**MEMORANDUM OF UNDERSTANDING**

**BETWEEN**

**SPONSORS’**

**&**

 **CMR UNIVERSITY**

**I. BACKGROUND**

Vida Cultura presents INCENDIUM 2K19, a cultural fest due to be held at CMR University on the 26th & 27th of April, 2019 (Hereinafter referred to as ‘INCENDIUM’) and Sponsors’ agree to Establish This Memorandum of Understanding (MOU) in order to:

1. Facilitate INCENDIUM in achieving its goals.

2. Enable sponsors to reach out to the students and faculty at INCENDIUM.

**II. DELIVERABLES**

**i. Deliverables to be provided by INCENDIUM**

* Promotion via social media platforms.
* A seminar to address the interested students after INCENDIUM.
* Banner space in the college to advertise.
* Stall setup for selling products of the firm/concerned business entity.
* Promotion and display of events on the digital screen setup on stage.

**ii. PROCEDURES**

The administration of this MoU will be the responsibility of Sponsors

And CMR University, **Prof. Sandhya. M** & **Prof. Shantanu Singh** will serve as the primary contact at INCENDIUM.

The signatures below stand as an affirmation of the fact that the terms and clauses given above have been thoroughly read, understood and mutually agreed upon by both the parties.

 **SIGNATURE AND SEAL**

 Registrar, Team Lead,

CMR University Sponsorship

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