the 84th REBECA 2025

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INDIAN INSTITUTE OF ENGINEERING SCIENCE AND TECHNOLOGY, SHIBPUR

PRESENTS

the 84th REBECA 2025

10 - 13

APRIL

2025

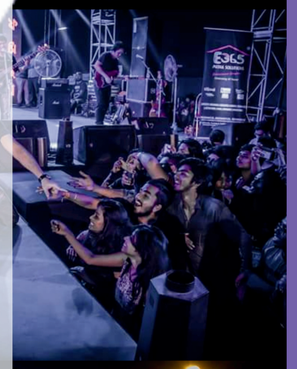
ABOUT US

INDIAN INSTITUTE OF ENGINEERING SCIENCE AND TECHNOLOGY, SHIBPUR

Since its foundation in the mid-19th century, the Indian Institute of Engineering Science and Technology, Shibpur—formerly known as Bengal Engineering College—is second-oldest engineering college in the Indian Subcontinent. It has ceaselessly striven to contribute to the nation's development and boasts a vast alumni network making significant contributions across diverse fields. The campus thrives as a hub of intellectual and cultural vibrancy, where students are encouraged to push boundaries, explore new ideas, and make meaningful contributions to society. From groundbreaking research in engineering and technology to leadership in various domains, IIEST Shibpur remains committed to fostering a future driven by knowledge, creativity, and social responsibility.

REBECA

REUNION AND BENGAL ENGINEERING COLLEGE ANNUALS



REBECA—REunion and Bengal Engineering College Annuals—is the cultural festival of IIEST Shibpur, one of India's oldest engineering institutions with a legacy of over 170 years. Originally a reunion for alumni, it has evolved into a grand celebration of culture, music, sports, and intellect, making it one of India's longest-running college fests.More than just a festival- it is our very own pujo. Much like Durga puja in Kolkata, celebrates the rich legacy of Bengal Engineering College, attracting thousands of students, alumni, and industry professionals. Legends like Jubin Nautiyal, Benny Dayal, Aditi Singh Sharma, Javed Ali, KK, and Fossils grace its stage.

Rebeca is a sentiment that unites generations of BEings, making it a celebration of culture, nostalgia, and excellence. The 84th edition promises an even bigger and more immersive experience, bringing together creativity, talent, and innovation.

REB NIGHTS

AN EVENING THAT RESONATES WITH THE SOUL OF TRADITION, CLASSICAL NIGHT IS A TRIBUTE TO THE TIMELESS ART OF INDIAN CLASSICAL MUSIC AND DANCE. GRACEFUL KATHAK AND BHARATANATYAM PERFORMANCES, MESMERIZING SITAR AND TABLA SYMPHONIES, AND SOUL-STIRRING VOCALS SET THE STAGE FOR A NIGHT OF ARTISTIC BRILLIANCE AND CULTURAL PRIDE.

CLASSICAL NIGHT

THE GRANDEST SPECTACLE OF REBECA, MUMBAI NIGHT IS A HIGH-VOLTAGE EXTRAVAGANZA FEATURING BOLLYWOOD'S MOST CELEBRATED ARTISTS. FROM HEART-THUMPING BEATS TO CHART-TOPPING PERFORMANCES, THIS NIGHT IS A FUSION OF GLAMOUR, ENTERTAINMENT, AND PURE ENERGY. AS THE LIGHTS SHINE BRIGHT AND THE MUSIC REACHES A CRESCENDO, THE AIR BUZZES WITH EXCITEMENT, THE BEATS SYNC WITH RACING HEARTS, AND FOR ONE NIGHT, IIEST TRANSFORMS INTO THE ULTIMATE BOLLYWOOD CONCERT ARENA.

MUMBAI NIGHT

A NIGHT WHERE THE HEARTBEAT OF IIEST SHIBPUR—ITS STUDENTS—TAKES CENTER STAGE. BEINGS NIGHT IS A CELEBRATION OF RAW TALENT AND BOUNDLESS CREATIVITY, WHERE FUTURE ENGINEERS TRANSFORM INTO SINGERS, DANCERS, COMEDIANS, AND PERFORMERS. WITH ELECTRIC ENTHUSIASM AND HOMEGROWN ENERGY, THIS NIGHT IS A TRIBUTE TO THE LEGACY OF BE COLLEGE.

BEINGS NIGHT

KOLKATA NIGHT

AN ODE TO THE CULTURAL CAPITAL OF INDIA, KOLKATA NIGHT BRINGS THE VIBRANCY OF BENGAL'S ARTISTIC LEGACY TO LIFE. FROM THE RHYTHMIC BEATS OF BENGALI FOLK TO CONTEMPORARY MUSICAL SENSATIONS, THIS NIGHT ENCAPSULATES THE ESSENCE OF THE CITY —SOULFUL, ARTISTIC, AND DEEPLY CONNECTED TO ITS HERITAGE.

WHY SPONSOR REBECA?

MARKET OUTREACH

REBECA provides a strategic platform for brands to establish a strong presence among a diverse and engaged audience. As one of the most prestigious and long-standing cultural festivals, it foster brand loyalty, and explore new markets. And make your brand an integral part of an iconic celebration.

CONNECTING TO INDUSTRIAL STALWARTS

Business Alumni Meet under Rebeca serves as a powerful bridge between academia and industry, uniting IIEST Shibpur's esteemed alumni who now hold key leadership positions across sectors. For sponsors, it's an unparalleled opportunity to engage with top professionals, future leaders, and a thriving talent pool, fostering lasting industry relationships. Be part of this convergence of experience, expertise, and emerging innovation.

PRODUCT VISIBILITY

REBECA offers extensive brand exposure, targeting a diverse and sizeable audience both within the college and across key city locations. As a premier cultural fest, it draws attendees from various fields, including students, alumni, and industry professionals. With strategic branding through banners, kiosks, digital promotions, and interactive activations, product gains maximum visibility. Partner with REBECA to amplify your reach and leave a lasting impression.

PUBLICITY CONCEPTS

Ensures maximum brand exposure through digital campaigns, media partnerships,social media handles, website, aftermovies and on-ground activations. From social media buzz to live event branding, we offer unparalleled visibility to engage a vibrant audience.

EVENTS

INAUGURATION

THE GRAND INAUGURATION CEREMONY WILL SET THE TONE FOR REBECA 2025, THIS EVENT WILL GATHER STUDENTS, FACULTY, ALUMNI, AND DISTINGUISHED GUESTS, CREATING AN ATMOSPHERE OF EXCITEMENT AND ANTICIPATION WHILE SETTING THE STAGE FOR AN UNFORGETTABLE FEST FILLED WITH TALENT AND INNOVATION.

BUSINESS TALKS

AN ENGAGING PLATFORM FOR BUDDING ENTREPRENEURS AND PROFESSIONALS, THE BUSINESS TALK WILL FEATURE INDUSTRY LEADERS SHARING INSIGHTS INTO THE EVOLVING CORPORATE LANDSCAPE AND INSPIRING FUTURE INNOVATORS.THIS INTERACTIVE SESSION WILL ENCOURAGE DIALOGUE, ALLOWING PARTICIPANTS TO ASK QUESTIONS AND GAIN VALUABLE KNOWLEDGE THAT CAN HELP SHAPE THEIR FUTURE CAREERS.

SEMINAR

THE SEMINAR AT REBECA 2025 WILL FEATURE A LINEUP OF DISTINGUISHED SPEAKERS FROM VARIOUS FIELDS, OFFERING ATTENDEES A CHANCE TO ENGAGE IN MEANINGFUL DISCUSSIONS ON CONTEMPORARY ISSUES AND EMERGING TECHNOLOGIES. THIS EVENT AIMS TO FOSTER INTELLECTUAL CURIOSITY AND PROMOTE INTERDISCIPLINARY LEARNING.

WAR OF BANDS

THIS EVENT BRINGS TOGETHER TALENTED BANDS FROM DIVERSE GENRES TO COMPETE FOR THE TITLE OF THE BEST BAND.THIS HIGH-OCTANE MUSIC COMPETITION INVITES BANDS FROM ACROSS THE REGION TO BATTLE IT OUT ON STAGE, SHOWCASING THEIR TALENT, CREATIVITY, AND PASSION FOR MUSIC. WITH EXPERT JUDGES AND AN ENTHUSIASTIC AUDIENCE, PARTICIPANTS WILL SHOWCASE THEIR MUSICAL PROWESS AND STAGE PRESENCE.

OSCILLATIONS

THE HIGHLY ANTICIPATED DANCE COMPETITION THAT SHOWCASES THE INCREDIBLE TALENT. TEAMS WILL TAKE THE STAGE TO PRESENT THEIR CHOREOGRAPHED ROUTINES, BLENDING VARIOUS DANCE STYLES AND THEMES THAT REFLECT THEIR CREATIVITY AND PASSION.

FIDUCIA

FIDUCIA IS SET TO BE A DAZZLING DISPLAY OF FASHION AND CONFIDENCE AS PARTICIPANTS STRUT THEIR STUFF ON THE RAMP. THIS RAMP WALK WILL SHOWCASE STUNNING OUTFITS THAT REFLECT THEIR UNIQUE STYLES AND PERSONALITIES. WITH A FOCUS ON CREATIVITY AND SELF-EXPRESSION, FIDUCIA CELEBRATES INDIVIDUALITY WHILE ENCOURAGING PARTICIPANTS TO EMBRACE THEIR INNER MODELS.

OPEN MIC

THE OPEN MIC SESSION IS AN INCLUSIVE PLATFORM WHERE STUDENTS CAN UNLEASH THEIR CREATIVITY THROUGH VARIOUS FORMS OF EXPRESSION—BE IT POETRY, MUSIC, OR STORYTELLING. THIS EVENT ENCOURAGES PARTICIPANTS TO SHARE THEIR TALENTS IN A SUPPORTIVE ENVIRONMENT, FOSTERING A SENSE OF COMMUNITY AMONG ATTENDEES.

REBECSAL

EXPERIENCE THE THRILL OF *REBESCAL*, THE MUCH-ANTICIPATED FOOTSAL MATCH AT REBECA'S CULTURAL FEST! TEAMS WILL BATTLE IT OUT IN FAST-PACED, ACTION-PACKED GAMES THAT PROMISE EXCITEMENT AND CAMARADERIE.

SPONSORSHIP TIERS

TITLE SPONSOR ₹ 18,00,000

- PREMIER BRANDING : LOGO ON MAIN STAGE, POSTERS, DIGITAL.
- STRATEGIC PRESENCE : TITLE SPONSOR AT OPENING/CLOSING CEREMONIES.
- EXCLUSIVE ENGAGEMENT : DEDICATED SPACE FOR PRODUCT SHOWCASING.

ASSOCIATE SPONSOR ₹ 15,00,000

- PROMINENT BRANDING : PROMINENT BRANDING : LOGO ON BANNERS, SELECT DIGITAL PLATFORMS.
- ACKNOWLEDGMENT : ACKNOWLEDGMENT : ON-STAGE MENTION AS ASSOCIATE SPONSOR.
- VISIBILITY IN COLLATERALS : VISIBILITY IN COLLATERALS : BRAND REPRESENTATION IN SELECT MATERIALS.

CO SPONSOR ₹ 12,00,000

- BRANDING OPPORTUNITIES : BRANDING OPPORTUNITIES : LOGO ON POSTERS, BANNERS, DIGITAL CHANNELS.
- EVENT RECOGNITION : EVENT RECOGNITION : VERBAL ACKNOWLEDGMENT DURING EVENT SEGMENTS.
- INTERACTIVE SPACE : INTERACTIVE SPACE : SHARED AREA FOR ENGAGEMENT ACTIVITIES.

BECA SPONSOR ₹ 5,00,000

- EXCLUSIVE BRANDING : EXCLUSIVE BRANDING : LOGO ON COVER AND WITHIN THE MAGAZINE.
- PRIME VISIBILITY : PRIME VISIBILITY : TITLE SPONSOR IN ALL PROMOTIONAL MATERIALS.
- CONTENT INTEGRATION : CONTENT INTEGRATION : OPPORTUNITY FOR BRANDED ARTICLES, CONTENT.

SPONSORSHIP TARIFF

REBNIGHT SPONSORS	
CLASSICAL NIGHT (DAY 1)	₹ 2,00,000
BEINGS NIGHT (DAY 2)	₹ 3,00,000
KOLKATA NIGHT (DAY 3)	₹ 4,00,000
MUMBAI NIGHT (DAY 4)	₹ 6,00,000
CO-CONFLUENCE SPONSORS	
INDUSTRIAL FAIR	₹ 30,000
ALUMNI BUSINESS MEET	₹ 50,000
ACADEMIC INDUSTRY MEET	₹ 1,00,000
TECHNICAL SEMINAR	₹ 30,000
INVITATIONAL DEBATE	₹ 30,000
COMPETITIVE EVENTS	
WAR OF BANDS	₹50,000
OSCILLATIONS	₹ 30,000
REBEQUIZ	₹ 15,000
MR & MS REBECA	₹ 30,000
RANGMANCH	₹ 15,000
EXHIBITION	₹15,000
ADVERTISEMENT	
T-SHIRT	₹ 1,50,000
GATE	₹1,50,000
STALL	₹ 35,000
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TOURISM PARTNER	₹1,00,000
EDUCATION PARTNER	₹50,000
GAMING PARTNER	₹50,000
HOSPITALITY PARTNER	₹50,000
VEHICLE EXHIBITION	₹50,000

PAST ARTISTS

ARIJIT SINGH

JUBIN NAUTIYAL

SHREYA GHOSHAL

RUPAM ISLAM

KK

ANUPAM ROY

MD. IRFAN

THE LOCAL TRAIN

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