

Galopper Brown Baggers

A partnership proposal





Your brand & Gallopper

Gallopper is delighted to propose a partnership for its flagship program "Gallopper Brown Bagger". Details of the said partnership is outlined over the following pages.

The brown baggers is a Friday evening series of intellectually stimulating workshops, spread over 2-3 hours, targeted towards Architects, Interior Designers, Project Managers and construction industry professionals.

The focus is on knowledge enhancement and collaboration opportunities, with unique topics which are often unheard of in the industry.

Right in the middle of the session, brown food bags are handed out to the participants, as participants and the trainer munches while eating. The interactive nature of all such workshops are further fuelled by this approach. It is also a clear indication of attracting the right kind of participants and keeping away those who come for 'free drinks on a Friday evening'. The events usually end by 8.30 pm, allowing participants to reach home in time for dinner.

These monthly sessions have been hugely successful for average group sizes of 30-50 pax. The novelty of each topic selected has been understood to be the crowd puller; past events include topics such as the importance of innovation, conducted by Reena Dayal- the ex-innovation head of TCS and introduction to the concept of "Pre-Design" by Indo American architect, Naresh Shah.

Your proposed engagement

While Gallopper will handle the complete arrangement, including the selection of the speakers as well as the marketing of the events, your organisation is expected to exclusively and completely sponsor monthly Gallopper brown baggers for one year.



Brief outline of the program

- 5.30-6.00 pm: Registration & networking
- 6.00-7.00 pm: Workshop Session 1
- 7.00 pm: Brown bags handed out
- 7.00 pm-7.15 pm: Your brand related knowledge capsule (non-product talk to enhance branding)



Benefits

Promos with your branding remain visible for years as the YouTube channel and other social media platforms are perpetual in nature.

Planned promotions and benefits to your brand

Pre-event

- Setting up the event as part of the events calendar page on Gallopper.com, with in-built online registration capability with third party application Eventbrite. Example: <http://www.gallopper.com/events>
- Facebook promotions with a countdown clock and related posts on a daily basis
- Promotions of the event page on LinkedIn as well as on your organisation's online pages plus personal pages of founders & volunteers (having a combined reach of 15,000 direct and over a lakh indirect contacts)
- Promo videos run on WhatsApp and across online media within construction industry and the focus group. Example: <https://www.youtube.com/watch?v=xPHTrkvkJIM>
- Inserting your organisation's branding in all promo materials
- Focused email campaigns include event announcements and full event agenda announcements, reaching 50,000–80,000 individuals per event. The stakeholders' shared database and select rented lists target attendees and specific titles, levels, job functions, and areas of expertise
- Tweets announcing the event, sponsors, special offers, session announcements, form part of the promotion on Twitter

During event

- Banners showcasing your organisation's innovation drives
- AV showcasing your brand(s) during the registration
- Goody bag with your organisation's branding and inserts
- Vote of thanks

Post event

- Event pics are uploaded and promoted across Gallopper social media platforms
- Event videos are showcased on the Gallopper YouTube channel and promoted across social media
- Conventional media visibility; e.g. Spin TV has covered past events



Gallopper's Twitter handle promoting Brown Baggers

A standardized format, with varying and innovative content will ensure that your brand earns “top of the mind recall’ amongst its target group.

Date	Event	Location	Costs (INR)
Oct 9, 2015	Brown Bagger 1	South Mumbai	300,000.00
Nov 6, 2015	Brown Bagger 2	Western suburbs, Mumbai	300,000.00
Nov 7, 2015	Repeat of Brown Bagger 2	Surat	350,000.00
Jan 15, 2016	Brown Bagger 3	Central suburbs of Mumbai/Thane	300,000.00
Jan 16, 2016	Repeat of Brown Bagger 3	Pune	350,000.00
Feb 12, 2016	Brown Bagger 4	Navi Mumbai	300,000.00
Feb 13, 2016	Repeat of Brown Bagger 4	Ahmedabad	350,000.00
Mar 18, 2016	Brown Bagger 5	South Mumbai	300,000.00
Apr 1, 2016	Brown Bagger 6	Western suburbs, Mumbai	300,000.00
April 2, 2016	Repeat of Brown Bagger 6	Goa	450,000.00
May 6, 2016	Brown Bagger 7	Central suburbs of Mumbai/Thane	300,000.00
June 10, 2016	Brown Bagger 8	Navi Mumbai	300,000.00
June 11, 2016	Repeat of Brown Bagger 8	Surat	350,000.00
July 1, 2016	Brown Bagger 9	South Mumbai	300,000.00
July 2, 2016	Repeat of Brown Bagger 9	Pune	350,000.00
Aug 12, 2016	Brown Bagger 10	Western suburbs, Mumbai	300,000.00
Aug 13, 2016	Repeat of Brown Bagger 10	Ahmedabad	350,000.00
Sept 9, 2016	Brown Bagger 11	Central suburbs of Mumbai/Thane	300,000.00
Oct 7, 2016	Brown Bagger 12	Navi Mumbai	300,000.00
Oct 8, 2016	Repeat of Brown Bagger 12	Goa	450,000.00

Brown bagger events calendar

Shown alongside is the events calendar drawn up, along with associated package costs; all dates shown are Fridays, except the outstation ones; and due consideration has been given to festivals and major predictable events. Outstation events proposed in Tier 2 cities will be Saturday day-time events, as such cities are less busier than Mumbai. It also saves money by allowing the event organisers and speakers to make day trips and not spend in hotel stays.

Costs are all-inclusive excluding taxes and take into consideration, venue and associated charges, F&B, marketing costs, speaker fees, intra-city travel

What next?

An MOU outlining the above is proposed to be executed between your organisation and Gallopper. Payments are expected to be released in advance per quarter.





We are 100% positive the world would be a better place if everyone spent 15 minutes a day doing good for someone outside their families.

Our Motto: Do Good. Relax.

In addition to sustainable perspective change in the building and construction industry, we believe passionately in travel, music, good food, great friends, long talks, broadened horizons + a spirit of adventure. We are also 100% positive the world would be a better place if everyone spent 15 minutes a day doing good for someone outside their families.

Gallopper, a subsidiary of 12 year old iDream Advisory Services Pvt Ltd, was thus born as a collaboration platform for the building and construction industry. We help collaborate with the belief that collaboration should be as exciting and fun as the end result. We engage people and ideas with the following:

- [Gallopper Talks](#) : Inspiring Talk Series
- Gallopper Brown Bagger : A seminar series
- An e-zine that [Gallopper.com](#) is
- [YouTube Channel](#)
- [An industry focused Job Portal](#)

Our goal is to enable work that is honest, through greater collaboration and increased capacity. Solutions that are exploratory, educational and inspirational. We love what we do. At our boutique office in Mumbai, it is a place where work, life and inspiration are all equal and integrated organically.

At Gallopper, we all come to work every day because we want to solve the biggest problem in the building and construction industry – **Everyone is guessing!!!** Project owners do not know which are the innovative organisations to hire, service providers are not sure which of the clients are good paymasters. Project Managers are not sure which contractors understand integrity; product manufacturers don't know where their target users are, how to reach them, or even how much they need to spend in order to do so. Investors, after having burnt their fingers, aren't sure where to put their money.

Throughout the history of the industry, people use hearsay and their personal networks to make informed decisions. Our mission at Gallopper is to make the industry more transparent, accountable and effect an image makeover. Today we provide the most focused platform to do this in the industry.

We are not doing this alone. Over the last several months since our birth in mid 2014, industry behemoths like Shapoorji Pallonji Real Estate, Godrej Interio, Berger Paints, NKGSB Bank, Network Media-Aquascript, Pidilite Industries, Ambuja Cements, have supported us in various ways like sponsorships and other forms of partnerships. We remain indebted to them and hopeful that we will be able to embrace a much larger community over the coming years. We think the future is exciting. Join us.

All of the above helps us pay rent and stay focused. But everything down here is just for you. Assuming you like us.



We're a growing team of passionate, dedicated individuals who love to create exceptional collaboration opportunities and platforms. The team is led by Sibani Chakravarty Sarma and Parthajeet Sarma.

Sibani Chakravarty Sarma (B.Arch., MBA) : *Co-Founder & CEO*



On a long and lonesome highway, east of Mumbai, somewhere between the introduction of the floppy disk and Operation Desert Storm, Sibani realized she had a passion for all things creative. A graduate of Sir JJ College of Architecture, armed with a rare MBA, Sibani worked with Knight Frank, Standard Chartered Bank and Projectwell before finding a warm corner at her own workplace to jumpstart Gallopper. Nearly 2 decades of construction and building industry experience across design as well as general management, enables Sibani to hone skills, drink coffee and plot the benevolence of the industry with her fellow believers.

When not in a team meeting, Sibani enjoys beautifying her house, dreaming she can drive a car, reading, and spending time with her family and her imaginary cat.

Parthajeet Sarma (B.Arch., MBA): *Co-Founder & Strategist*



Entrepreneur, Innovator, Author: we were able to summarize Parthajeet into three short incomplete words....incomplete because he says he is not done yet. He firmly believes he would be the key to mankind's survival in the zombie apocalypse. A graduate of Sir J J College of Architecture, Mumbai, armed with an MBA, Parthajeet spent a few years working at large corporations, before starting a Pre-Design consultancy in iDream, followed by development management consultancy Projectwell. Innovative work in off-site manufacturing in housing has won Parthajeet awards like the ET Power of Ideas, Sankalp Awards and others. He is also a Chevening scholar from Oxford University, UK. Two decades of wide ranging experience across innovation and senior management helped Parthajeet plant his roots here, within the flock and help with strategy. He much believes in the spirit of entrepreneurship amongst the youth and often tours educational institutions to talk about his published book "Smart Phones Dumb People". He is a speaker at industry forums and has been featured across various forms of media, including programs like CNBC TV-18's "Young Turks".

When away from the Gallopper's nest, Parthajeet enjoys adventures of any kind, tacos, experimenting with e-commerce, and stalking his neighbour's pug. He enjoys blurring the lines between design, humans and revenue streams.





Gallopper

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