



# Breeze 8

SHIV NADAR UNIVERSITY

The Annual Inter-College Sports-Techno-Cultural Fest of Shiv Nadar University

[www.snu-breeze.com](http://www.snu-breeze.com)

# WHAT IS BREEZE?

From a sponsor's perspective, we are the perfect advertising platform to provide you excellent quality of engagement to a young target audience.

**40k+** people reached through social media

**60+** participating colleges

**15k+** cumulative footfall over four years

ANISH SOOD

JAVED ALI

KANAN GILL

NEHA KAKKAR

ZAEDEN

# HOW ARE WE DIFFERENT

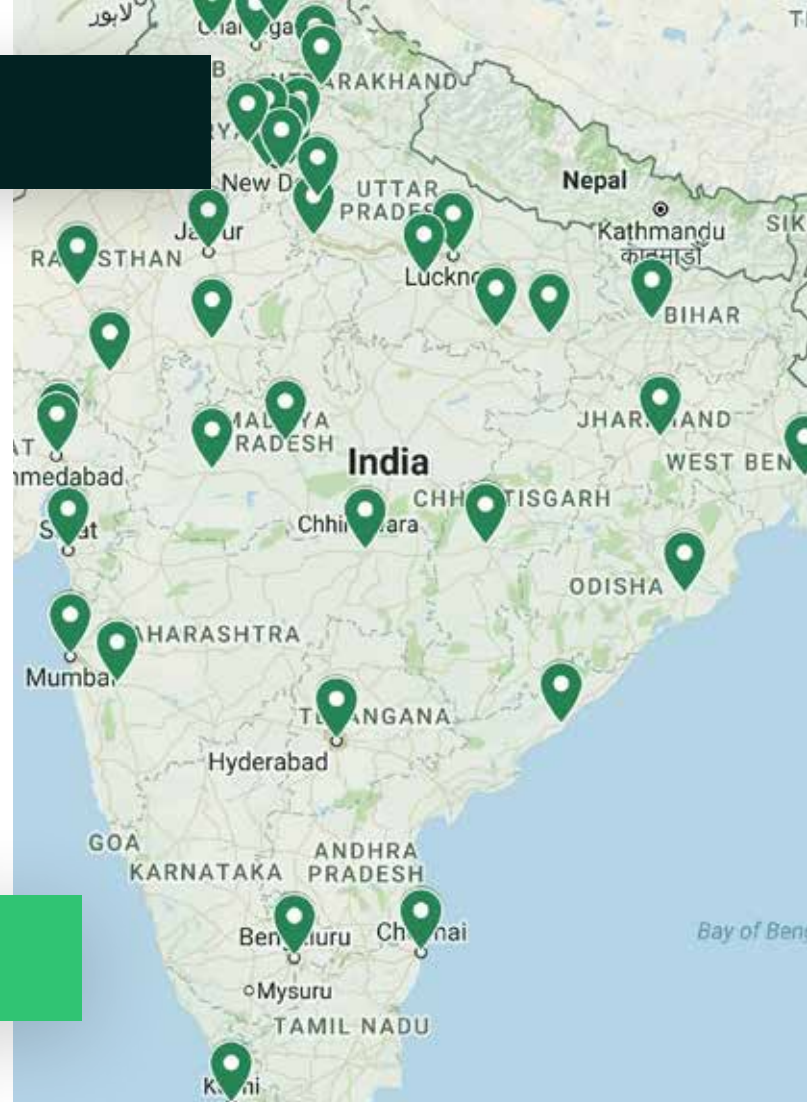
We conduct an extensive physical outreach program where  
**200+** volunteers interact with **30,000+** students,  
visiting **60+** campuses across NCR over a span of one month

# DIGITAL OUTREACH

Breeze's digital outreach is a facet that is extremely pivotal to Breeze's success in any of its previous editions and is one that we take most seriously. Ranging from a mammothian reach in the NCR region and spreading outward, Breeze has also managed to create buzz in the colleges down south and farther in the east as well.

Our Campus Ambassador program is also key to our outreach process. It is important for us to spread the word through a college representative and establish one point of contact for all things that concern Breeze.

**60+** cities reached  
across India





# MEDIA MENTIONS



## Here's Why You Should Look Forward to SNU's Breeze'16

Published on October 12, 2016 — in Editor

Breeze brings along with it the three most awaited events of the year. From dressing the nines to going completely berserk while dancing, every moment adds to our memory bank. Previous editions of Breeze have been a very special moment for the clubs of SNU. The evenings were studded with amazing performances by talented artists like Ali, Raghu Ram, Neha Kakkar and performances of famous bands such as Aswara. Crazy adventure sports, Fashion fiesta, along with technical and sports events, make it the highlight of the day.



University Express

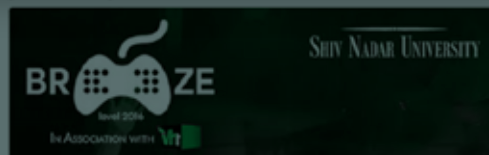


EXCLUSI



Saavn

prizes upto 10Lakhs!



VH1 Supersonic



MTV



The Times of India



InUth



The Indian Express



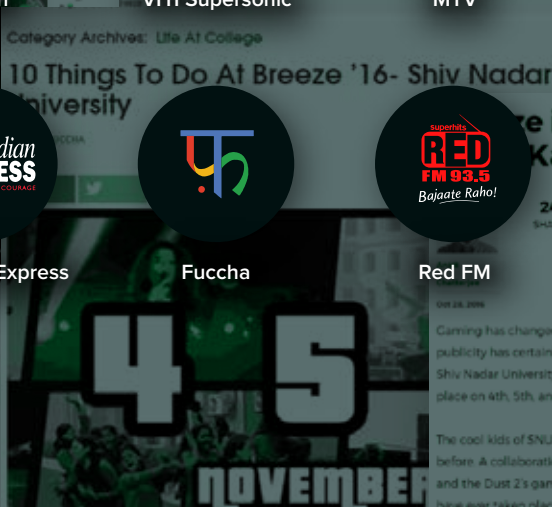
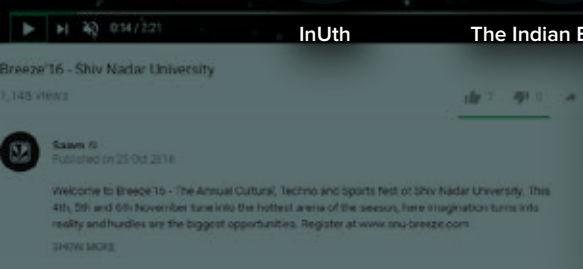
Fuccha



Red FM



Hindustan Times



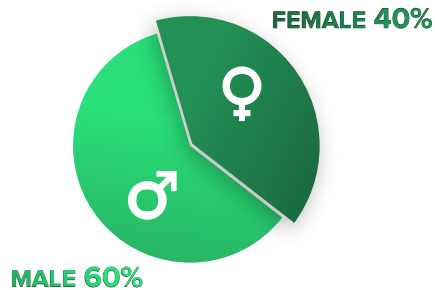
Gaming has changed over the recent years with the introduction of virtual reality. The colossal publicity has certainly taken the gaming experience to an epic new level. But the annual fest of Shiv Nadar University - Breeze 2016 will be this year's gamechanger. It is scheduled to take place on 4th, 5th, and 6th of November.

The cool kids of SNU are trying to establish something unique that no one has ever done before. A collaboration with the local video gaming industry will look to bring the Los Santos and the Dust 2's gaming world alive. Since no other video game conventions of this magnitude have ever taken place in India, the experience is expected to be nothing short of magic.

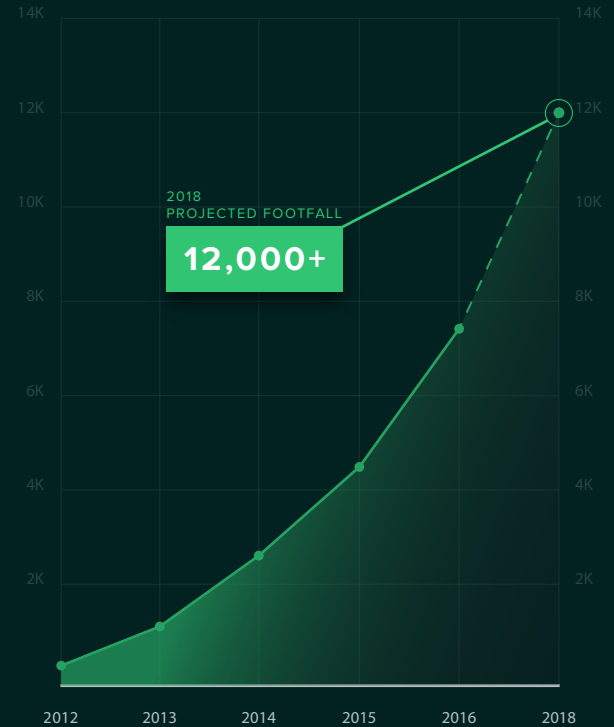
# MEET YOUR MARKET

An educated student population from urban households.

A crowd within the age group of **17-27**.

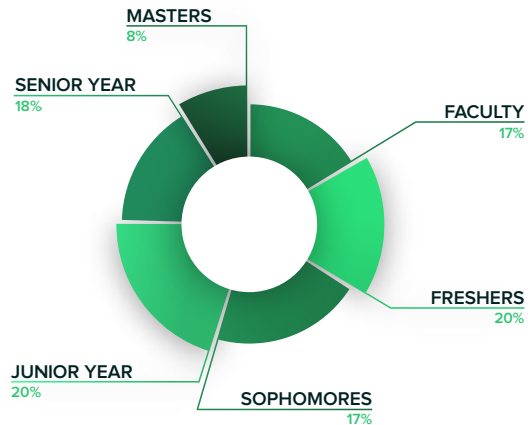


## FOOTFALL INCREASE

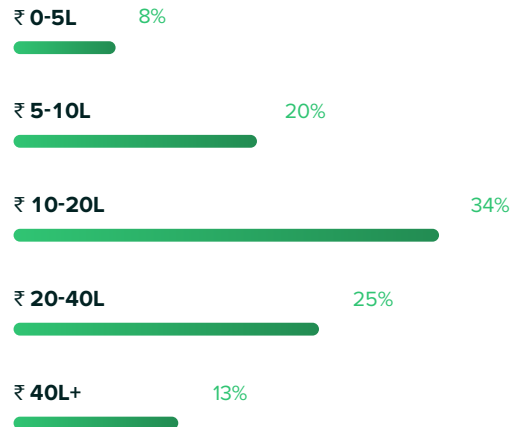


# MEET YOUR MARKET

## Target Audience Occupation



## Student Household Income Distribution



# PACKAGES

	PLATINUM	GOLD	SILVER <i>Exclusive Event Partnership</i>	PEARL <i>Exclusive Pro-Night Partnership</i>
On Digital Backdrop - Mainstage	●			●
Flagship Event Partners	●			
Recognition in All Press Releases	●	●		
Physical Outreach	●	●	●	●
Hyperlinked Logo on Website	●	●	●	●
Logo on Posters	●	●	●	●
Online Branding	●	●	●	●
Banners, flexis, standees across campus	●	●	●	
Dedicated Promotional Stalls	●	●		
Logo on T-shirts	●			
Logo on Certificates	●			
Announcement during events	●			



# BREAKFREE

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## The Social Initiative of Breeze '18

At Breeze, social responsibility is not an embellishment: it is a core constituent of our ideals. What makes a fest truly special, is its ability to foster a platform that helps people share their memories with others. When a diverse group of students come together, an immense opportunity arises to share timeless moments of joy, by vouching for people and causes that one profoundly believes in.

Breakfree, the social initiative of Breeze '18, is an effort dedicated to harnessing this opportunity. Breakfree is built upon the ideology of letting go, and breaking the confines of the stereotypes imposed upon us. In this light, we invite you to breakfree from having to pretend, and to unmask your identity by participating in events that highlight social issues plaguing humankind in today's world.

With Breakfree, Breeze '18 is expanding its horizons to sections of the society that are often overlooked. It is a fulfilling experience to gift happiness to those who are underprivileged, who toil through day and night to live a stable life. This initiative is devoted to helping them breakfree from their hardships, by putting a smile on those faces whose efforts go unnoticed. To us, it's that smile that makes this initiative a fulfilling one to pursue.



# OUR PREVIOUS PARTNERS

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# OUR PREVIOUS PARTNERS



# FACE OF BREEZE

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## Title Sponsor

- Interactive open lounge space
- Exclusive sponsor for two flagship events
- Prominent spacing of the logo on all print media
- Two month long strategic social media campaigns
- One stall space for interaction with the crowd

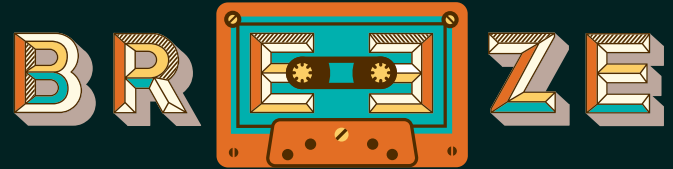
## Associate Title Sponsor

- Exclusive sponsor for one flagship event
- Exclusive sponsor for one cultural/sports/technical event
- Month long exclusive social media campaign
- Prominent spacing of the logo on all print media

## Powered-by Sponsor

- Exclusive sponsor for two cultural/sports/technical event
- Prominent spacing of the logo on all print media
- Social media presence

<title-sponsor> presents



in association with

<associate-title-sponsor>

powered by

<powered-by-sponsor>

# CONTACT US

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