

## Sponsorship Forms

# International Case Conference (ICC 2026)

*Theme: Contemporary Business Practices in Emerging Markets and Beyond*

**Dates:** 30<sup>th</sup> and 31<sup>st</sup> January'2026

**Venue:** Indian Institute of Management Raipur



**About the Conference:** The International Case Conference (ICC 2026) at IIM Raipur is designed *to provide a global platform for case writers, researchers, educators, industry practitioners, and policymakers* to share and refine high-quality teaching cases. The conference is part of IIM Raipur's commitment to its tagline "Building Business Owners" by promoting case-based pedagogy, industry-academia integration, and affordable case development models. The conference will feature:

- **A Pre-Conference Workshop** on Case Writing and Case Teaching (Day 0).
- **Case Presentations** across business disciplines (Strategy, Finance, Marketing, HR, Operations, Policy, and Sustainability).
- **Industry-Academia Panels** and Keynote Sessions on pedagogy, innovation, and emerging markets.
- **Best Case Awards** with suitable cash prizes.

**Expected Participation:** 100+ case authors, 50+ presentations and 1000+ participants, including delegates, corporate leaders, publishing partners and students.

## Why Sponsor ICC 2026?

- **Brand Visibility:** Showcase your brand to a global audience with a prominent presence in all conference collaterals and sessions.
- **Thought Leadership:** Partner with **IIM Raipur (NIRF Rank 15, 2025)** and align with India's leading case pedagogy initiative – CHIRP.
- **Live Industry Integration:** Co-create and present real business challenges as teaching cases, making your organisation part of the learning journey.
- **Talent Connect:** Directly engage with IIM Raipur's MBA and doctoral scholars – the next generation of business leaders.
- **Track Leadership:** Lead a **special track on Real World Management Practices** (e.g., AI in management, PSU change management, globalising Indian value-based management).
- **Beyond Cases:** Feature in panel discussions on case pedagogy, AI-simulations, and complementary learning tools.
- **Enduring Contribution:** Support the creation of contextual, India-centric case repositories with global impact.

## Sponsorship Packages

Category	Contribution (₹)	Benefits
Dimond Partner	5,00,000	<ul style="list-style-type: none"> <li>- <b>Title Sponsor recognition</b> (“ICC 2026 presented by...”)</li> <li>- Prominent logo on all conference materials, website, and stage</li> <li>- Opportunity to deliver a <b>keynote address</b></li> <li>- Branding <b>in Best Case Awards Ceremony</b></li> <li>- Full-page advertisement in conference brochure</li> <li>- Complimentary stall at the venue and a case registration</li> </ul>
Gold Partner	3,00,000	<ul style="list-style-type: none"> <li>- Logo display on website, banners, and brochure</li> <li>- <b>Opportunity to be a panel speaker</b></li> <li>- Acknowledgement in the inaugural and valedictory sessions</li> <li>- Half-page advertisement in conference brochure</li> <li>- Complimentary stall at the venue</li> </ul>
Silver Partner	2,00,000	<ul style="list-style-type: none"> <li>- Logo display on website, banners, and brochure</li> <li>- <b>Opportunity to be a panel speaker</b></li> <li>- Acknowledgement in the valedictory session</li> <li>- Quarter-page advertisement in brochure</li> </ul>
Associate/Supporter	1,00,000	<ul style="list-style-type: none"> <li>- Logo mentioned in the brochure and website</li> <li>- Acknowledgement as “<b>Supporting Partner</b>”</li> <li>- Quarter-page advertisement in brochure</li> </ul>

## Special Opportunities

- **Case Award Sponsorship:** Sponsors may choose to associate their brand with the case directly
- **Best Case Awards.**
- “*Best Case Award sponsored by [Sponsor]*” – recognition in ceremony, press releases, and publications.
- **Workshop Sponsorship:** Branding rights for the Pre-Conference Workshop on Case Writing & Teaching.
- **Publication Sponsorship:** Logo placement in conference proceedings and case compendium distributed to all delegates.

Contact for further queries.

### Conference Secretariat – ICC 2026

Indian Institute of Management Raipur  
Atal Nagar, Raipur – Chhattisgarh

Dr. Pranith Kumar Roy

**Convenor**

**Conference secretariat:** [icc2026@iimraipur.ac.in](mailto:icc2026@iimraipur.ac.in); [caseea@iimraipur.ac.in](mailto:caseea@iimraipur.ac.in)

# International Case Conference (ICC-2026)

Indian Institute of Management Raipur  
30–31 January 2026 | IIM Raipur Campus

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## Sponsorship Confirmation Form

We are pleased to extend our support as a sponsor for the **International Case Conference (ICC-2026)** hosted by IIM Raipur.

**Organization Name:** \_\_\_\_\_

**Contact Person & Designation:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

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## Sponsorship Categories (please tick one):

- Diamond Partner – ₹5,00,000**
  - Gold Partner – ₹3,00,000**
  - Silver Partner – ₹2,00,000**
  - Associate Partner – ₹1,00,000**
  - Track / Session Sponsor (by discussion)**
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## Payment Details

- Sponsorship amounts payable in favour of “**Indian Institute of Management Raipur**”.
  - Bank details / transfer instructions will be provided upon confirmation.
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## Authorised Signatory

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Signature & Seal: \_\_\_\_\_

Date: \_\_\_\_\_

Please send the completed form to:

**Convenor, ICC-2026**

Indian Institute of Management Raipur

Email: [icc2026@iimraipur.ac.in](mailto:icc2026@iimraipur.ac.in); [convenor\\_icc2026@iimraipur.ac.in](mailto:convenor_icc2026@iimraipur.ac.in)