



RAJIV GANDHI INSTITUTE OF PETROLEUM TECHNOLOGY

JAIS, AMETHI, UTTAR PRADESH, INDIA

(AN INSTITUTION OF NATIONAL IMPORTANCE, GOVT. OF INDIA)



KALTARANG

THE ANNUAL CULTURAL FESTIVAL 2025

WWW.KALTARANG.COM

10TH EDITION

18TH - 20TH APRIL

SPONSORSHIP BROCHURE

ABOUT RGIFT

The Ministry of Petroleum and Natural Gas (MoPNG), Government of India, set up the Rajiv Gandhi Institute of Petroleum Technology(RGIFT) at Jais, Amethi, Uttar Pradesh, by an Act of the Parliament. The institute has accorded the status of an Institution of National Importance along with the lines of the Indian Institutes of Technology (IITs). The institute is empowered to award degrees in its own right and is co promoted as an energy domain specific institute by six leading oil public sector units (Oil and Natural Gas Corporation Limited, Indian Oil Corporation Limited, Oil India Limited, Gail (India) Limited, Bharat Petroleum Corporation Limited and Hindustan Petroleum Corporation Limited) in association with the Oil Industry Development Board. The institute is associated with the leading International Universities/Institutions specializing in the domain of Petroleum Technology and Energy Sector. The institute focuses on critical and promising areas such as Green Energy, Artificial Intelligence (AI), E-Vehicle, and Digitization; solidifying its status as one of the foremost institutions in the country. The Institute is staunchly dedicated to the cultivation of character and the promotion of educational excellence in its students and the broader community.



ABOUT KALTARANG

Kaltarang, the Flagship cultural festival of Rajiv Gandhi Institute of Petroleum Technology (RGIPT), is a grand celebration of creativity, talent, and culture. Since 2011, it has grown into one of the most prestigious and eagerly awaited festivals, drawing 10,000+ attendees nationwide.

A dynamic fusion of music, dance, drama, literature, fine arts, and gaming, Kaltarang provides a platform for students to showcase talent through 20+ competitions and live performances by renowned artists. The festival also features influential speakers, interactive workshops, and cultural exhibitions, blending entertainment with intellectual engagement.

With participation from premier institutions across India, Kaltarang fosters cultural exchange, networking, and memorable experiences. Backed by RGIPT and esteemed partners, it transforms the campus into a hub of enthusiasm and celebration, offering an unparalleled platform for brands and individuals to engage with a passionate audience.



PREVIOUS STATS

10,000+
Foot Fall

3 LACS+
PRIZE POOL

20+ EVENTS

70+ PREVIOUS
SPONSORS

200+ CAMPUS
AMBASSADORS

50+ Colleges

SPONSORSHIP BENEFITS

PUBLICITY THROUGH BANNERS, FLEXES, INFORMATION BOOKLETS, FLYERS AND OTHER PARAPHERNALIA. ALSO WITH BUSINESS MAGAZINES NEW CHANNELS, SOCIAL NETWORKING ETC.



ON CAMPUS BRANDING AND PUBLICITY DURING THE FESTIVAL AMONGST PARTICIPANTS, INCLUDING STUDENTS , PROFESSORS AND INDUSTRY EXPERTS

APPEARANCE OF NAME AND LOGO OF THE SPONSOR IN THE WEBSITE OF KALTARANG 2025. ALSO EXTENSIVE REACH OF POSTERS TO OVER 50+ COLLEGES



DISCUSSION SESSIONS BY THE SPONSORS WHICH HELPS THE COMPANY IN REALIZING THE MINDSET OF THE STUDENTS AND HENCE UNDERSTAND EACH OTHER.

IDEA PLATFORM FOR LAUNCHING NEW PRODUCTS AND TECHNOLOGY DEMONSTRATION.



PAST SPONSORS



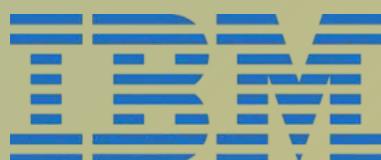
instax
FUJIFILM



ENVY
unstop



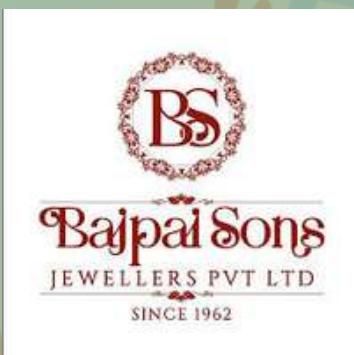
upcoming
engineer



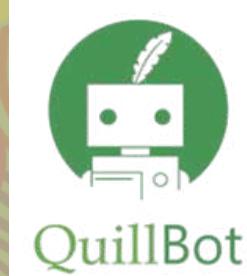
PAST SPONSORS



ebay



Since 1960
MAHENDRA®
PUMPS



Sponsor Partnership

PRIZE SPONSORS

Become a Prize Sponsor and gain exclusive brand visibility at one of the year's top cultural festivals. Showcase your brand with strategically placed stalls, banners, and branded prizes like gift vouchers or exclusive goodies, ensuring lasting recognition.



BEVERAGE PARTNER

As a Beverage Sponsor at Kaltarang 2025, boost your brand's visibility with prime placement of stalls and banners. Provide refreshing beverages to enhance the experience and engage directly with attendees, leaving a lasting impression.



APPAREL SPONSORS



As an Apparel Sponsor, feature your logo on official event T-shirts and set up a stall to display your products. Provide 1,000 festival T-shirts and 50 organizer T-shirts, all with your branding, ensuring maximum visibility throughout the event.

LOGISTIC SPONSOR

As the Official Travel Partner, you'll collaborate closely with our Hospitality team to manage the travel arrangements for professionals and celebrities attending the festival. Your brand will enjoy prominent visibility, with banners strategically placed at key locations across the campus throughout the event, ensuring maximum exposure.



Sponsor Partnership

SOUND SPONSORS



As a Sound Sponsor, provide world-class sound for key events at Kaltarang 2024, including Khayaal, DJ Night, and more. Enjoy prominent brand visibility with banners displayed at prime locations, ensuring your name resonates throughout the festival.

TRAVEL PARTNER

Keep the festival moving as the Transportation Partner! Your brand will gain visibility through banners, event shout-outs, and promotional opportunities, while ensuring a smooth, hassle-free travel experience for attendees.



BANKS

Be the financial backbone of the festival! As a Bank Sponsor, gain prime visibility through banners, stalls, and strategic promotions, while building connections with a young, dynamic audience eager to engage with your brand.



MEDIA SPONSOR

Be the voice of the festival! As the Media Sponsor, your brand will take center stage through event promotions, live coverage, and exclusive social media shout-outs. Join us in amplifying the excitement and creating unforgettable moments for all to hear!



Sponsor Partnership

FASHION SPONSOR

As the Style Sponsor, showcase your fashion products at a dedicated stall and enjoy prime branding with banners at key locations. Gain heightened visibility during fashion events, with your brand front and center.



E-COMMERCE SPONSOR

Bring your online presence to life at the festival! As the E-Commerce Sponsor, you'll receive a dedicated stall, prominent banner visibility, and the opportunity to engage with festival-goers directly, connecting your digital brand with an enthusiastic audience.



ACCESSORY SPONSOR

Add a touch of flair to the festival! As the Accessory Sponsor, showcase your products with a dedicated stall, gain prime visibility through banners in high traffic areas, and connect directly with style-conscious attendees. Let's make the festival shine with your unique touch.



JEWELLERY SPONSOR

Let your designs sparkle at the festival! As the Jewellery Sponsor, showcase your exquisite pieces with a dedicated stall, enjoy prime banner visibility, and have the opportunity to dazzle the crowd, leaving a lasting impression with your brand.



Kaltarang Events

Khayaal (Music):

A celebration of melody and rhythm, Khayaal brings together soulful voices and captivating tunes, offering an immersive musical experience. This event showcases a harmonious blend of diverse genres, fusing traditional and contemporary styles to create unforgettable moments.



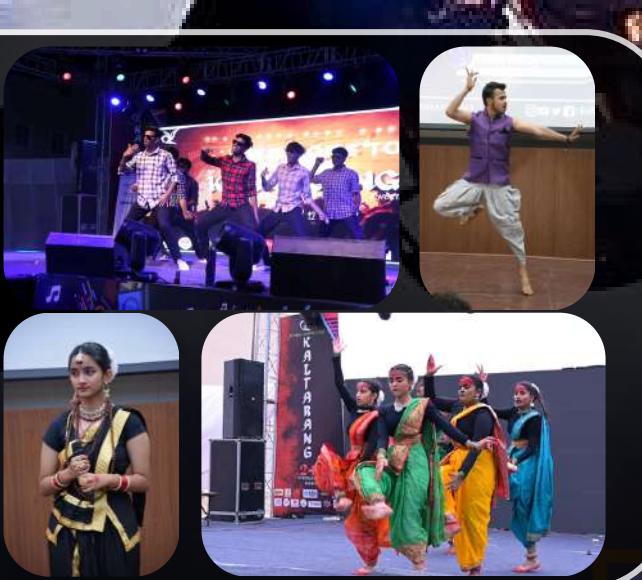
Swaang (Drama):

A theatrical spectacle, Swaang presents gripping performances that evoke deep emotions, creativity, and social relevance. Through powerful acting, compelling dialogue, and impressive stagecraft, it captivates audiences, telling stories that resonate with the heart.



Fab Fiesta (Dance):

A vibrant explosion of energy and artistry, Fab Fiesta lights up the stage with dynamic dance performances ranging from classical to contemporary styles. Dancers express rhythm, grace, and passion, bringing each movement to life and leaving the audience spellbound.



Kaltarang Events

Literary Events :

A platform for intellectual exchange, Vichaar Vivaad (Debate) invites participants to engage in thoughtful discussions on intriguing topics.

Honoring the beauty of words, Awadh Alankar (Poetry) invites poets to express their thoughts and emotions through evocative poetry.



Ensemble Elysium (Fashion Show):

A glamorous fusion of style and creativity, Ensemble Elysium showcases stunning outfits and innovative designs on the runway. It's a celebration of individuality and the artistry behind fashion, where each piece tells a story and leaves a lasting impression.

Palette Pantomime (Live Painting):

An artistic marvel, Palette Pantomime brings blank canvases to life in real-time. Watch as artists unleash their imagination and skill, creating vibrant, expressive works of art before your eyes.

This event celebrates the power of colors and ideas, turning creativity into an immersive experience.



Drishya (Cinematography):

Drishya celebrates the art of visual storytelling, where filmmakers present short films, documentaries, and creative videos. It highlights unique perspectives and technical brilliance, pushing the boundaries of cinematography and sparking deep reflection through visual narratives.

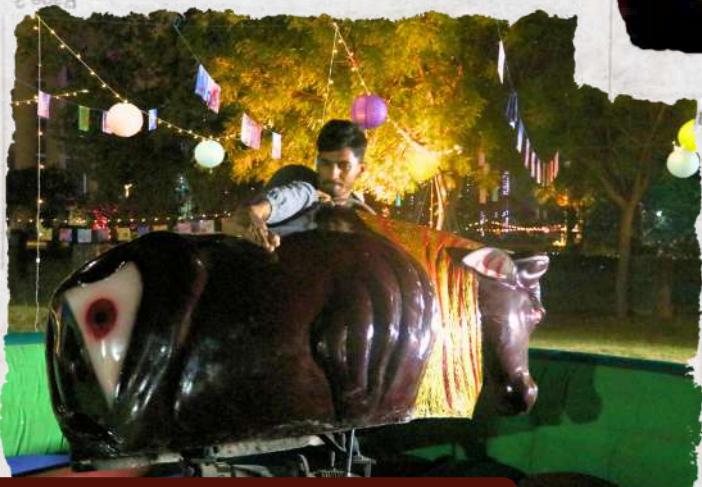
INFORMAL EVENTS



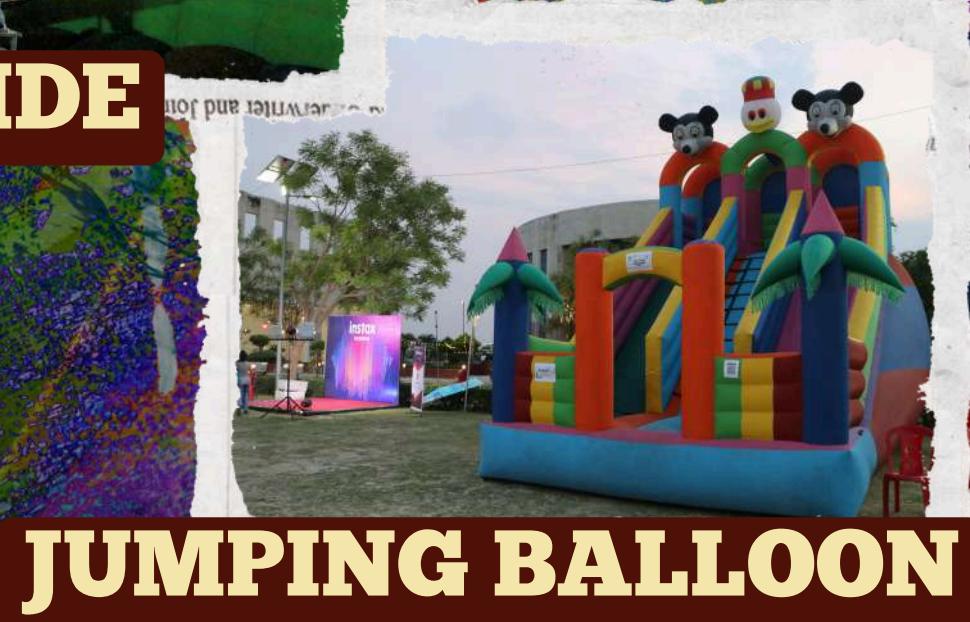
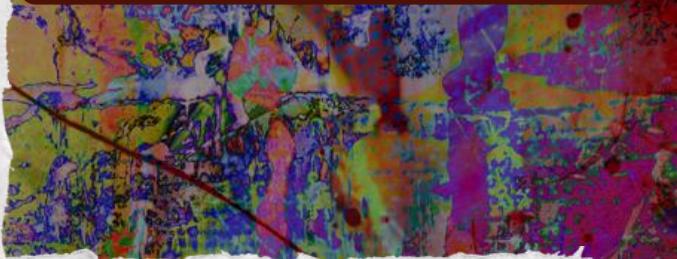
AR/VR



LASER TAG



BULL RIDE



JUMPING BALLOON

SOCIAL INITIATIVES

ARPAN, the Institute's social club, was formed in 2009. It is run by hundreds of dedicated faculty and student volunteers.



Expected Artists/Performers



ALL INDIA PERMIT BAND



ASEES KAUR



MOHAMMED IRFAN



GAJENDRA VERMA

NIKHIL D' SOUZA

ADITYA MARAYAN



LOCAL TRAIN



LO/ST STORIES



LOST_FIRE_FLIES

TRA
CER

DJ TRACER

DJ_HOT_SAUCE

RAJAT SOOD

TITLE

(3 Lac+) Highest Branding & Exclusivity

- ◆ Official Naming Rights – The fest will be branded as “[Your Brand Name] presents KALTARANG.
- ◆ Largest Logo Placement – Banners, stage backdrops, merchandise, certificates, and all promotions.
- ◆ Dedicated Social Media Campaigns – Reels, posts, and highlights featuring the brand.
- ◆ Exclusive Media & PR Coverage – Mention in press releases, newspapers, and online platforms.
- ◆ VIP Access & Hospitality – Premium passes, networking opportunities with faculty & guests
- ◆ Exclusive Branding on Celebrity & EDM Nights.
- ◆ Prime On-Ground Activation Space for product demos & audience engagement.

And all the benefits of “CO-TITLE”

CO-TITLE

(Around 3 Lac)

Second Highest Branding & Recognition

- ◆ Event Co-Naming Rights – Recognized as “Co-Title Sponsor of KALTARANG.
- ◆ Prominent Logo Presence – Banners, merchandise, and promotional material.
- ◆ Branding on One Flagship Event (Fashion Show, EDM Night, or Star Night).
- ◆ Social Media & Website Integration – Featured in event teasers & promotional videos.
- ◆ On-Ground Branding & Booth Setup.
- ◆ VIP Seating & Hospitality Benefits.

And all the benefits of “POWERED BY”

POWERED BY

(2.5 Lac+)

High-Level Branding & Event Integration

- ◆ Official Branding as “Powered By Sponsor” in all marketing materials.
- ◆ Significant Logo Presence on banners, brochures, and event screens.
- ◆ Association with a Major Event Segment (e.g., Cultural Night, Tech Show, or Sports Event).
- ◆ Social Media & Digital Promotions – Featured posts, email campaigns, and email mentions.
- ◆ On-Ground Activation & Standees at high-traffic areas.

And all the benefits of “CO-POWERED BY”

CO-POWERED BY

(2 Lac+)

Strong Branding & Engagement Opportunities

- ◆ Mention as “Co-Powered By Sponsor” on promotional content.
- ◆ Logo Placement on Second-Tier Branding Positions.
- ◆ Association with a Key Event or Competition.
- ◆ Social Media Mentions & On-Site Branding (standees, posters, and digital displays).

And all the benefits of “ASSOCIATE”

ASSOCIATE

(1.5 Lac+)

Widespread Recognition & Targeted Branding

- ◆ Recognized as “Associate Sponsor” across fest materials.
- ◆ Medium-Sized Logo Placement on event posters and backdrops.
- ◆ Social Media Promotions & Online Mentions
- ◆ On-Ground Branding Opportunities – Standees, posters, and event partnerships

And all the benefits of “CO-ASSOCIATE”

CO-ASSOCIATE

(1 Lac+)

Sponsorship with Premium Benefits

- ◆ Mention as “Co-Associate Sponsor” in specific event posters.
- ◆ Digital & Social Media Presence.
- ◆ Branding via Standees & Digital Displays at Select Venues.

And all the benefits of “PLATINUM”

PLATINUM PARTNER (80k)

Premium Branding & Exclusive Benefits

- ◆ High-Impact Brand Visibility on major event venues.
- ◆ Logo Featured in Event Merchandise & Certificates.
- ◆ Social Media Campaigns & Engagement Opportunities.

And all the benefits of “GOLD”

GOLD PARTNER (50k)

Strong Branding & Audience Engagement

- ◆ Significant Logo Placement in event materials.
- ◆ Mentions in Social Media Highlights.
- ◆ Brand Association with Select Competitions or Sub-Events.

And all the benefits of “SILVER”

SILVER PARTNER (30k)

Sponsorship with Visibility Perks

- ◆ Medium-Sized Logo Placement on digital and print promotions.
- ◆ Periodic Social Media Mentions & Event Announcements.
- ◆ Limited On-Ground Branding & Engagement Opportunities.

And all the benefits of “BRONZE”

BRONZE PARTNER (10k)

Sponsorship with Digital & On-Ground Presence

- ◆ Recognized as “Bronze Sponsor” in Event Brochures & Digital Posts.
- ◆ Brand Name on Standees & Minor Promotional Collaterals.
- ◆ Minimal On-Ground Presence & Engagement Opportunities

CONTACT US

OVERALL FEST COORDINATORS

Mr. Utsav Shingala
 +91-89802 01569

Ms. Niharika Pant
 +91-82879 11341

SPONSORSHIP HEADS

Mr. Nishant Nischal Ms. Sneha Pal Mr. Akshat Goyal
 +91-93343 40181  +91-93107 76324  +91-72238 17547



WWW.KALTARANG.COM



Rajiv Gandhi Institute of Petroleum Technology
Mubarakhpur Mukhetia More, Bahadurpur, Jais
Post Harbanshganj, Amethi - 229304, Uttar Pradesh



kaltarang@rgipt.ac.in



[kaltarang_rgipt](#)



[kaltarang-rgipt](#)



[kaltarang_rgipt](#)

SCAN ME



kaltarang@rgipt.ac.in



[kaltarang-rgipt](https://www.linkedin.com/company/kaltarang-rgipt/)



[kaltarang_rgupt](https://www.youtube.com/@kaltarang_rgupt)



[kaltarang_rgupt](https://www.instagram.com/kaltarang_rgupt)

