ABOUT ISB

The Indian School of Business (ISB) is a global Business school offering world-class management education across its two campuses – Hyderabad and Mohali. The School has grown at a rapid pace over the twelve years since its inception, and already has several notable accomplishments to its credit – it is the youngest school ever to consistently rank among the top Global MBA programs, the first institution in South Asia to receive the prestigious AACSB accreditation, one of the largest providers of Executive Education in Asia, and the most research driven Indian management institution.

A vibrant pool of research-oriented resident faculty, strong academic associations with leading global B-schools and the backing of an influential board have helped the ISB fast emerges as a premier global Business school. However the true strength of ISB rests in its alumni network, a 5500 member network spread across 32 countries and various industries and functions such as consulting, finance, real estate, media, manufacturing, IT, telecom, automobile, oil and energy.

“TO BE AN INTERNATIONALLY TOP-RANKED, RESEARCH-DRIVEN, INDEPENDENT MANAGEMENT INSTITUTION THAT GROOMS FUTURE LEADERS FOR INDIA AND THE WORLD”

EXECUTIVE BOARD

Rahul Bajaj
Anil Ambani
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PARTNER SCHOOLS

Founding Associate Schools

Wharton
Kellogg
London Business School

Associate Schools

Accreditation

The Fletcher School
AACSB
“EXPOSE YOUR BRAND TO OUR GLOBAL ALUMNI NETWORK”

1000+ ALUMS
800+ SPOUSES & CHILDREN
750+ STUDENTS
500+ FACULTY & STAFF

ABOUT SOLSTICE

Solstice is an annual celebration of ISB’s alumni community - a one of a kind powerhouse gathering of big wigs from the corporate world. An eagerly awaited three day event, Solstice generates high levels of interest from alumni, faculty, staff & students. Solstice provides a platform for attendees to connect with fellow influential alumni from the corporate world, engage with renowned personalities, and create bridges between their past lives at ISB and the new road that lies ahead, during a fun-filled social weekend.

Solstice 2013 envisages the highest ever turnout of over 3000 as the ISB family comes together to celebrate the homecoming of alumni across twelve years. The event line up this year includes exciting activities that range from networking and knowledge sharing opportunities to fun, games and entertainment.

DATES: 21st December, 2013
22nd December, 2013
23rd December, 2013

VENUE: Indian School of Business,
Hyderabad Campus
The music night is the flagship event of Solstice. With performances from Kailash Kher, Raghu Dixit and Strings in the past, it is the most awaited event of the three day celebration with maximum footfalls and brand visibility. This year’s line-up for the music event promises to turn out an eclectic mix of genres, all packed into one powerhouse performance night. Apart from the high voltage performance by a celebrated artist, the evening would also include the highly cheered ISB band.

CULTURAL EVENTS

Cultural events at Solstice have been well-anticipated and appreciated over the years. They have often included stand-up comedy duos of students and professors that have sent crowds into raptures with their wit and humour. Popular acts like Vir Das have also taken stage to enthral the audience in a fun laced social affair on the lawns.

No Solstice is complete without a black tie party and alums look forward to donning their three piece suits in pride. Solstice 2013 will be hosting a one-of-a-kind celebration with surprises aplenty in store for participants.
GAMING THROUGH TIME
There's never a dull moment at Solstice with an exciting line up of zorbing, rappelling, pool and arcade games. In line with the Solstice 2013 theme - Just Push Rewind, gaming consoles over the past two decades will be lined up for attendees. Attendees can take their pick from Mario Bros on a Nintendo to FIFA 2013 on a Playstation.

BARBEQUE LUNCH
Come December and the lazy afternoon sun that drenches the Hyderabad campus, it's time to roll out a barbeque! Alums from all years converge on the lawns to reconnect with old friends and make new connections over food and drinks.

OTHER EVENTS
VALUE PROPOSITION

TARGETED VISIBILITY
In the casual environment of a social gathering and nostalgia, Solstice offers partners a chance to associate with brand ISB and reach out to its alumni base of 5500+ HNI individuals. Prominent branding opportunities at every event and product placements promise maximum repeat interaction with attendees over the 3 days.

MEDIA COVERAGE
Solstice offers partners extended visibility by virtue of its vast coverage across various media platforms, including social media, print media, and radio. Solstice has been cited in media publications pre and post the event with live media participation during the 3 days.

EVENT OWNERSHIP
Solstice offers select partners a chance to brand flagship events with their company name. This branding is circulated on the official Solstice website, event messaging and all event information collaterals.

RECRUITMENT OPPORTUNITY
Solstice is a unique gathering of a talented pool of professionals from various levels of the corporate structure and industries. From mid-managers to CEOs, companies have a chance to build mindspace in highly qualified individuals looking for career opportunities.

“AN OVERARCHING BRAND PRESENCE ACROSS MULTIPLE COLLATERALS, EVENTS AND LOCATIONS DURING THE 3 DAY EVENT”

LIMITED OFFER: CUSTOM EVENT
Solstice 2013 provides select partners the opportunity to build an event around their brand to ensure maximum connect and recall with attendees. This includes a sponsor branded event name on the official website, all communication and other select options.
SPONSORSHIP OPPORTUNITIES

VISIBILITY OPTIONS

Pre Event Promotion
- Solstice Official Website
- Registration Pop-up
- ISB Radio Channel
- Logo Presence on Social Media
- External Media Coverage

During The Event
- Volunteer T-Shirts
- Sponsored Event Merchandise
- Music Night Branding
- DJ Console Backdrop
- Product Display Podiums
- Product Kiosks & Product Trials
- Giant Hot-Air Balloons
- Sponsor-Specific Events
- Snapshot of the Day
- Cross Campus Banners
- Hospitality Sponsor: Student Villages and Alumni Residence

Post Event Promotion
- Campus Newsletters
- PR/Media Coverage

Title Sponsor
- Rs. 20 Lakh

Associate Sponsor
- Rs. 15 Lakh

Music Night Sponsor
- Rs. 15 Lakh

Events Sponsor
- Rs. 10 Lakh

“HIGH VISIBILITY BRANDING OPTIONS AT THE MOST TRAFFICKED & CONGREGATED VENUES ACROSS THE ISB CAMPUS”
TESTIMONIALS

"As a sponsor, we could engage with a rich audience who understands the power of technology and spreads awareness of the latest technology/devices. I must say that I was impressed by your perseverance and responsiveness. Overall it was a great experience."
- Annie Matthew, BLACKBERRY

"I believe 2 things (if not more) are improving every year-
1) Quality of Students
2) Solstice!!"
- Jacob Joseph Kandathill, BACARDI

"Our association with ISB only gets strengthened with huge events like Solstice. Excellent brand presence at the event, really delighted."
- Dhruv Bhalla, SREI

"Solstice was an excellent promotional event for us. We are delighted at the coverage given, especially on the main performance stage. Hats off to the professionalism of the Solstice team, well done!"
- Gurpreet Walla, VODAFONE
Varun Kabra  
Lead Coordinator  
Varun_Kabra2014@pgp.isb.edu  
Mobile: +91 7799022635

Apoorva Singh  
Corporate Relations Coordinator  
Apoorva_Singh2014@pgp.isb.edu  
Mobile: +91 9618548005

Indian School of Business  
Gachibowli, Hyderabad-500032, India  
Tel.: +91 40 2300 7000  
Fax: +91 40 2300 7099  
www.isb.edu