

*They didn't have to reach the moon,  
but took their moonshots anyways!*

*Celebrating India's unsung heroes,  
Our SMEs*

# SME MAXX AWARDS 2019 -20

SPONSOR PROPOSAL



PROPOSED TO  
CIBIL

# SME MAXX AWARDS 2019-20

SMEs are the unsung heroes of the Indian Economy. During the last global economic downturn, it was the SME sector that kept India from buckling.

While most of the large corporates drew back their investment plans to weather the storm, SMEs continued to defy the odds, taking on more employees and grow at record rates.

In other words, they took their Moon shots and succeeded.

The SME MaXX awards have been set up to celebrate the inspiring stories and the people that scripted the success of their companies and India's economy. Join us to celebrate these firms, which are often described as the beating heart of our country's economy.

Let's acknowledge their contribution and encourage them to take more Moon shots.

**SME . MaXX**  
One Stop Shop for SME Success



# ONLINE AWARDS

The 2019 awards process is completely online including the award ceremony announcement to recognise the online transition of India's business and governance in the last few years.

Organizing an Awards event at a fancy place is pretty usual. However, we found a big gap in the process. Only the confirmed winners made it to the award ceremony while almost all the others stayed away.

The nature of the award ceremonies also restricted the participation as the number of awards that could be handed out were limited.

SME award ceremonies were usually not by sector, thus limiting the scope of enthusiasm and competition.

To overcome the limitation, we made the following changes:

- a) Conduct Multiple Award Ceremonies at Major Zones – Pan India Geographical coverage
- b) Conduct the Award Ceremonies Digitally – Ensures all those nominated attend
- c) Conduct award ceremonies by SME sector – Ensures a fair comparison and interest

## INDIA IS ONLINE READY!

PROPOSED BY

JONATHAN WEYGER

# TECH APPROACH

The entire event would be conducted using proven video conferencing by Go To Webinar.

This technology allows for 2-way communication and can hold up to 5000 participants in a single session. Live broadcast will be available on Facebook and YouTube as well.

SMEs can join in through their smart phones or laptop computers

Only the emcees and winners will be allowed to speak during the event.

The winners will be notified a couple of days in advance to ensure their availability.

Award trophies to the winners are delivered by a Sponsor representative or sent by courier.

Options for offline interactions post awards available for sponsors





## Why Should SMEs Participate?



Participatory certificate and listing in the nomination compendium



Showcase your potential to gain credibility with lenders and customers



A great opportunity to build your name and reputation among your peers and society



All accepted participants receive free products and services up to 1 lakh

## Award Evaluation Process

An unique award process that recognises winners and helps them achieve more



### Application

Complete the short application form and submit documents



### Shortlist

Applications will be reviewed and a shortlist will be drawn up



### Interviews

Interviews with shortlisted and free business tools to others



### Jury Selection

Expert Jury will select the winners from the finalists



# The Award Subcategories



Growth



Innovation



Organizational  
Excellence



Globalization



People Policy



Individual  
Contribution

# 21 Sectors, 8 Regional Zones, 1 Finale Zone

## Sector Categories

Manufacturing	Travel, Tourism & Hospitality
Banking & Financial Services (BFSI)	Retail
Energy	Real Estate
Engineering & Construction	Consumer Goods
Metals & Mining	Health Services
Chemicals & Plastics	Education
Pharmaceuticals	IT & ITES
Agro & Food Processing	Telecommunications
Electrical & Electronics	Utilities
Transportation & Logistics	Media & Entertainment
	Legal

## Zonal Categories

North - New Delhi
West - Ahmedabad
Central - Indore
South Eastern - Hyderabad
South Western - Pune
South Central - Bengaluru
South - Chennai
East - Kolkata
Finale - Mumbai

## Size Categories

Micro SME: Up to 5 Crs
Mini SME: 5 to 50 Crs
Mid SME: 50 to 100 Crs
Large SME: 100 to 250 Crs
Mega SME: 250 Crs plus

## Winner Categories

National winners: 3
Zonal winners: 3
Citations: 100 (Nationally)

The 5 size categories will be condensed in to 3 size brackets

**A maximum of 10,206 SMEs will win awards**

**21 categories | 6 sub categories | 9 zones | 3 size brackets |**

**3 winners in each subcategory**

Date	Place /Zone
March 2020	New Delhi
March 2020	Ahmedabad
March 2020	Pune
March 2020	Bengaluru
March 2020	Hyderabad
March 2020	Chennai
March 2020	Indore
March 2020	Kolkata
April 2020	Mumbai



# Sponsorship Details



India's largest SME Support, Recognition and  
Reward Program

# BE A SPONSOR

Sponsoring the SME MaXX Awards offers a fantastic opportunity to position your brand alongside an illustrious, high profile and comprehensively marketed event that champions the best small and medium sized businesses in the country.

Harnessing the combined power of our SME marketing platforms for extensive promotion through our websites, emails, social media and direct marketing (print and online) your brand will be at the forefront of the awards either at a regional or national level.

Our sponsorship packages provide opportunities for your business to be associated with these illustrious events and afford local businesses as well as larger corporates the chance to celebrate and be involved.

Being a sponsor offers you a fantastic opportunity to position your brand alongside a prestigious, high profile and comprehensively marketed event in India.

CUSTOM  
PACKAGES TO  
SUIT YOUR  
BUDGET & NEED

PROPOSED BY

JONATHAN  
WEYGER

## OUR APPROACH

As a sponsor, you will get extensive brand exposure on the SME MaXX Awards website, on nomination forms, at the online awards ceremony, and the post awards outreach.

At SME MaXX, we pride ourselves on customizing Sponsorship Packages that fit your exact needs.

We do not believe in "Cookie Cutter" Sponsorship. We will help customize a package that fits your goals & budget.

We make it very easy for your brand to have a presence at the awards with our fully turn-key packages.





## Why Should You Sponsor?



### THE PRESTIGE

Get associated with the most extensive and rewarding SME awards in India



### THE REACH

All India exposure through the regional and national award format



### THE EXPOSURE

Engage potential customers all through the year with multiple promotional channels



### THE COVERAGE

A year round programme of content that will generate media coverage

Unmatched SME reach, engagement and promotion opportunities

## Sponsor What Matters To You

Precise targeting of your customer group possible based on company sector, geographical presence, company turnover and activity



### Sectors

With 21 sectors to choose from, you can target precisely



### Geography

Option to target by 8 geographical zones or national coverage



### Turnover

Focus your promotion on any or all of the 5 company sizes



### Activity

Sponsor a specific activity like HR or Exports and more



# Sponsorship Packages



## TITLE SPONSOR

### **15 lakhs + GST Investment**

1. Brand name inclusion in award title
2. Award to be digitally inaugurated by a VVIP - A minister or top private sector personality- Title sponsor will be a part of the inauguration.
3. Industry exclusivity
4. Exclusive spotlight branding throughout entire ceremony
5. Distribution of your 1 page digital flyer/ AV to 2 lakh SMEs, 3 times.
6. Opportunity to open the online award ceremony
7. Opportunity to speak a pre-event VIP reception
8. Exclusive logo exposure on all print and digital/web materials
9. Premiere brand exposure on all advertisements for nominations and awards ceremony (minimum ten (10) ads)
10. Brand mention/exposure in all press release materials
11. Logo placement and recognition as 'Title Sponsor' in the SME MaXX e-newsletter
12. Major logo placement and 'Title Sponsor' recognition on 100 per cent of SME MaXX Awards website pages
13. Special mention and felicitation of your senior management leader – 1 AV Interview on your SME initiatives
14. Company description with logo and direct link to your website on sponsors page of SME MaXX Award website
15. Your brand advertisements AV during awards ceremony at prime slots
16. Social media promotion as 'Title Sponsor' throughout the awards contest and ceremony via SME MaXX
17. Twitter handle and SME MaXX Facebook and LinkedIn page
18. Advertisements through our SME partner network
19. Brand placement on all trophies
20. Option to call for post award get together of winning SMEs (venue and hospitality cost to be borne by the sponsor)
21. Representation at the award advisory group and awards jury
22. Sponsoring organization's brochure and/or DVD to be part of Awards attendees kits.
23. First right of refusal for the 2020-21 Annual SME MaXX Awards





## POWERED BY SPONSOR

### **12 lakhs + GST Investment**

1. Prestigious exposure throughout the six-month nomination and awards ceremony
2. Award to be digitally inaugurated by a VVIP - A minister or top private sector personality- Powered By Sponsor will be a part of the inauguration.
3. Distribution of your 1 page digital poster/ AV to 2 lakh SMEs, 3 times.
4. Opportunity to announce awards at the online awards ceremony
5. Opportunity to personally handover the awards trophy to winners at their offices.
6. Primary logo exposure on all print and digital/web materials
7. Brand exposure on advertisements for nominations and awards ceremony (minimum of five (5) ads
8. Special mention and felicitation of your senior management leader – 1 multimedia Interview your SME initiatives
9. Company description with logo and direct link to your website on sponsors page of SME MaXX Awards website
10. Your brand advertisements AV during awards ceremony at prime slots
11. Social media promotion as 'Powered By Sponsor' throughout the awards contest and ceremony via SME MaXX Twitter handle and SME MaXX Facebook and LinkedIn page
12. Advertisements through our SME partner network
13. Option to call for post award get together of winning SMEs (venue and hospitality cost to be borne by the sponsor)
14. Sponsoring organization's brochure and/or pen drive to be part of Awards attendees kits.
15. Representation at the awards advisory group and awards jury
16. First right of refusal for the 2020-21 Annual SME MaXX Awards



## CO SPONSOR

### 7 Lakh + GST investment

1. Logo exposure on sponsors page of SME MaXX Awards website
2. Exclusivity in a functional area – not competing with title and powered by sponsors e.g HR
3. Distribution of your 1 page digital poster to 2 lakh SMEs, 3 times.
4. Ability to include special offer at awards ceremony
5. Sponsor recognition by event emcee
6. Company description with logo and direct link to your website on sponsors page of SME MaXX Awards website
7. Your brand advertisements AV during awards ceremony and through our SME partner network.
8. Social media promotion as 'Title Sponsor' throughout the awards contest and ceremony via SME MaXX Twitter handle and SME MaXX Facebook and LinkedIn page
9. Representation at the award advisory group and awards jury
10. Sponsoring organization's brochure and/or pen drive to be part of Awards nominees kits.
11. First right of refusal for the 2020-21 Annual SME MaXX Awards

## REGIONAL SPONSOR

### 2 - 5 Lakh + GST investment

1. All exposure in the region/zone selected
2. Logo exposure on sponsors page of SME MaXX Awards website
3. Distribution of your 1 page digital poster to SMEs in your region, 3 times.
4. Sponsor recognition by event emcee, Your brand advertisements AV during awards ceremony
5. Company description with logo and direct link to your website on sponsors page of SME MaXX Awards website
6. Social media promotion as 'Regional Sponsor' throughout the awards contest and ceremony via SME MaXX Twitter handle and SME MaXX Facebook and LinkedIn page
7. Advertisements through our SME partner network
8. Representation at the awards advisory group and awards jury
9. Sponsoring organization's brochure and/or pen drive to be part of Awards nominees kits.
10. First right of refusal for the 2020-21 Annual SME MaXX Awards



## SECTOR SPONSOR

### **2 - 5 Lakh + GST investment**

1. All exposure to SMEs in the sector selected, select from 21 sectors
2. Logo exposure on sponsors page of SME MaXX Awards website
3. Distribution of your 1 page digital poster to SMEs in your sector, 3 times.
4. Sponsor recognition by event emcee
5. Company description with logo and direct link to your website on sponsors page of SME MaXX Awards website
6. Your brand advertisements AV during awards ceremony
7. Social media promotion as 'Sector Sponsor' throughout the awards contest and ceremony via SME MaXX Twitter handle and SME MaXX Facebook and LinkedIn page
8. Advertisements through our SME partner network
9. Representation at the awards advisory group and awards jury
10. Sponsoring organisation's brochure and/or pen drive to be part of Awards nominees kits.
11. First right of refusal for the 2020-21 Annual SME MaXX Awards

## GIFT SPONSOR

### **Products of the company worth 2-5 lakh**

1. Logo exposure on every package / gift
2. Logo exposure on sponsor page of awards website.
3. Logo exposure on select print and digital materials
4. Ability to include special offer at awards ceremony
5. Ability to offer contest prize pre-and post award ceremonies
6. Sponsor recognition by event emcee
7. Brand mention in post-event survey
8. Sponsoring organization's brochure and/or pen drive to be part of Awards nominees kits.
9. First right of refusal for the 2020-21 Annual SME MaXX Awards



# SME.MaXX

One Stop Shop for SME Success

## About Us

SME MaXX is one of the largest digital platform for SMEs in India. Set up in 2015, we work as a B2B group buying platform which provides Fintech, Insuretech & HRtech solutions to SMEs.

The vision of SME MaXX is to emerge as a one stop shop for SME success. We maximize the success potential of SMEs by enhancing employee effectiveness, providing technology solutions, saving costs and time, while connecting them with a ecosystem of partners.

We offer a direct channel for companies to connect with SMEs in India at a business level as well as a retail level with the employees associated with the SMEs.

Our platform offers an efficient and cost-effective way for marketing teams to educate, promote and sell their products. Since 2015 we have worked with various SME associations, large companies like Google, Amazon, Alibaba, IDFC bank and many more to create awareness, and allow easy access of their products to SMEs.

We have conducted a large number of offline workshops for SMEs across the country and have run educational and e-commerce on boarding programs. Our current outreach comprises more than 2lakh SMEs from across the country, with a spectrum of sectors as diverse as sports manufacturers to pharmaceutical exporters.



*Looking Back: Some of the very successful SME events we have conducted with Amazon, Alibaba, Google, IDFC Bank, SME associations etc*

