTA - Enriching Careers & Enhancing Lives Since 1999**



# La Classe



## About Suryadatta Education Foundation

**SURYADATTA EDUCATION FOUNDATION (SEF) is a charitable trust registered with the Registrar of Societies, Government of Maharashtra. The Suryadatta Group of Institutes established in the Year 1999.**

The Suryadatta family has blossomed into a bouquet of academic institutions in various disciplines. Suryadatta has students from many countries and from all parts of India pursuing their education in different streams at various Suryadatta Institutions. Each Institute of the Group is strategically located in the heart of the city and has a dedicated campus providing enlightening and inspiring, academic ambience. Each Institute is spearheaded by well qualified, experienced and dedicated Directors / Principals. The faculty is a rich Academic-Industry mix, many having International exposure.

Prof. Dr. Sanjay B. Chordiya, a Senior Management Professional, Chartered Engineer and Educationist is the Chairman and Founder President of Suryadatta Education Foundation. Dr. Sanjay B. Chordiya established Suryadatta Education Foundation to develop self motivated successful leaders in the field of Management, Information Technology, Media & Mass Communication, Corporate Communication, Consultancy, Value Education, Training and Research. Since its inception, Suryadatta Education Foundation has contributed to the present day vibrant global economy by giving the Industry multi faceted professionals.

The ethos of Suryadatta is "Enlightening and Disseminating Knowledge for Prosperity" "कर्म [ZY] Hè\_f m̃f.



**Prof. Dr. Sanjay B Chordiya**  
Founder President & Chairman



## Vision

To be a World Class Centre of Excellence in Innovative learning, combining the best of Indian sensibilities with a Western Outlook and to be rated as a premier Educational Institute, offering contemporary education using State-of-the Art technology, spearheading high quality research, besides providing expert training and consultancy services catering to the ever-changing needs of the Industry and Society.

## Mission

- Create multi-faceted professionals in emerging disciplines, attuned to a rapidly evolving, volatile, global economy.
- Develop sustainable network of reputed academicians and high level achievers in the corporate and social arena.
- Shape a complete human being steeped in rich values through a holistic approach to teaching methodologies designed by Industry Experts.

## Welcome To Suryadatta - The Temple of Learning

The Suryadatta Education Foundation, SEF, is a charitable trust registered with the Registrar of Societies, Government of Maharashtra. The Suryadatta Group of Institutes was established in the year 1999.

Over the years Suryadatta family has blossomed into a bouquet of academic institutions in number of disciplines such as CBSE School, Junior Colleges, Management, Information Technology, Travel & Tourism, Hotel Management, Media & Mass Communication, Interior Designing, Fashion & Jewellery Design, Event Management, Creative Arts, Vocational & Advanced Studies. Students from many foreign nations and from all parts of India are pursuing education at various Suryadatta Institutions.

The ethos of Suryadatta is "Enlightening and Disseminating Knowledge for Prosperity" “*ज्ञानं विद्यया हि मृतमश्नुते*”.

**The Suryadatta Education Foundation runs the following professional & voluntary educational institutions:**

- **Suryadatta Institute of Management & Mass Communication (SIMMC)**
- **Suryadatta Institute of Business Management & Technology (SIBMT)**
- **Suryadatta Institute of Management & Information Research (SIMIR)**
- **Suryadatta College of Management, Information Research & Technology (SCMIRT)**
- **Suryadatta College of Hospitality Management & Travel Tourism (SCHMTT)**
- **Pune Institute of Applied Technology (PIAT)**
- **Suryadatta Institute of Vocational and Advanced Studies (SIVAS)**
- **Suryadatta Institute of Fashion Technology (SIFT)**
- **Surya - Kids**
- **Suryadatta National School (SNS)**
- **Suryadatta Junior College (SJC)**
- **Suryadatta Public School (SPS)**
- **Suryadatta Institute of Mass Communication & Event Management (SIMCEM)**
- **Suryadatta Institute of Graphics, Multimedia and Animation (SIGMA)**
- **Suryadatta Institute of Design (SID)**
- **Suryadatta Research Centre (SRC)**
- **Suryadatta College of Education Pune (SCOEP)**

*Enlightening Academic*





**Voluntary Institutes of Suryadatta Group offering various skill based vocational training programs. Free of cost to needy, deserving, economically deprived strata of the society & to devang children.**

- Suryadatta Institute of Computer Technology (SICT)
- Suryadatta College of Management & Information Technology (SCMIT)
- Suryadatta Institute of English & Foreign Languages (SIEFL)
- Suryadatta Institute of Rehabilitation of Special Children (SIRSC)
- Suryadatta Fitness & Sports Academy (SFSA)
- Suryadatta Institute of Health Sciences (SIHS)
- Suryadatta Global Finishing School (SGFS)
- Suryadatta Institute of Beauty & Wellness (SIBW)
- Suryadatta Centre of Skill Development & CSR (SCSD-CSR)



*Ambience*



*La Classe*



# Glimpses of La Classe Runway Show 2016



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# Glimpses of La Classe Runway Show 2016



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## **Suryadatta Institute of Fashion Technology organizes fashion show every year to showcase talent of the students and this is the 7<sup>th</sup> Annual Fashion Show**

### **Intention**

Fashion Shows have always been glamorous events which boost visibility and promotion of brands associated. Fashion shows provide platform to creative designers to display their art and equal opportunity to models to showcase their talent, boosting their confidence.

THE FASHION SHOW is also an effort to bring together best talents from fashion design students. This event will open vast opportunities for young designers.

Fashion show is an apt event to promote youth & thus contributing to our goal as an organization.

### **Fashion Show Themes**

The tagline, New Style Innovation, speaks about central themes of the show. There are three central themes included in fashion show.

In architecture, four groups are working on different aspects of architecture, constructions and lines used in architecture by using various buildings and constructions such as Moscow church, Khajuraho Temple, Moon tower, Rajasthani windows.

In Bio-mimic, three groups are mimicking the nature through their designs. These groups are working on various concepts such as galaxy, the big bang and flowery creepers.

Synthesis means the combination of two opposite components or elements to form a connected whole. Here students are developing outfits using two opposite elements such as fire-ice, nature-machinery and soft-hard.

### **Venue, Date & Time**

**S. No. 342, Patil Nagar, Bavdhan (Bk), Pune | 16<sup>th</sup> of December 2017 | 5.00 pm Onwards**

### **Golden Opportunity to be a Sponsor**

Business sponsorship is a major source of funding for many events as more and more companies have discovered this to be a powerful marketing tool. Building and strengthening your company brand through effective visibility is one of the key essentials in business strategy. To be effective, sponsorship of any event must serve the interest of four constituent groups:

1. It must serve the business interest of the sponsoring company
2. It must serve the best interests of the event and its participants
3. It must have a positive impact upon the sponsor's direct consumers
4. It must benefit the consumers who use the products or services

Keeping in mind the above points we have laid down our efforts towards achieving the same

### **Marketing and Media Campaign:**

The thrust of every business is the amount of awareness it has in the market. The below laid plan will provide maximum visibility for your company in the promotion of the event. The event branding carrying your company logo will be mailed (both electronic copy and the print copy)

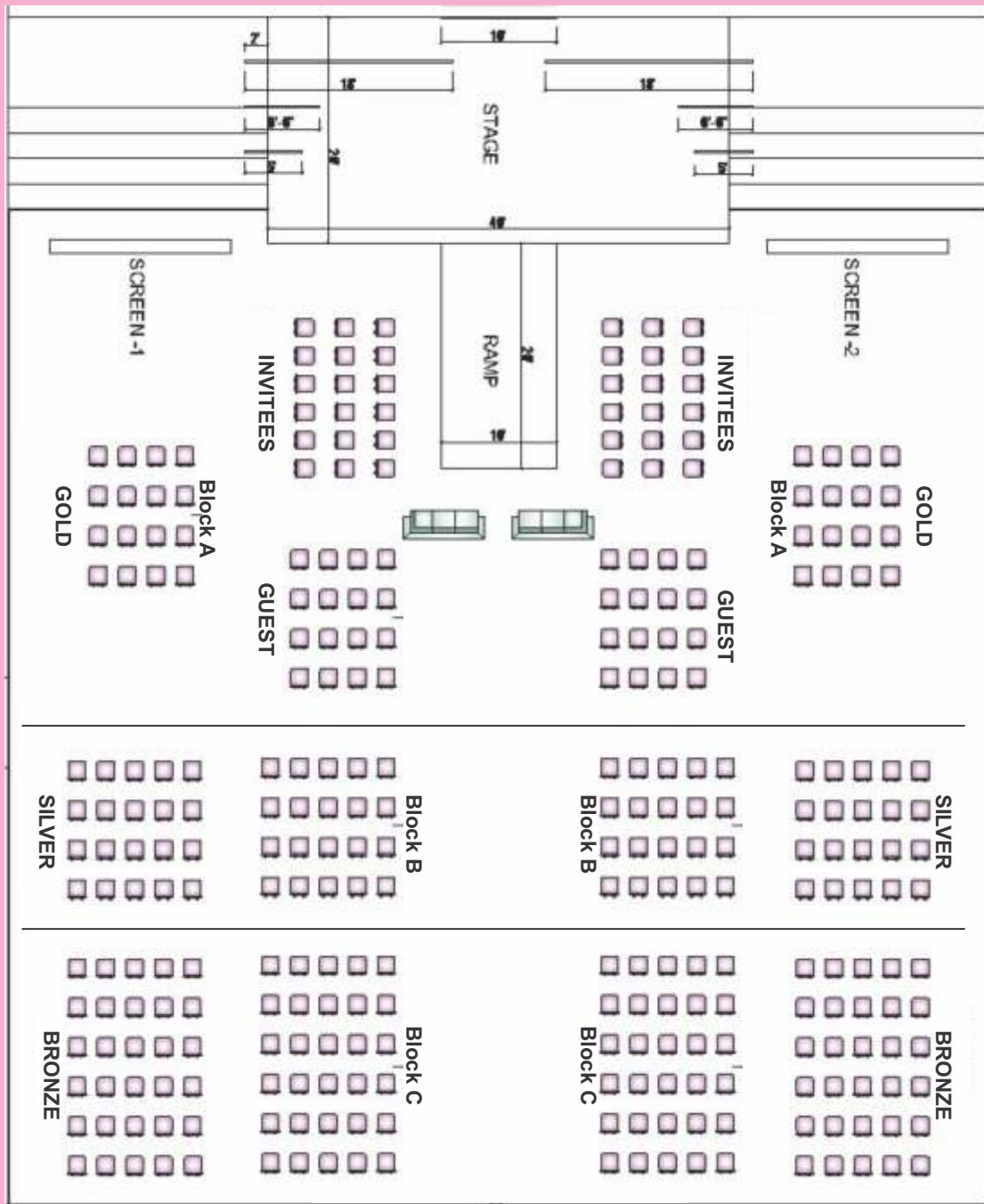
### **Target Groups**

As we are committed to provide platform to youth, the target groups we focus on are – college goers [age 18 – 24 years], professionals in the fashion industry, press community.

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## Stage and Ramp Layout with Seating Arrangement



Entry Passes Rates		
<b>Gold</b>	Block A	INR 700/-
<b>Silver</b>	Block B	INR 500/-
<b>Bronze</b>	Block C	INR 300/-

\*Seating arrangements may vary as per requirement.

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## CATEGORY

### TITLE

### SPONSOR

(Only your brand)

Sponsorship

Amount:

Rs. 3,00,000 /-

Your brand will be the only sponsor for the event. All the privileges of Platinum Sponsor.

Presence in Inaugural Session

Branding space on the event promotional material.

Mention in the media coverage.

Logotype printed in Event ads & Social Media Network.

Sponsors will get free passes



## CATEGORY

### PLATINUM

(Max. of 1 Sponsor)

Sponsorship

Amount:

Rs. 2,00,000 /-

The event title as "our sponsor presents THE FASHION SHOW"

One member in the judging panel

Mentioned in opening and closing ceremony

The sponsor's logotype printed on the backdrop

Own banner

Branding space on the event promotional material.

Mention in the media coverage.

Logotype printed in Event ads & Social Media Network.

Sponsors will get free passes

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## CATEGORY

### GOLD

(Max. of 2 Sponsor)

Sponsorship

Amount:

Rs. 1,00,000 /-

Mentioned in opening and closing ceremony

The sponsor's logotype printed on the backdrop

Own banner

Branding space on the event promotional material.

Logotype printed in Event ads & Social Media Network.

Sponsors will get free passes





**CATEGORY  
SILVER  
SPONSOR**

**Sponsorship  
Amount:**  
Rs. 50,000 /-

The sponsor's logotype printed  
on the backdrop

Own banner

Branding space on the event  
promotional material.

Logotype printed in Event ads &  
Social Media Network.

Sponsors will get free passes



**CATEGORY  
BRONZE**

**Sponsorship  
Amount:**  
Rs. 25,000 /-

The sponsor's logotype printed  
on the backdrop

Own banner

Branding space on the event  
promotional material.

Logotype printed in Event ads &  
Social Media Network.

Sponsors will get free passes

MEANS  
OF

SPONSORSHIP

La Classe



## Promotional Opportunities

The sponsor will have following promotional opportunities to build brand awareness and loyalty through presence on.

- Costume Sponsor
- Theme Sponsor
- Backdrop
- Ramp
- Banners
- Invitations
- Posters
- Flyers
- Entry Passes

## Financial Terms and Conditions

For All Sponsors 100% payment on booking.

All the payments to be done by DD or NEFT, Bank Transfer, Card Payment & Banker's Cheque in the name of **Suryadatta Education Foundation** Payable at Pune

## For more detail please contact:

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Estd. 1999 | Suryadatta Education Foundation's

**SURYADATTA INSTITUTE OF FASHION TECHNOLOGY (SIFT)**

Affiliated to Yashwantrao Chavan Maharashtra Open University (YCMOU) & Recognized by UGC, Govt. of India

ISO 9001 : 2008 Certified Institutes & Accredited by NVT-QC, ANAB & IAF

**Suryadatta School of Fashion & Apparel Designing**

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