



quoVADIS '25

IIFT Delhi's Annual Cultural and Management Fest



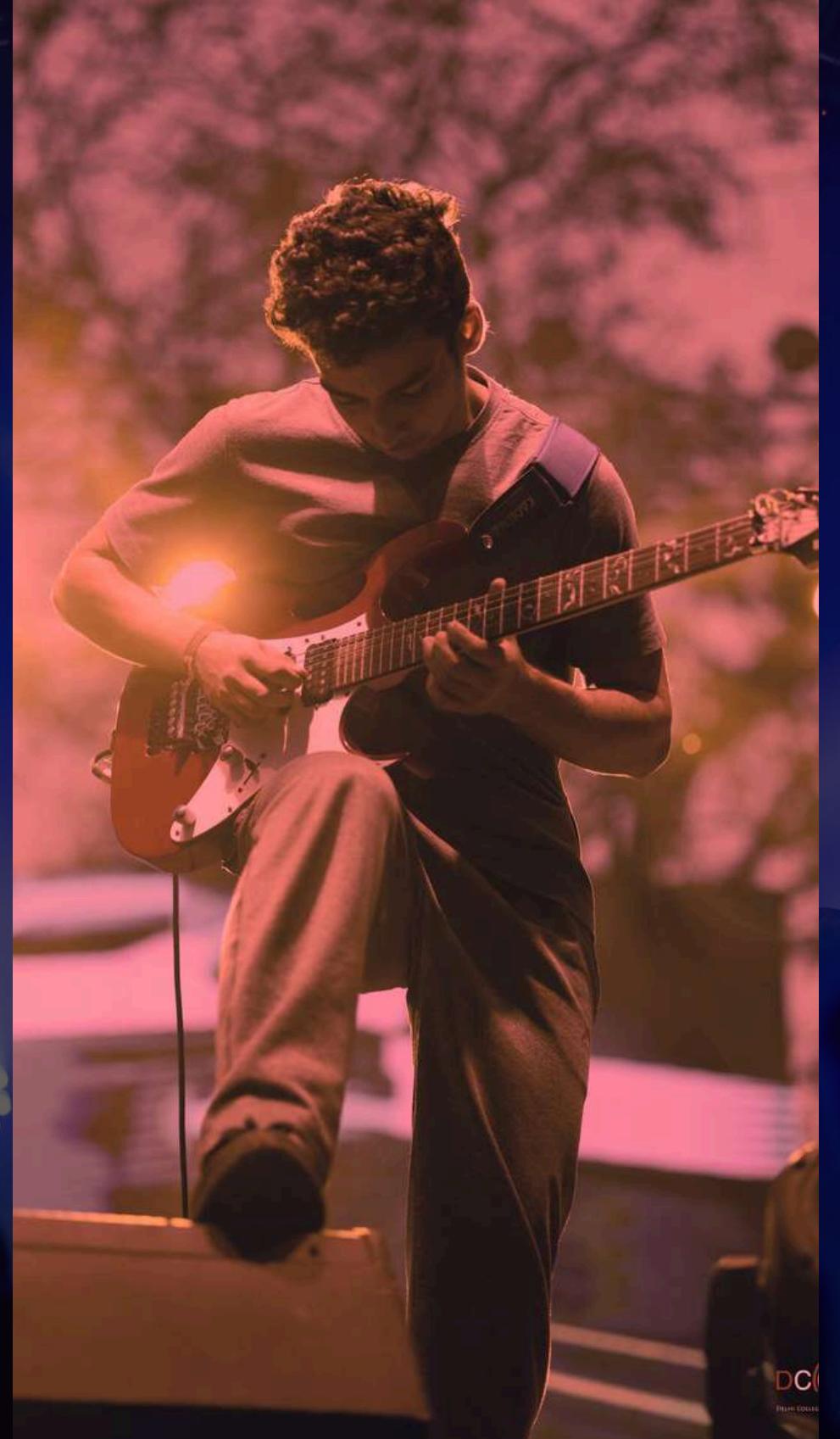
ABOUT IIFT DELHI

The Indian Institute of Foreign Trade (IIFT) was established in 1963 by the Government of India as an autonomous organization to professionalize the country's foreign trade management. The institution has conducted groundbreaking research in collaboration with organizations like the WTO, World Bank, UNCTAD, and the Ministry of Commerce and Industry, Government of India. IIFT is ranked as the 6th Best B-School in India by The Wall Street Journal, the 9th Best B-School by a Fortune India survey. It was ranked 27th in the QS Global 200 Business Schools Report 2013/14 and is also among the QS Global Top 30 B-Schools in the Asia-Pacific region.



ABOUT QUO VADIS

Quo Vadis is the annual cultural and management festival of the Indian Institute of Foreign Trade, Delhi. This three-day extravaganza is a vibrant celebration that showcases both management acumen and the spirit of college life, bringing together fun, energy, and entertainment. It serves as a competitive arena for some of the best minds in the country across a variety of events, attracting an average footfall of over 6,000 people.





BLOOD DONATION

IIFT, along with HDFC Bank and Rotary Club, organized a Blood Donation Drive on campus every year. This year, more than 100 students and members of the staff came forward to donate to this noble cause.

IIFT MARATHON

Marathon is a pre-Quo Vadis promotional event based on a social cause. The event consists of 4 races – 5.5 km (Men & Women), and 10.5 km (Men & Women). The year's edition saw more than 600 participants running to support the cause of inclusivity. The chief guest for the event Simmi Nanda who flagged off the Marathon. IIFT Marathon 2024 marked the successful launch of Quo Vadis 2025.





CULTURAL EVENTS





NUKKAD NATAK



Immerse yourself in the tide of intriguing scripts, the brilliance on stage, the vivid colors of emotion, and the roar of youthful energy that stirs the soul into an enchanted awakening in the much-coveted street plays.

The Nukkad Natak, drawing participation from over 55 teams, captivates audiences as performers use powerful storytelling to voice their opinions on social issues, leaving a lasting impact and inspiring change with every act.



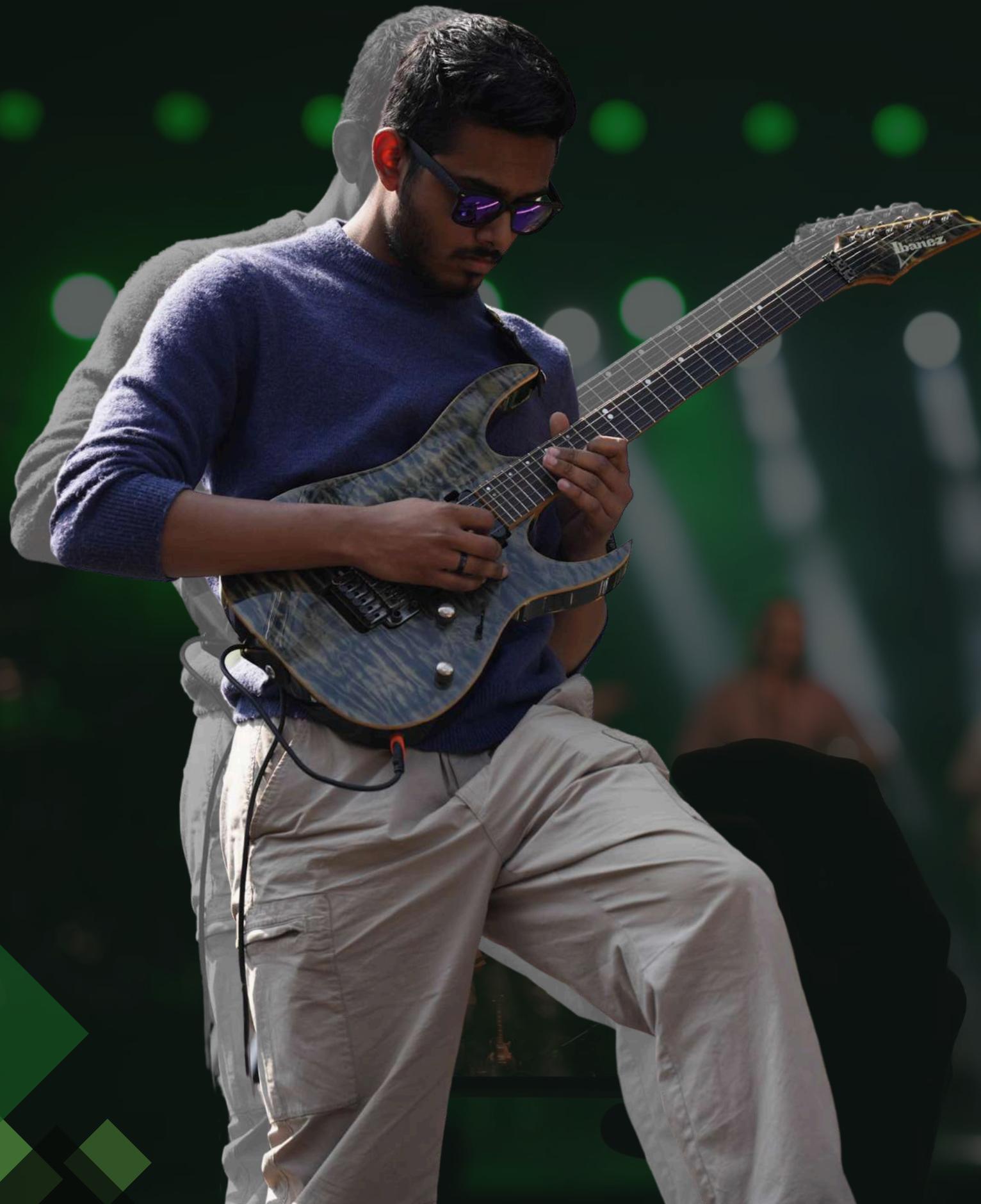


RAAGA & ROOH

At IIFT, we believe in celebrating the power and beauty of music in all its forms. With this spirit, we invite budding singers from across the country to share their talent and create melodies that resonate deeply with every listener. Our solo and group/duet singing competitions provide a platform for over 70 participants each year to take the stage, showcasing their vocal prowess and passion.

These performances not only touch hearts but also create an unforgettable musical experience for everyone present.

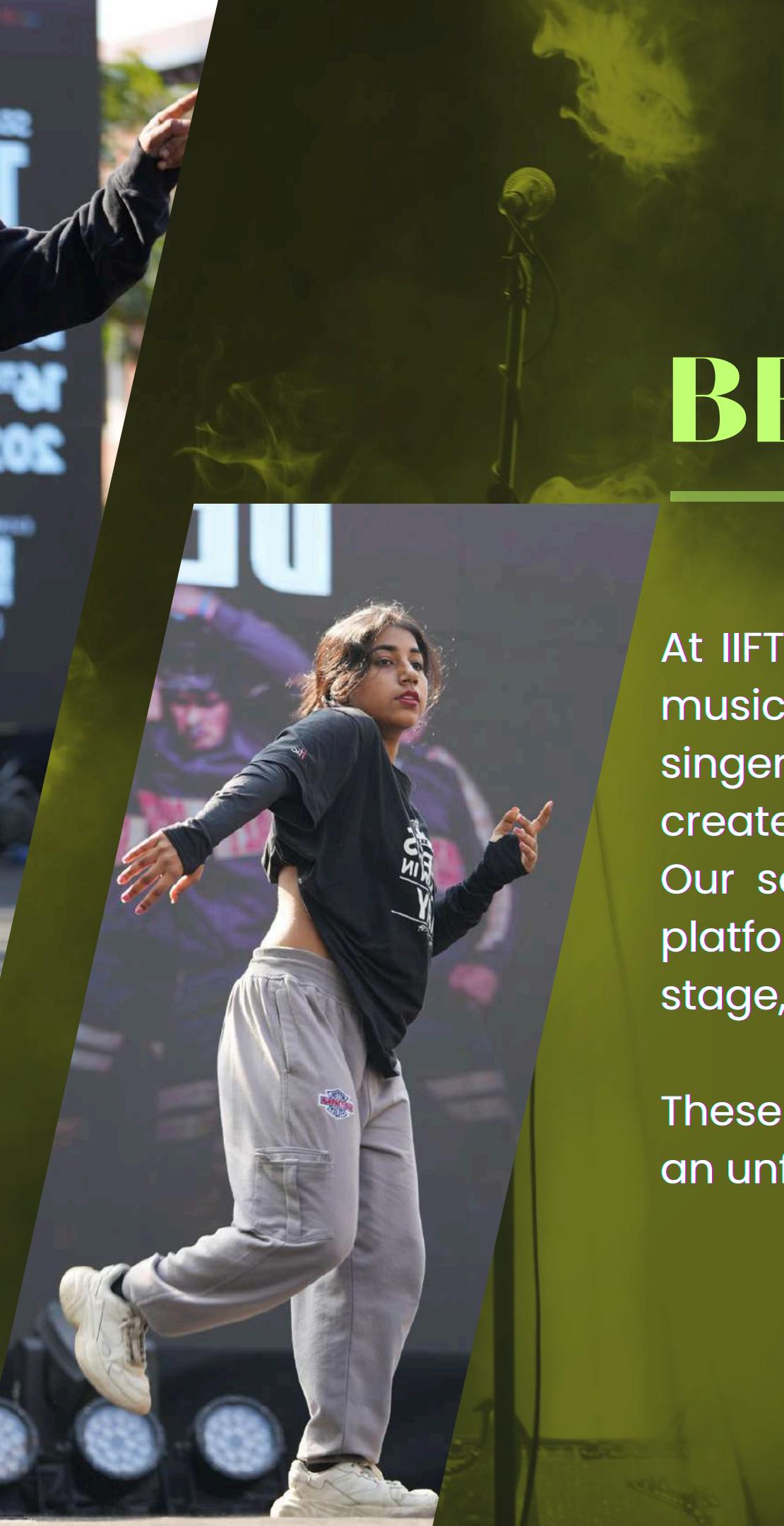




BATTLE OF BANDS

Immerse yourself in the tide of intriguing scripts, the brilliance on stage, the vivid colors of emotion, and the roar of youthful energy that stirs the soul into an enchanted awakening in the much-coveted street plays.

The Nukkad Natak, drawing participation from over 55 teams, captivates audiences as performers use powerful storytelling to voice their opinions on social issues, leaving a lasting impact and inspiring change with every act.



BEAT IT - SOLO DANCE

At IIFT, we believe in celebrating the power and beauty of music in all its forms. With this spirit, we invite budding singers from across the country to share their talent and create melodies that resonate deeply with every listener. Our solo and group/duet singing competitions provide a platform for over 70 participants each year to take the stage, showcasing their vocal prowess and passion.

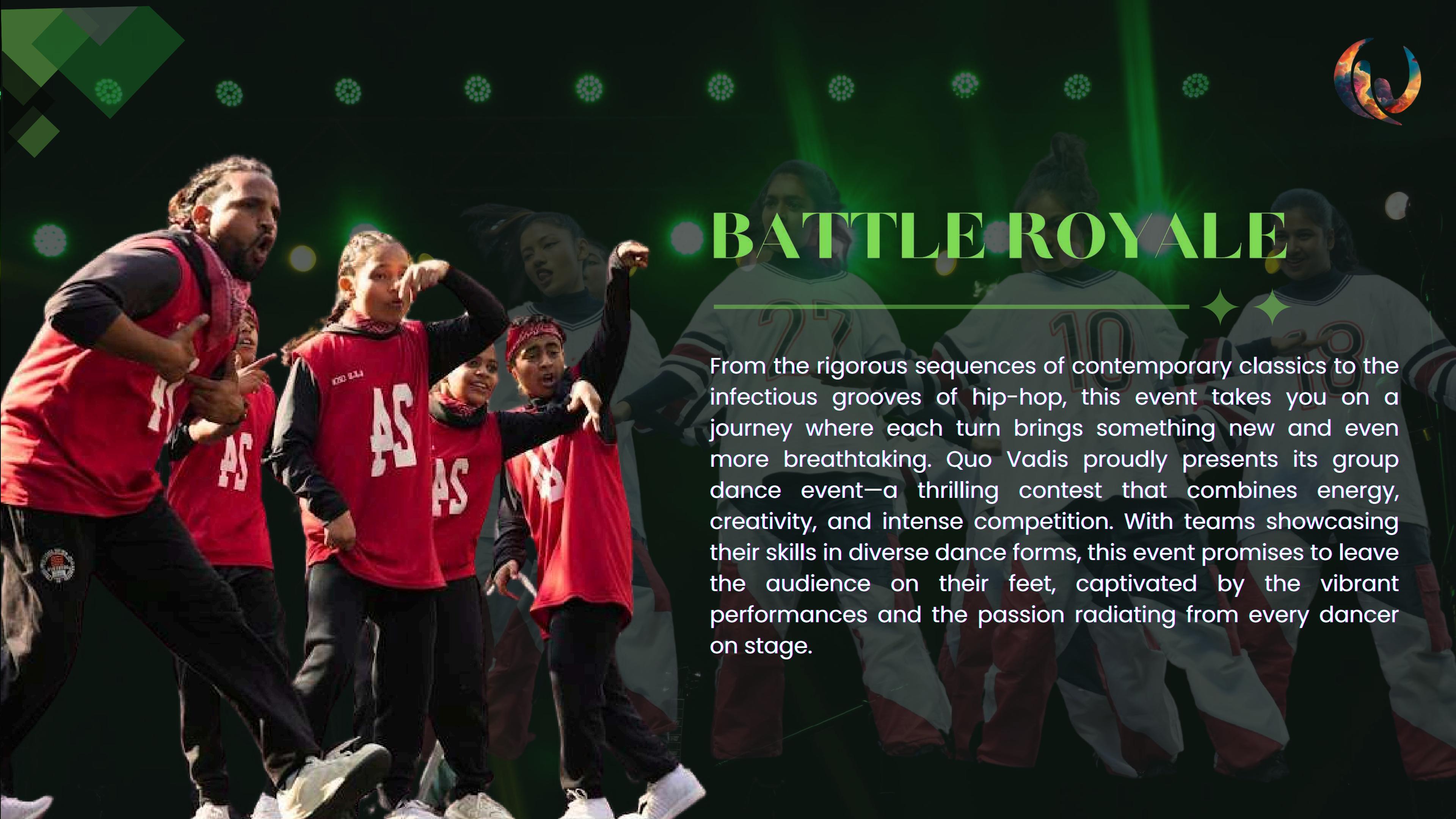
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BATTLE ROYALE

From the rigorous sequences of contemporary classics to the infectious grooves of hip-hop, this event takes you on a journey where each turn brings something new and even more breathtaking. Quo Vadis proudly presents its group dance event—a thrilling contest that combines energy, creativity, and intense competition. With teams showcasing their skills in diverse dance forms, this event promises to leave the audience on their feet, captivated by the vibrant performances and the passion radiating from every dancer on stage.





RAP BATTLE

We welcome you to the lyrical battleground, where words wield power, and rhymes reign supreme. In this rap battle competition, the stage is set for verbal virtuosos to clash, pushing the boundaries of creativity and linguistic prowess. The mic is a weapon, and each verse is a strike, as competitors navigate the rhythmic terrain to assert their dominance. It's not just about the rhymes; it's a symphony of wit and rhythm.





SLAM POETRY

Our intimate setting creates the perfect atmosphere to showcase your talents in front of an encouraging and enthusiastic audience. It's a place where you can feel at ease, knowing that every cheer and round of applause comes from a supportive crowd eager to see you succeed. Whether you're a seasoned performer or just beginning your journey on stage, we welcome you to step into the spotlight, embrace the experience, and be part of a memorable evening filled with fun, camaraderie, and unforgettable performances.





DJ NIGHT

We welcome you to the lyrical battleground, where words wield power, and rhymes reign supreme. In this rap battle competition, the stage is set for verbal virtuosos to clash, pushing the boundaries of creativity and linguistic prowess. The mic is a weapon, and each verse is a strike, as competitors navigate the rhythmic terrain to assert their dominance. It's not just about the rhymes; it's a symphony of wit and rhythm.



STAR NIGHT



THE YELLOW
DIARY

GURU
RANDHAWA

SACHIN
JIGAR

JUBIN
NAUTIYAL

COMEDY CAFÉ



**ANUBHAV
SINGH BASSI**

**KANAN
GILL**

**RAHUL
SUBRAMANIAM**

**GAURAV
KAPOOR**

**KENNY
SEBASTIAN**

Title Sponsor

SPONSORSHIP: 6 LAKHS

Our Deliverables

- Acknowledgment as the **Title Sponsor** of Quo Vadis 2025 across our online and offline promotional communication.
- Delivery of the inaugural address at the start of the event
- **Constant mentions** by the emcee during the entire event
- Deployment of **promotional creatives** of the company on the Main Stage during Star Night
- Representation in **drop-down banners** in the most prominent locations on campus
- **Brand Promotion** on our official **social media pages** and **YouTube channel**
- Mention of the hyperlink to the company's official website on our social media posts
- **2 product stalls** to hold promotional events, contests etc. on the day of the event
- Opportunity to **market your brand** by conducting giveaways or offering discounts
- **50 free access** passes to the festival

Co-Sponsor

SPONSORSHIP: 4 LAKHS

Our Deliverables

- Acknowledgment as the **Co-Title Sponsor** of Quo Vadis 2025
- Deployment of **promotional creatives** of the company on the Main Stage during Star Night.
- Representation in **drop-down banners** in the most prominent locations on campus
- **Brand Promotion** on our **official social media** pages and **Youtube channel**
- Mention of the hyperlink to the company's official website on our social media posts
- **2 product stalls** to hold promotional events, contests etc. on the day of the event
- 20 free passes to XYZ Group for attending the festival



Associate Sponsor

SPONSORSHIP: 3 LAKHS

Our Deliverables

- Acknowledgment as "**Associate partner**" across all online and offline communication channels of Quo Vadis 2025.
- **Brand-specific engagements** on all Quo Vadis 2025 social media and publicity platforms.
- A Suitable number of **emcee-mentions** during the fest's three days as per agreement.
- **10 Complimentary tickets** for the Star nights on each day.
- **Logo** and **brand presence** on the main **sponsorship banner** which will be placed inside the campus for the entire duration of Quo Vadis.
- Opportunity to hold **promotional events** during the three day fest.

Event Sponsor

SPONSORSHIP: 2 LAKHS

Our Deliverables

- Recognition as the **Event Partner** of the event of choice.
- Space allocation for the logo (or brand name/material) in **Quo Vadis 2025 banners** and publicity materials.
- Exclusive publicity through **social media engagements** of the specific event of choice.
- **Certificate of Achievement** for the event will carry the brand logo of your esteemed company.



Past Sponsors



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R RECIPES CUP



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FIBERNET



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