



IIIT ALLAHABAD & APAROKSHA'18

FRAG-FEST

16TH - 18TH MARCH





FRAG-FEST '18

Frag-Fest is the eSports carnival to celebrate gaming, as a union of communities, a conclave of emotions and to find out who is the best of the best.

A hub where people with "gamertags" are invited from all over the nation, to display their immaculate skills and steal the show.

ESPORTS CARNIVAL



IIIT ALLAHABAD

Indian Institute of Information Technology, Allahabad (IIIT-A), founded in the year 1999 as a center for excellence in IT was classified as an 'Institute of National Importance' by the Government of India.

While IIIT Allahabad, promotes eminence in diverse fields of IT, we believe, cultures are what represent a community. Among these cultures, lies a prominent one that has strong roots, the gaming culture. Frag-Fest gives it a shape.

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FUNCTIONS

20 ARMY'S

STRUCTURES

GAMES



FIFA 18



CS GO



DOTA 2

PARTICIPATION & AUDIENCE



From North to South, we'll be reaching all over India, to various colleges, sports clubs and events. Participants will be invited through qualifiers to the onsite finals. All in a month long gaming spree.



18+ States



200+ Colleges



32+ Teams

Frag-Fest has extended its reach to a wide audience, local and global through being actively involved in social media.

Frag-Fest'17 was streamed live on facebook.



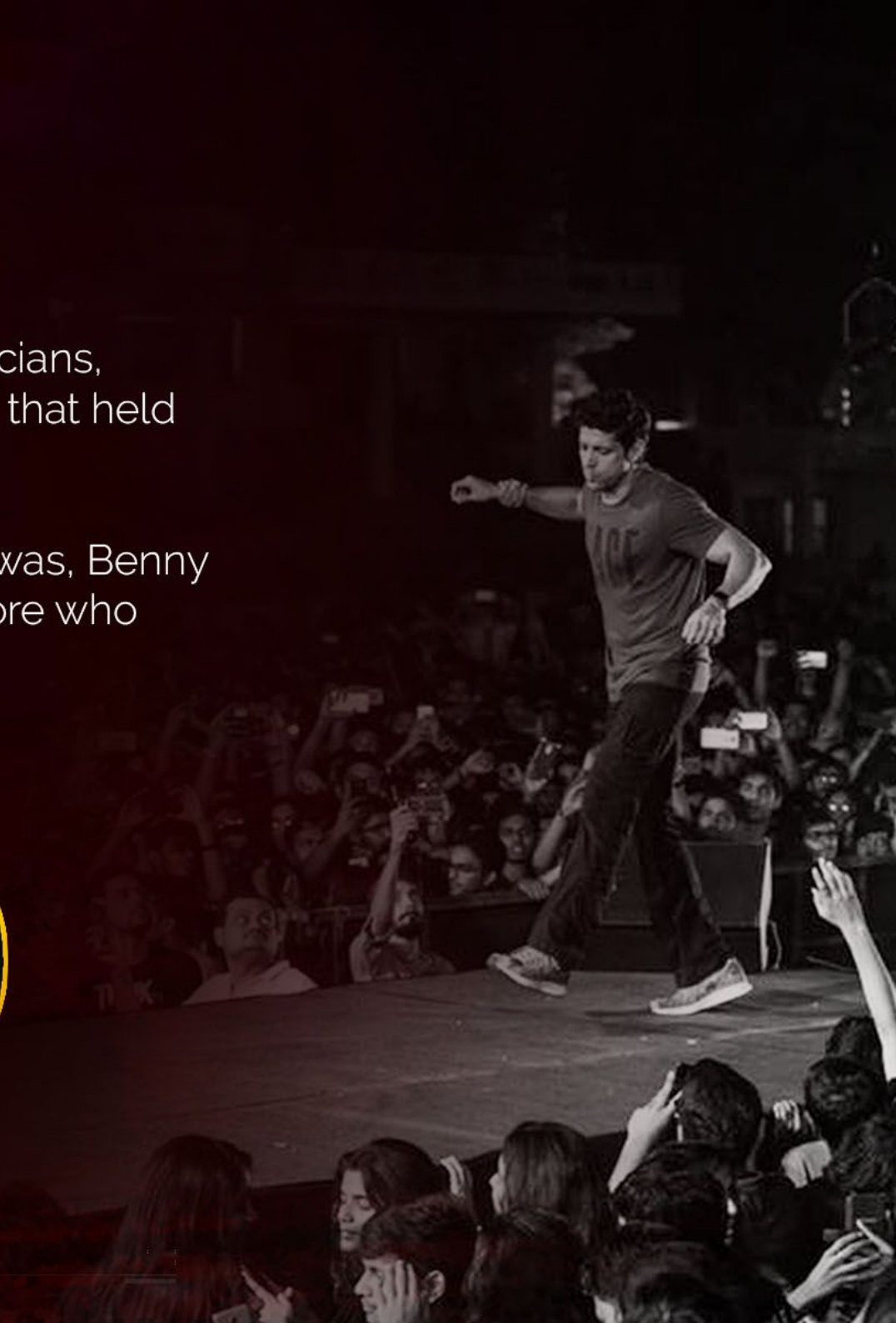
www.frag-fest.in



OUR REACH

Famous celebrities including Singers, Politicians, Musicians and Actors were a part of events that held over the years at IIT Allahabad.

Names include Farhan Akhtar, Kumar Vishwas, Benny Dayal, Neha Kakkar, Daler Mahendi and more who performed live in-front of a huge audience.



WHY SPONSOR?



- Highly involved and energetic college audience.
- Custom gaming jerseys with sponsor names.
- Live broadcast on Twitch and YouTube.
- Sponsored goodies and give-aways during livestream.
- Dedicated web portal for registration and match making.

Gaming culture of IIIT Allahabad is unparalleled in India. We have been actively organizing e-Sports events from the foundation day, earlier called Gamer's Asylum.

The community is active and wants to get involved. Competition is in their veins, and technology is their nirvana.

Shining in coding challenges all-over world, they are an expert at fragging their opponents too.



WHAT TO EXPECT?

3 DAY LONG LAN EVENT

Frag-Fest will be a month long e-Sports show-down with teams from all over country fighting their way off in group stages.

Online qualifiers will lead to a 3-day LAN event, in which the best teams from each group will battle for victory. It will be exciting, with much to offer each day. Everything from the games, to the hype in the audience will be streamed live.

APAROKSHA'18

Aparoksha'18, the Tech-Fest of IIT Allahabad, with its evergrowing audience and a footfall of 10K last year, will be happening along-side Frag-Fest'18.

This oddly specific set of people is enormously involved in the hype we have to offer, and being called a gamer, is what they want.

AFTER PARTY

As the intense competition leaves people holding their breaths, the hype still persists. Frag-Fest's after party with famous celebrities, comedians, and renowned politicians, will leave the audience mesmerized.

An EDM night, celebrating the success will finish things up at a much lighter note.



BRANDING OPPORTUNITIES



AUDIENCE

The highly energetic, social and technology affine young minds of our tech-fest Aparoksha will be filling the crowd and share their passion towards gaming.

These digital natives are the main opinion leaders when it comes to tech and entertainment buying decisions.



MAIN STAGE

Continuing with the trend of organizing grand events on a star-studded platform with big electronic displays and spotlights, your brand will be catching everyone's eyes on the main stage.



STALLS

Open-minded towards growing product ranges, the gaming enthusiasts will have an opportunity to try your products and shape their views, in a dedicated gaming arena with your own customized stalls.

PREVIOUS SPONSORS



DISCORD

CIRCLE®



DRAGON
WAR



GitHub



DigitalOcean

chicago
PIZZA
big slices, really fast



OLA



ZULIP

SPONSORSHIP OPPORTUNITIES

	SILVER	GOLD	PLATINUM	TITLE
Cost	\$300	\$500	\$800	CONTACT TEAM
Logo on Website	✓	✓	✓	✓
Branding Avenues	✓	✓	✓	✓
Give Aways	✓	✓	✓	✓
Arena Access	✗	✓	✓	✓
Logo on T-Shirt	✗	✗	✓	✓
Extended Promotions	✗	✗	✓	✓
Stage Access	✗	✗	✗	✓

FRAG-FEST'17



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FIFA



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CSGO



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DOTA



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