



Presents



CORPORATE SPONSORSHIP PROPOSAL

Print Media Partner



Online Media Partner



Sponsors



Supporting Partners



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The Making of Indian Giants

Date:

Executive Workshop by

VERNE HARNISH – “Growth Guru”

Welcome to:

- The 1st ever business workshop in India by Verne Harnish.
- A prestigious gathering of business owners, MD's and key management of businesses
- Budding, Aspiring & Successful Entrepreneurs
- Bringing on the best selling author, consultant, and “Growth Guru” Verne Harnish & one of the foremost and recognized authorities in business management.

About K Capital

K Capital is committed to providing an extraordinary perspective for educating the next generation of business leaders in India .Our business workshops /programs present a global perspective in a variety of formats — with each program designed to leave a lasting impact on you and your organization. We bring together the best faculty, their research and business leaders to help you to address your business challenges and dramatically improve your business performance.

You will hear from some of the world-renowned speakers and business thinkers that continue to advance management science and develop cutting-edge tools and frameworks to help businesses transform their ideas into products and bring those products to market. If you are looking for a learning opportunity for yourself or for a small team of executives, you are at the right place.

Overview

K-Capital invites prospective supporting partners to participate in promoting and enjoying the benefits of being a supporting host of an Executive Workshop to be conducted by **Verne Harnish ("Growth Guru")** in May of 2007. The speaker and workshop leader, Verne Harnish, has a "*second to none*" reputation as a consultant and teacher of practical business techniques that are proven to assist managers in achieving and sustaining rapid business growth.

Verne has founded two world-renowned entrepreneurial organizations, is the chair for the "Birthing of Giants" program at MIT, Boston, U.S.A., and has appeared on the cover of Fortune Small Business magazine for the article "Top 10 Minds in Small Business." K-Capital looks forward to working with you to achieve great success for this and a future series of workshops in the region. It invites you to step forward and join K-Capital in promoting a leading-edge education among Indian business leaders. We anticipate that the Verne Harnish program will be an important and very valuable step in the future success of Indian companies, particularly as they emerge on the world stage

Background

Upcoming Executive Event

In May of 2007, K-Capital, coaching partner (exclusive distributor) for Verne Harnish in India, will be bringing this widely acclaimed business "growth guru" in May of 2007 for an **Executive Workshop** and **CEO Conclave**. This prestigious event will be the first in K-Capital's "The Making of Indian Giants" India business management program.

An extensive research program in September and October of this year has confirmed K-Capital's understanding that the Indian business community is ripe for Verne Harnish's knowledge and training skills. Indeed, Indian business executives in particular are clearly seeking proven techniques for achieving and managing *controlled but rapid business growth* within a local and world-economy. Verne Harnish's workshops will provide definitive answers to this quest.

The all-day scheduled **Executive Workshop** will follow Verne's proven format of providing remarkable business growth insights and teaching the techniques of growth management that he has distilled from studying the success habits of the American tycoon, John D. Rockefeller. These techniques are unique and precise and have been proven effective in thousands of businesses, worldwide. Additionally (an "event within an event"), a **CEO Conclave** (one and one-half hours in length) will offer a select group of executives an opportunity to receive specific advice for achieving or sustaining rapid growth in their companies.

Insights thus gained from the Conclave by studying the specific effects of fundamental corporate decisions on corporate growth will be presented (within the restraints of confidentiality) to the Executive Workshop delegates, both inspiring them and demonstrating real-life application of the principles of *actually directing* a company towards rapid growth.

A World-Class Speaker and Business Teacher

"Growth won't happen on its own; we must make it happen".

- Verne Harnish

Best selling author, consultant, and "Growth Guru" Verne Harnish is at the top of his league. He is one of the foremost and recognized authorities in business management. He specializes in helping executives guide their companies into achieving substantial and sustainable growth. His techniques and insights have been proven effective with thousands of executives in hundreds of companies, worldwide. Among Verne's numerous professional achievements, he has founded two world-renowned entrepreneurial organizations, is the chair for the **"Birthing of Giants"** program at **MIT, Boston, U.S.A.**, and has **appeared on the cover of Fortune Small Business magazine for the article "Top 10 Minds in Small Business."**

In 2005 alone, more than 1000 executives attended his program, not only in the U.S.A., but in numerous cities around the world. The insights and techniques he reveals in his workshops allow managers to develop specific, positive business habits and in turn methodically turn their companies into industry giants.

Sponsorship Opportunities

WHY 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:

- It must serve the business interest of the sponsoring company
- It must serve the best interests of the event and its participants
- It must have a positive impact upon the sponsor's direct consumers
- 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

- **Direct mailing:** The conference brochure carrying your company logo will be mailed (both electronic copy and the print copy) out to the target audience mentioned in the latter part of the document
- **Worldwide awareness :** Promotion of the event through speaker's weekly insight newsletters posted to over 14000 executives worldwide
- **Adverts & press releases:** The event will have around 4 advertisements in one of the national daily newspapers. Apart from that other print media like magazines, regional newspapers, posters and banners (dynamic and static) will also be taken up.

- **Online Media:** The event Ads will be displayed on our online Media partner website for a period of one month prior to the event. Advertisements will also be carried out on some targeted third party website.
- **Print Media:** The event will have 2 ads coming up (one of them in the latest issue of our media partner) then followed by the other one
- **Search Engine Marketing:** Gaining maximum amount of hits and visibility through tie ups and advertisements with the search engines
- **Internet:** The conference website will be updated constantly with news about the conference and will be displaying the press releases that the event would be having.
- **E-mail & fax marketing:** Weekly mailing campaigns to our target audiences internally and through our tie up with nationwide business associations
- **Press relations:** Tie up with top notch PR firm for very effective PR campaign.

Target Audience

- **Typical job titles of our attendees will include:**

Chief Executive Officers
 Chief Financial Officers
 Chairmen
 MD's and key management of businesses
 Entrepreneurs
 Chief Investment Officers
 Business owners

- **Geography**

Asia
 USA
 Middle East
 UK
 Europe

Other Benefits

- Networking and getting to know interact with representatives from various verticals
- It's a place where business contacts are made and where business gets done.
- It's an event of substance: a gathering of top level management of the companies
- CEO-level decision makers attend it
- It offers sponsorship packages that create a year-round advantage, offering value far beyond the actual event itself
- Extremely targeted marketing campaign

PLATINUM SPONSORSHIP – Rs. 15, 00, 000

(Maximum of One Platinum Sponsor)

This includes the following:

- Promotional opportunities to build brand awareness and loyalty through presence on
 1. Banners
 2. Invitations
 3. Brochures
- Sole podium branding
- Paragraph on Company profile on the event sub-site in the Sponsor section
- Prime branding space on the event website homepage with hyperlink to your website
- Five free delegate passes for all four days of the workshop. These could be used for your select clients
- 1 Table at the event Banquet (This includes the five free delegates as identified above)
- Logo placement on the name badges
- Branding space on the event newsletters
- Access to complete database of all conference delegates

DIAMOND SPONSORSHIP – Rs. 10, 000, 00

(Maximum of two Diamond Sponsor)

This includes the following:

- Promotional opportunities to build brand awareness and loyalty through presence on
 1. Banners
 2. Invitations
 3. Brochures
- Paragraph on Company profile on the event sub-site in the Sponsor section
- Prime branding space on the event website homepage with hyperlink to your website
- Three free delegate passes for all four days of the workshop. These could be used for your select clients
- 1 Table at the event Banquet (This includes the three free delegates as identified above)
- Branding space on the event newsletters

- Access to complete database of all conference delegates

GOLD SPONSORSHIP – Rs. 7, 50, 000

(Maximum of four Gold sponsors)

This includes the following:

- Promotional opportunities to build brand awareness and loyalty through presence on
 1. Banners
 2. Invitations
 3. Brochures
- Paragraph on Company profile on the event sub-site in the Sponsor section
- Two free delegate passes for all four days of the workshop. These could be used for your select clients
- 1 Table at the event Banquet (This includes the two free delegates as identified above)
- Branding space on the event newsletters
- Access to complete database of all conference delegates

SILVER SPONSORSHIP – Rs. 5, 00, 000

(Maximum of six silver sponsors)

This includes the following:

- Promotional opportunities to build brand awareness and loyalty through presence on
 1. Banners
 2. Invitations
 3. Brochures
- Paragraph on Company profile on the event sub-site in the Sponsor section
- Branding space on the event newsletters
- Access to complete database of all conference delegates

Financial Terms and Conditions are as follows

For – Platinum, Diamond & Gold Sponsor 50% payment at the time of booking rest 50 % one month prior to the event

For - Silver Sponsor 100% payment on booking

If you are interested in taking up any of these sponsorship opportunities please fill in the attached form and e-mail to: sponsor@kcapital-us.com If you would like to discuss the sponsorship in more detail please feel free to contact:

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Sponsorship Form

Yes, we are interested in participating and sponsoring the above program and would be interested in the following:

(Kindly tick as applicable)

- Platinum Sponsor
- Diamond Sponsor
- Gold Sponsor
- Silver Sponsor

Name: _____

Job Title: _____

Organization: _____

Address: _____

Telephone: _____

E-mail: _____

Mode of Payment (specify): _____

Payment Options

For International Sponsors

1. Swift Transfer/ Wire Transfer in our Bank account (Please contact us for our Bank Account details and SWIFT code).
2. Through International Cheque/ Demand Draft drawn in favor of 'Kcapital Services' payable at Hyderabad, INDIA

For Domestic Sponsors

1. Through Cheque/ Demand Draft drawn in favor of 'Kcapital Services' payable at Hyderabad, INDIA
2. Direct Cash Deposit in our bank account (Please contact us for our Bank Account details).

Please send this form to K. CAPITAL SERVICES., Suite#304, Vishnu Towers , Whitefields, Madhapur, Hyderabad - 500 084, or Email – sponsor@kcapital-us.com