

# PENTAGRAM



#JALDIAAVECHE

2017

3 Days 1 Pro Nights 1 Comedy Night 1 Concert Night  
40+ Events  
7000+ Footfall



## Directors Message



To the Prospective Sponsors of Pentagonam 2017,

I write this message to congratulate you on expressing an interest in being part of 'Pentagram', GNLU's annual Cultural Festival. GNLU, aiming to be a truly World-class University, encourages its students to engage in co-curricular events, which help to make them well-rounded individuals, having a flair for various activities along with their academic pursuits. As a National Law University, GNLU promotes and supports the melange of various cultures. Pentagonam, the annual extravaganza, is the stage where talent and culture are lauded and celebrated. The last year saw Pentagonam widen its scope, from being an intra-college event to an inter-college, national level event. It drew in participation from students belonging to colleges from various states across the country and set the stage for a three-day-long festival of cultural brilliance. It is safe to say that every one of those participants would agree that the 2016 edition of Pentagonam was a grand success. I am certain that the 2017 edition will see some of the best cultural performances in India, happening at our new state-of-the-art campus. Pentagonam will only get bigger, better and more successful with time and I have no doubt in my mind that this event would be an ideal one for our sponsorship partners to proudly associate their companies with. I invite you to join us on this journey which would not be possible without your support. We hope to associate with you so that together, we work towards making Pentagonam 2017 a truly unforgettable event.

Yours sincerely,

Dr. Bimal N. Patel

Director

Gujarat National Law University



# ABOUT GNLU

Gujarat National Law University is a premier institute of legal education in the country, best known for its research excellence. The University's state-of-the-art 50-acre campus offers the perfect platform to celebrate the bright minds and talents of students! Without a doubt, the college sees some of the most enthusiastic cultural activity in Ahmedabad and Gandhinagar, drawing out potential and talent from students across the country

# SAC

The Student Activities Committee of GNLU has been the driving force behind the cultural activities organized in the college and specifically, the college's cultural fest, Pentagram. Composed of 10 Clubs, the SAC caters to varied interests including Music, Dance, Quiz, Film, Fine Arts, Photography, Debate, Theatre, Literary and Entertainment and Gaming!



# PENTAGRAM



Pentagram is GNLU's annual cultural festival. Initially conceptualized as an intra-college event, the festival opened up to national participation in subsequent years. Pentagram draws frenzied participation from students from across the country for three bright, action-packed days. The previous editions witnessed the inimitable humor of stand-up comedians Kenneth Sebastian, Manan Desai, Sundeep Rao and Vipul Goyal, trumped only by the stellar performances of iconic artists and bands like K.K., Euphoria and Indian Ocean.

## TARGET AUDIENCE

Pentagram intends to attract the talent pool of colleges across the country including the NLUs, NIFTs, NIDs and IITs. We intend to target over 200 colleges through our Communications Team. Promotional events shall also be organized in malls and colleges in Ahmedabad and Gandhinagar to garner publicity for the fest among the youth.






## WHY SPONSOR US?

With an impressive range of events lined up, Pentagram 2017 is sure to provide its sponsors a great platform for showcasing their brands before a diverse national audience. In our efforts to reach out to a larger audience, we solicit your sponsorship support.

## SPONSORSHIP OPPORTUNITIES

Title Sponsors: 6, 00, 000 INR and above 

Diamond Sponsors: 5, 00, 000 INR and above

Gold Sponsors: 3, 00, 000 INR and above

Silver Sponsors: 1, 50, 000 INR and above

Bronze Sponsors: 75, 000 INR and above

Other Sponsors: 50, 000 INR and below

GNLU Buddy Scheme : A customised plan of sponsorship

## TITLE SPONSORS

The Title Sponsor for Pentagram 2017 will get the maximum visibility through the entire period of the fest.

- Name and logo of the sponsor will appear on all banners on campus.
- Name and logo of the sponsor will appear on the formal invite sent out to all colleges.
- The sponsor's logo will be put up on all the social media websites on which Pentagram and the SAC have a presence (Facebook, Twitter and Instagram).
- The sponsor can display banners in strategic locations, set up stalls and distribute their brochures.
- Announcements will be made during the course of the fest highlighting that the said sponsor is our title sponsor for the event.



## EVENT SPONSORS

The Event Sponsor may sponsor any of the following events organized during Pentagonam 2017:

- Comedy Night
- Theatre Night
- Concert Night
- All events organized by one of the 10 Clubs

The Event Sponsor will get maximum visibility during the event.

- Name and logo of the sponsor will appear on all banners on campus.
- Name and logo of the sponsor will appear on the formal invite sent out to all colleges.
- The sponsor's logo will be put up on all the social media websites on which Pentagonam and the SAC have a presence (Facebook, Twitter and Instagram).
- The sponsor can display banners, set up stalls and distribute their brochures at the venue of the event.

Announcements will be made during the course of the fest highlighting that the said sponsor is an event sponsor



## GNLU Buddy Scheme:

It is a customized plan specially made for the potential sponsors  
In this plan, the sponsorship slab shall be decided after a detailed negotiation with the potential sponsor.

During the discussion, the sponsor may put forth the terms and conditions of the sponsorship, which shall be duly regarded and subject to negotiation.

The sponsor shall be able to decide the sponsorship amount along with the general benefits associated with the sponsorship. Thus the potential sponsor may determine the benefits as option that they want to avail.



Benefits	Diamond Sponsors	Gold Sponsors	Silver Sponsors	Bronze Sponsors
Name and Logo on Main Banner and Stage Backdrop	✓	✓	✓	✓
Web links on social media websites	✓	✓	✓	✓
Sponsor's name on formal invite sent out to colleges	✓	✓	✓	✓
Sponsor can display banners on campus	✓	✓	✓	
Sponsor can set up stalls and distribute brochures	✓	✓		
Sponsor's logo on formal invite sent out to colleges	✓	✓		
Announcements during the fest	✓			

## OUR PREVIOUS ASSOCIATIONS



HYATT

Amul





Sponsorship Brochure

Pentagram

Gujarat National Law University

Anant Gupta +91 98119 98264

Kushagra Singh +91 99789 55157

EMAIL ID: sac@gnlu.ac.in

FACEBOOK : <https://www.facebook.com/gnlusac>

Bala gopal Menon +91 9601260991

Achyuth Ram +91 96010 27918