



INDIAN INSTITUTE OF TECHNOLOGY  
ROORKEE



175 YEARS OF  
IIT ROORKEE  
Estd. 1847

# THOMSO' 23

13<sup>th</sup>-15<sup>th</sup> October 2023

CALL FOR COLLABORATION





## ABOUT US

*"We think that it is about legacy; it is about moments." Thomso has carried this legacy for the last **41 years**, and to boot that, with such exponential growth is not an ordinary thing. Pride of IIT Roorkee and North India, Thomso has always kept its promise to surpass every expectation.*

*The outreach of this startling fest has been such vibrant that the **Govt. of Uttarakhand** designated Thomso as the "**Annual Cultural Festival of Uttarakhand**" in 2005. Electrifying the crowd's spirits to new highs, the fest is committed to giving budding artists from all over the country a perfect platform*

## What is **THOMSO**?

- Thomso is the annual cultural fest of IIT Roorkee.
- More than 5000 participants participate in various on-campus events like Footloose (Dance Competition), Campus Princess, Vogue (Fashion Show), Battle of Bands, and other street dance programs and fun events.
- Apart from the participation from outside institutions, 10000+ students from our own campus also become part of these exhilarating days.



- Every year, it attracts a slang crowd from more than **500** best colleges and universities across the length and breadth of the country.
- With every passing year, Thomso reached a different height with its divergent events full of thrilling moments and mesmerizing stage performances.



**1M+**  
Website view count

**150k+**  
Social Media  
followers

**400+**  
Campus  
Ambassadors

**500+**  
Colleges

**6+**  
Zonals

**15k+**  
Participants

**50+**  
Multimedia  
Partner

**150+**  
Events

**100k+**  
Footfall



# Digital THOMSO

*Online presence is the key to enter minds of the masses, we all need it and look for different partners to get it done right. We at Thomso have a strong hold over the social media presence and have built multiple channels for the same.*



## Web & App

The name of our sponsors will be featured on the **Sponsorship page and Events Page** (special mention of event collaborators) of Thomso'23 official website and mobile Application (giving prominence to pop-up ads).



## Social Media

**Dedicated Posts,** Posts mentioning and stories mentioning our sponsors is released on our social media handles (Instagram, Facebook, Twitter, LinkedIn) along with our influencers, digital media partners and other collaborations.



## Emails

Emails sent to all the participants of Thomso **Promotional emails** to our digital media partners and other collaborators, and those with the subject coverage of zonals will be featuring the adulation of our sponsors.



## Others

We mention our sponsors in our **after movie and souvenir**. Which are circulated all over that and next year giving a very significant exposure





# ZONALS

## What is Zonals

The Zonal is an exclusive opportunity given to students across the nation to get into the final events of the **cultural extravaganza** of IIT Roorkee, known as Thomso.

It **spread the essence** of the event in cities across India and connect with a broader mass.

## Opportunities

Zonals acts as a golden opportunity to promote your **brand** among the youth of a city.

**Banners** and **standees** for the event; distribution of event coupons for Thomso; **pamphlet** distribution amongst the crowd; **merchandise** and **goodies** for the event winners; all aimed at making a feature of sponsors' logos on them.

## Stats

6+ cities  
30+ events  
2000+ participants  
10,000+ people reached

## Locations

- Delhi
  - Jaipur
  - Nagpur
  - Lucknow
  - Bangalore
  - Chandigarh
- adding more...



# Campus Ambassdor Program



*Campus Ambassadors act as the face of Thomso nationally, striving hard to make Thomso grander than ever.*

*Their primary responsibilities include **promoting and organizing events** in their institutions on behalf of Thomso.*



The campus ambassador program is an excellent return for our sponsors, with a direct reach to an **estimated 100 students per person** and an indirect reach to a thousand more



The program also facilitates the **promotion within other colleges/** universities through social media posts and mass crowd participation events.



Distribution of various **merchandise and goodies** with the sponsors' logos printed on them is a sure-fire way for the brand to catch the attention of the masses



The most prominent cultural festival of Northern India is back with an excellent chance for your **brand** to get the proper attention.

Video footage and after-movies released on social media with an online reach of **150k+ likes** and followers, **100k+ viewers** on youtube, will have the names of our sponsors and event partners accredited in them.





# Company Displays



Advertising Gates



Hoarding



Standees



Flexes



Screens



Banners



Dropdowns

Banners/ Flexes at every roundabout and **prime location** on the campus, **LCD displays**, and posters; backdrops dedicated to and acclaiming the event collaborators; event footers with names and logos featuring sponsors will be cited with direct reach to **22K+ participants and audience**.





THOMSO  
**PRONITE**



## Main Stage

Product display using promotional means such as kiosks, posters, and standees at the time of the event featuring star performances around the Pronight stage.

Ensuring a continued mutually beneficial relationship, Shout-Outs is our way to give notes of appreciation to our sponsors and event collaborators, commending them for taking the time and energy to invest in our event.



# Exclusive Stalls & Merchandises



-Advertising Stalls



**Exclusive stalls** at vital locations across the campus where the collaborators can effectively engage the crowd and promote their brand by showcasing their product at the fest.

Thomso official wears quoting logos of sponsors will be distributed amongst 7000 students.







**Events** form the heart of thomso and we organise events that appeals to masses to very niches

Our events see **heavy participation** and housefull audiences.

Our events form a great opportunity for **companies to market** among very specific audiences and for our audiences to know about products they are more likely to be interested in.



# GLIMPSES







We strive towards making **Thomso'23** groundbreaking and unique in the history of IIT Roorkee. We want to set a paradigm and a trend for all college festivals. We hope to make it a platform for upcoming talent, by giving them a stage and an audience unlike any they have experienced before. The true spirit of Thomso lies in creating ties between various cultures. We keep this in mind and hope to achieve the same gracefully.

# THANK YOU



# Get In Touch

Want to get in touch? We'd love to hear from you. Here's how you can reach us...



[thomso@iitr.ac.in](mailto:thomso@iitr.ac.in)



[www.thomso.in](http://www.thomso.in)



First Floor, Multi Activity Center, IIT Roorkee  
Roorkee, Uttarakhand - 247667



Akhil  
95562 07607

Yash  
99932 38003

Harshvardhan  
70393 17519

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*Any special arrangement can also be discussed according to the brand's marketing strategy.*

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