

Goonj 2025

19, 20, 21st Feb UIET, Panjab University

MARKETING BROCHURE

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ABOUT US



15k + Footfall



1.3L+ Impressions



4k+ Participants



Goonj 2025 is the annual Techno-Cultural Fest of the University Institute of Engineering and Technology (U.I.E.T). It will be held on 19th, 20th, and 21st February 2025 at U.I.E.T lawns. It is going to be organized by the students of the University. The spirit of the Fest is to promote the cultural as well as the technical alacrity among the students.



U.I.E.T (University Institute Of Engineering And Technology) is a department of Panjab University established in 2002 and now having 2500 students and 200 staff. UIET is spread over 10.5 acres of land with lush greenery.

Panjab University, established in 1882, is one of India's oldest and largest universities. It is located in Sector 14 and Sector 25 of Chandigarh, spreading across an area of almost 550 acres. It accommodates seventy-four teaching and research departments/ institutes/centers. It has 202 affiliated colleges located throughout Punjab and Chandigarh.

Previous StarNights



Comedian



Cultural Events



Nukkad Natak



Mr and Mrs Goonj



Bhangra Competition



Groove Up

Cultural Events

Monologue



Fashion Show



Kavi Sammelan



Solo Dance



Sports Events



Technical Events



Hackathon

Sponsorship Roles



CO-SPONSOR



ASSOCIATE SPONSOR



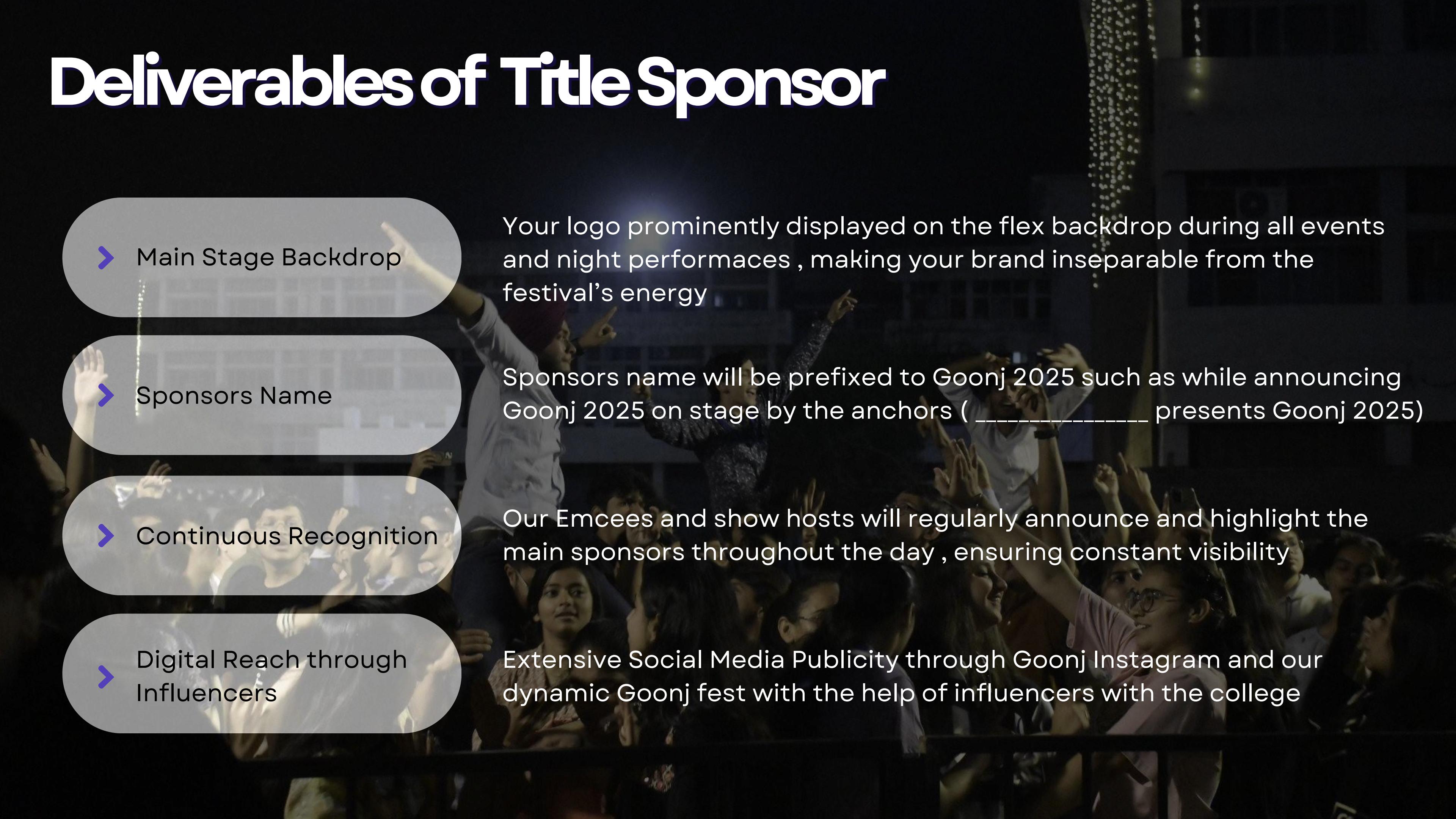
TITLE SPONSOR



AVENUE PARTNERS

Deliverables of Title Sponsor

- Main Stage Backdrop
- Sponsors Name
- Continuous Recognition
- Digital Reach through Influencers



Your logo prominently displayed on the flex backdrop during all events and night performances , making your brand inseparable from the festival's energy

Sponsors name will be prefixed to Goonj 2025 such as while announcing Goonj 2025 on stage by the anchors (_____ presents Goonj 2025)

Our Emcees and show hosts will regularly announce and highlight the main sponsors throughout the day , ensuring constant visibility

Extensive Social Media Publicity through Goonj Instagram and our dynamic Goonj fest with the help of influencers with the college

Deliverables of Co-Sponsor

➤ Striking Standees

Positioned at prime locations like the main stage and entrance , standees ensure widespread brand exposure

➤ Exclusive Stalls

Dedicated stalls at the venue amplify your presence, garnering coverage on news and entertainment channels.

➤ Continuous Recognition

Our Emcees and show hosts will regularly announce and highlight the main sponsors throughout the day , ensuring constant visibility and the name will be suffixed to Goonj 2025 (Goonj 2025 powered by _____)

➤ Branding Banners

Prominent Banners strategically placed across the college premises to maximize exposure and reinforce our brand presence

Deliverables of Associate Sponsor

- Community Outreach
- Product Showcasing
- Connectivity through Seminars
- Flash Mobs

Reaching beyond the boundaries from our festival's co-sponsor to across the tricity . Our partnership brings together cultures and communities.

Sponsors can showcase their latest products or services at designated stalls within the venue , offering attendees a hands-on experience

The sponsors will be allowed to engage with the students and promote their brand and will increase outreach among students

Promotion of Sponsors and Event done during Flash mobs in various colleges

BE OUR SPONSOR

FOOD & BEVERAGES
PARTNER

MEDIA PARTNER

EVENT PARTNER

EDUCATION PARTNER

LOGISTICS PARTNER

FITNESS PARTNER

AVENUE
PARTNERS

75K/Partnership

HEALTH & WELLNESS
PARTNER

SOUND PARTNER

SPORTS PARTNER

MISCELLANEOUS

TRAVEL PARTNER

PRINT PARTNER



BE OUR SPONSOR

Package	Title Sponsor	Co Sponsor	Associate Sponsor
Estimated Price	8,00,000 INR	5,00,000 INR	3,00,000 INR
Sponsorship Acknowledgement	Always	Often	Sometimes
Social Media Outreach	Reel + Story + Post	Story + Post	Story
Number of Free Stalls	3	2	1
Logo on all Printed Media	✓	✓	✓
Logo on Backstage Drop	✓	✓	✓
Memento On-Stage	✓	✓	✓
Mic Time on Stage	10 Mins	5 Mins	3 Mins
Sponsor's Marketing via Flash-Mob	Mic + Pamphlets	Only Pamphlets	-
Logo on Campus Infrastructure	All Major Walls + Gates + Chowks	Some Major Spots + Roundabouts	Standees
Logo on Certificates/Achievements	✓	✓	✓
Media Advertisement	✓	✓	✓

Visibility to Sponsors



OFFICIAL MEDIA PARTNER



Stalls

Corporate Stalls



Food Stalls



- Stalls cost Rs. 30K for entire span of 3 days of the event.
- Stalls of dimensions 15'x15'.
- An electric supply, 2 chairs and a table will be provided.
- Ready-Made Stalls will be provided to the sponsor at the venue.
- Sponsors are free to promote their products and services in the way they consider apt.
- 1 Instagram Post

BE OUR SPONSOR

ACCOUNT DETAILS

Bank Account Name : UTECHNOS

Bank Account Number : 10445155580

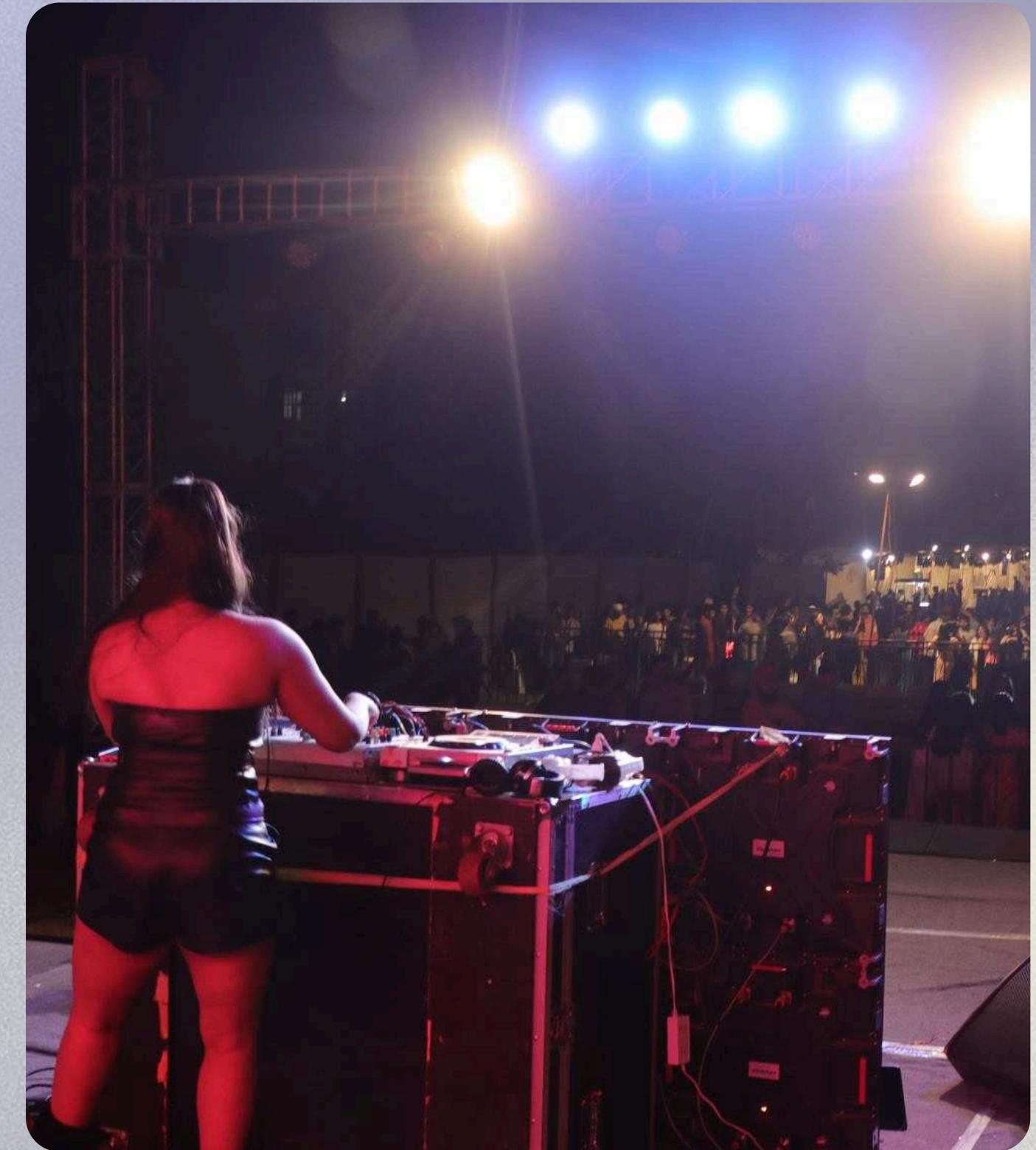
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Footfall Day-3



Footfall Day-2



Footfall Day-1



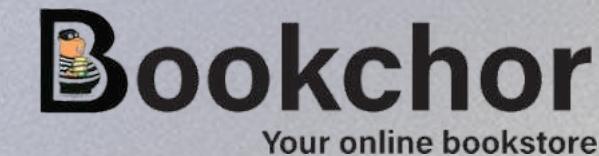
Previous Sponsors



Previous Sponsors



*Miss
Cartoonist*



City Emporium Mall, Chandigarh



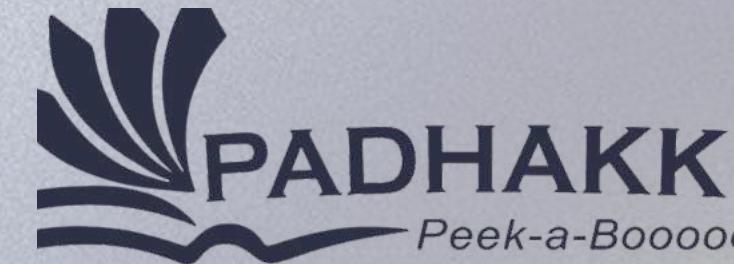
Previous Sponsors



Previous Sponsors



GeeksforGeeks



YOURPEDIA



THE GAMA PALACIO



The Souled Store



3 NOT 3
ICE CREAM CAFE



Diamond Scissorz

freshdoor

Sector 15, Chandigarh



Peddlers™
SEC 35