

# Kloud9

Presents the 7th Edition of

# National Children's Literary Festival 2019

NCLF



**9 & 10**  
**NOVEMBER 2019**

An outline of the upcoming Kloud9 National Children's Literary Festival 2019 with details of sponsorship packages and the benefits of association with the Festival.

# THE KIIT GROUP OF INSTITUTIONS



The success story of KIIT Group of Institutions can be attributed solely to the pioneering and sincere continuous efforts of Prof. Achyuta Samanta, who is the founder of KIIT University and the Kalinga Institute of Social Sciences (KISS) and is also a Member of Parliament. Despite the international eminence and prestige earned by both these institutes, he does not rest on his laurels but continues to raise it to the highest standards possible. What began more than two decades ago is today a towering hub of excellent education. In KISS, more than 50,000 under-privileged children from the lowest strata of society are lodged, fed and educated to enter the mainstream of society and become responsible citizens of India.

Prof. Samanta states, "KIIT Deemed-to-be-University is one of the most vibrant campuses of India which attracts students from as many as 40 countries. Its focus on excellence and philosophy of 'education with a human touch' has attracted the attention of many noted statesmen, academicians and scientists from all over of the world.

KIIT University offers 50 educational programmes through 27 constituent schools and institutions. Students from all over India and from 40 countries pursue academic excellence in it. The infrastructure includes fully residential, air-conditioned, eco-friendly campuses, a 24x7 Central Library, hostels for boys and girls with round-the-clock internet (WiFi) connectivity. There are several indoor and outdoor stadiums, along with administrative and faculty block. Each campus has air-conditioned multimedia classrooms, laboratories, conference hall and recreational amenities. The safety of students and faculty is ensured by a highly professional and efficient security service.

The Kalinga Institute of Social Sciences (KISS) that runs under the aegis of the KiiT Group of Institutions was set up with just 125 tribal students in 1993. Today, KISS is the largest free residential institute for indigenous (tribal) children. It provides holistic education from Kindergarten to Post-Graduation (KG to PG), vocational training, food, accommodation, health care and all basic necessities of life to 50,000 indigenous (tribal) children from among the poorest of the poor families. They belong to 62 indigenous communities (tribes) of which 13 are primitive.

Dr. Achyuta Samanta has been conferred with the prestigious Gusi Peace Prize (2014) and the Isa Award for Service to Humanity (2015) for his contribution to society at large.



# KiiT INTERNATIONAL SCHOOL



KiiT International School, Bhubaneswar, Odisha is one of the constituent institutions of the KIIT Group. Its motto is 'selfless service and endless learning' and it would be no exaggeration to claim that it has lived up to its motto faithfully in the 12 years of its existence.

It provides holistic education in a complete, stimulating, nurturing environment that helps each young child to learn and grow as it is commonly accepted that it is not books alone that can make a child educated.

To this end, the school provides quality education in a continuous series of academic and co-curricular programmes, helping students build balanced personalities in a global setting, making them aware of global needs, while keeping abreast of developments in technology.

KiiT International School's curriculum includes courses under the CBSE (Delhi), IBDP (Geneva) and IGCSE (UK) syllabi. It promotes human values and teaches necessary life skills. In a little more than a decade, KiiT International School has become one of the most reputed educational institutes. The *Education World* Indian Schools ranking of 2018 put KiiT International School among the top 10 residential schools in India and No. 1 in Odisha.





# NATIONAL CHILDREN'S LITERARY FESTIVAL



This Festival was organised for the first time under the mentorship of Ruskin Bond, the internationally acclaimed children's writer in 2013 and since then has grown in popularity and commands a unique position among the various literary festivals for children in the country. Famous and sought-after authors of children's literature conduct workshops, cartoonists take the children through the nuances of caricaturing and recognised storytellers keep the children engrossed and regaled with their creations.

This festival is organised by Kloud9, India's exclusive magazine for youth, whose USP is that except for its regular features all the articles, short stories, poems, photographs and freehand drawings are contributed by school children from classes VII to Graduation. Kloud9 is probably the only instance of a magazine solely devoted to nurturing creative talent among children and encouraging them to give a free rein to their imagination and showcase the results.

This year the NCLF is being held on 9-10 November 2019 in KiiT International School, Bhubaneswar, Odisha.

Children from schools all over the country join and every effort is made to ensure that their participation is not extremely expensive. They pay only for their travel and Rs. 250 per day for lodging and boarding that includes breakfast, snacks, lunch, tiffin, fruit juice and dinner. Registration is free.

Various sponsorships are detailed in the following pages. Your cooperation and help is solicited to make this Festival a success.



# SPONSORSHIP PACKAGES

PACKAGE	PLATINUM	DIAMOND	GOLD
Amount	Rs. 1,00,000 and above	Rs. 50,000 and above	Rs. 20,000 and above
<b>KEY BENEFITS</b>			
Type of Sponsor	Platinum Sponsor(s) will be TITLE SPONSORS and the Festival will be named after it (Kloud9 and "PLATINUM SPONSOR" present National Children's Literary Festival 2019)	Diamond Sponsor(s) will be CO-SPONSORS. (National Children's Literary Festival 2019 is co-sponsored by "DIAMOND SPONSOR")	Gold Sponsor(s) will be ASSOCIATE SPONSORS. (National Children's Literary Festival 2019 is presented in association with "GOLD SPONSOR")
Publications, including event posters, banners, flexes, hoardings, formal invites to various schools across the country and advts and coverage in Kloud9	✓	✓	✓
Opening Ceremony, Prize Distribution and Closing Ceremony	✓	✓	✓
Radio and Print Media Publicity	✓	✓	✓
Advertisement in Kloud9—official magazine for the Festival	✓ Full page multi-colour advertisement of the Platinum Sponsor	✓ Half page multi-colour advertisement of the Diamond Sponsor	✓ Quarter page multi-colour advertisement of the Gold Sponsor
Online Visibility and Web based Promotion	✓	✓	
Stall space during both days of the event for distribution of Promotional Material	✓ A 15 ft x 10 ft space in a prominent location during the Festival	✓ A 9 ft x 6 ft space in a prominent location during the Festival	
Promotional Literature from the Registration Desk	✓		
Dedicated Volunteers to liaise and assist	✓		

**NOTE: All Sponsorships include logo visibility on 'Thank You' signage throughout the venue.**



# OTHER SPONSORSHIPS

## INDIVIDUAL EVENT SPONSOR

Amount for each event	Quizard	Rs. 15,000
	Short Story (Flash Fiction)	Rs. 15,000
	Drawing-Illustrations/Cartoons	Rs. 15,000

- Benefits
- Individual Event Sponsors will be represented on all event-specific publications like event posters, banners, flexes, hoardings and the section covering that specific event in Kloud9 magazine
  - Individual Event Sponsors will be allowed to put up their own flexes, banners or promotional material at the venue or classroom where their event is held
  - Individual Events will be named after its Sponsor. For instance, the quiz competition will be called "INDIVIDUAL EVENT SPONSOR Quizard"

(Note: There can be only one sponsor per event)

## TRAVEL PARTNER

Requirements The Travel Partner will be expected to subsidise travel costs for guests and eminent personalities

Benefits The Travel Partner's logo will be displayed as 'TRAVEL PARTNER' on all publications, including event posters, banners, flexes, hoardings and Kloud9 magazine

## STATIONERY PARTNER

Requirements The Stationery Partner will be expected to provide 500 numbers each of notepads, pens and folders, as well as 2 packets of A4 size paper

Benefits The Stationery Partner's logo will be displayed as STATIONERY PARTNER' on all publications, including event posters, banners, flexes, hoardings and Kloud9 magazine



## FOOD AND BEVERAGE PARTNER

Amount Rs. 10,000

- Benefits
- The Food and Beverage Partner will be provided with a 9 ft×6 ft stall space
  - The Food and Beverage Partner will be represented on all publications like event posters, banners, flexes, hoardings as well as in Kloud9
  - The Food and Beverage Partner will be allowed to put up their own flexes, banners or promotional material in and around their stall/s

## HOSPITALITY PARTNER

Amount Rs. 10,000

- Benefits
- The Hospitality Partner will be provided with a 9 ft×6 ft stall space
  - The Hospitality Partner will be represented on all publications like event posters, banners, flexes, hoardings as well as in Kloud9
  - The Hospitality Partner will be allowed to put up their own flexes, banners or promotional material in and around their stall/s

## STRATEGIC PARTNER

Amount Rs. 10,000

- Benefits
- The Strategic Partner will be represented on all publications like event posters, banners, flexes hoardings as well as in Kloud9
  - The Strategic Partner will be allowed to put up their own flexes, banners or promotional material at the Festival

## CONTACT US

Dr. Sanjay Kumar Suar  
Principal  
Ph: +91-9937220263  
Email: principal@kiitis.ac.in

Kloud9  
Ph: +91-8658107970  
Email: kloud9@kiitis.ac.in







NCLF



Kalinga Institute of  
Industral Technology,  
KIIT University,  
Bhubaneswar-751024  
Odisha India



KiiT International School,  
KIIT Campus-9,  
Bhubaneswar-751024  
Odisha India