

# COLLABORATION PLANS

| Features                    | Platinum                     | Gold                          | Silver                  | Bronze    |
|-----------------------------|------------------------------|-------------------------------|-------------------------|-----------|
| Price                       | Rs 1,50,000                  | Rs 80,000                     | Rs 45,000               | Rs 20,000 |
| Stall Space (size and zone) | 15 x 15 ft (prime)           | 10 x 10 ft (high footfall)    | 6 x 6 ft (canopy)       |           |
| Branding Title              | "Presents 2026"              | "Powered by/ Associate"       | "Category Partner"      |           |
| Digital Promotion           | Exclusive post/video         | Minimum 1-3 posts             | Minimum 1-2 posts       |           |
| Print Visibility            | All materials (main sponsor) | Posters and Certificates only | Backdrop (support) only |           |
| EMCEE mentions              | 5 times                      | 3 times                       | Twice                   | Once      |
| Stage Presenece             | 10 minutes main stage        | 5 minutes main stage          |                         |           |
| VIP access                  | 5 persons                    | 3 persons                     | 2 persons               | 1 person  |

**Customization:** Packages are standard but open to negotiation and customization.

**Combinations:** Sponsors can choose a mix of monetary funds & in-kind provisions based on discussion. Mutual collaborations are also welcome and open to discussion.



## What we offer

Diverse crowd of school and college students, design enthusiasts, industry professionals, and general public.

Invitations will be sent to **major educational institutions** across Madhya Pradesh, featuring **sponsors' logos**.

**Extensive visibility and media exposure** of sponsors through advertisements, banners, social media, merchandising and promotional materials.

Businesses involved in **CSR projects** have an opportunity to showcase their work and inspire young individuals to join their initiatives.

Businesses in **IT, electronics, gaming, design consultancy, travel, apparel, food, and beverages** sectors to promote their products to **all attendees**.

## Contact

**Student coordinators:**

Divisha: +91 73040 33505

Hrishita: +91 82630 88429

Pragyan: +91 62305 93091

**Email:**

[opacity@nidmp.ac.in](mailto:opacity@nidmp.ac.in)

[divisha.rajesh@nidmp.ac.in](mailto:divisha.rajesh@nidmp.ac.in)



## About our Theme

# raastein

*This year's theme for Opacity, "raastein," signifies the experiences that NIDMP has given us as design students and the experiences that we get lost in just to find ourselves. Represented through the eyes of a curious and chaotic child exploring the winding streets of our city, Bhopal; NIDMP invites you to this experience.*

## Event Highlights

Design Talks | Student Work Exhibits | Design Installations | Stalls | Cultural Events | Film Screening | Theatre Performance | Fashion Walk

**Skateboarding Event** with Bhopal Skateboard Club

**Design Talk** from an Industry Expert in collaboration with Association of Designers of India

20 - 22 Feb

## Who are we?

National Institute of Design Madhya Pradesh (NIDMP) is an institution of National Importance under Department for Promotion of Industries and Internal Trade (DPIIT), Ministry of Commerce and Industry, Govt. of India.

The Institute offers three programs namely Industrial Design, Communication Design, Textile & Apparel Design, all preceded by a comprehensive, one year foundation course.

## What is opacity?

*Opacity, an annual design festival by the NIDMP, is a step towards uniting India's diverse design landscape on one platform. The event aims to reach out to the masses, spread design awareness, and foster a culture of design appreciation & innovation.*

