



KALYANI GOVERNMENT ENGINEERING COLLEGE



Espektro '17

-Redefining Festivity

The Techno - Management And Cultural Fest



Kalyani Government Engineering College (KGEC), Kalyani, West Bengal, India, offers undergraduate (B.Tech.) and postgraduate (M.Tech., M.C.A.) engineering degree courses under Maulana Abul Kalam Azad University of Technology (MAKAUT).

The institution is regulated, operated and sponsored by the State Government of West Bengal. KGEC is ranked 69 in all India rankings of Top 100 Engineering College in India in 2012.

As per survey conducted by The Telegraph, it is ranked 5th best engineering college in West Bengal which admits through WBJEE. But according to opening and closing ranks in WBJEE, it comes just after Jadavpur University. It has a strong faculty team with quality previous experience in reputed government technical institutions all over India.

About KGEC



ESPEKTRO is the Annual Techno-Management and Cultural festival of Kalyani Government Engineering College, held in March. The first edition of Espektro was held in 2006.

"Espektro" is a platform of youthful energy, showcasing intellectuality, creativity and the cultural treat. The technical, cultural and managerial spirits mingle to bring forth the fizz, frolic and festivity of this extravaganza. "Espektro" is a techno-management and cultural extravaganza spanning three days of high octane action. The three days of campus events from 9th to 11th of March includes especially technical events in the morning and to hold the night fever, we have a full platter of dance, dramatics and music competition.

Year after Year, "Espektro" promises to the perfect blend of talent, creativity, excellence and lots of fun. Set at a rocketing pace "Espektro '17" has left no stone unturned.

About **ESPEKTRO**

IN THIS ERA OF TECHNOLOGICAL ADVANCEMENT AND SPIRIT OF LEAPING FORWARD IN EVERY WAY, TECHTIX'17 TEAM HAS LEFT NO STONE UNTURNED TO PROVIDE YOU THE PLATFORM NEEDED TO UNLEASH YOUR TECHNICAL DEMON INSIDE.

TECHTIX'17 HAS A WIDE VARIETY OF EVENTS SO THAT EVERY STUDENT HAVE SOMETHING TO PARTICIPATE IN. GET READY TO HAVE THE MIND BENDING EXPERIENCE IN TECHTIX'17.

Techtix

EXOTICA IS THE ANNUAL CULTURAL FIESTA OF KGEC.

EXOTICA '17 IS FILLED WITH THE EXCITEMENT, AMUSEMENT AND GRANDEUR.

EXOTICA '17 HAS A FULL PLATTER OF DANCE, DRAMATICS, MUSIC COMPETITION AND NATIONAL ARTISTS FOR EDM NIGHTS.

"IT'S NOT JUST A FESTIVAL,
IT'S A CELEBRATION."

Exotica



ROBO SOCCER

MUSE THE MOOT

CODE DICTATOR

ROBO-T-RACER

BUG DEBUG

INQUISIMANIA

RUBIK'S RIDDLE

ROBO MAZE

MISSION IS POSSIBLE

C-CUZZ

SUDOKU MASTER

TECH TIX

COUNTER STRIKE

BEST OUT OF WASTE

CHECKMATE

FIFA

MATMATICOS

PAINT T

NFS MOST WANTED

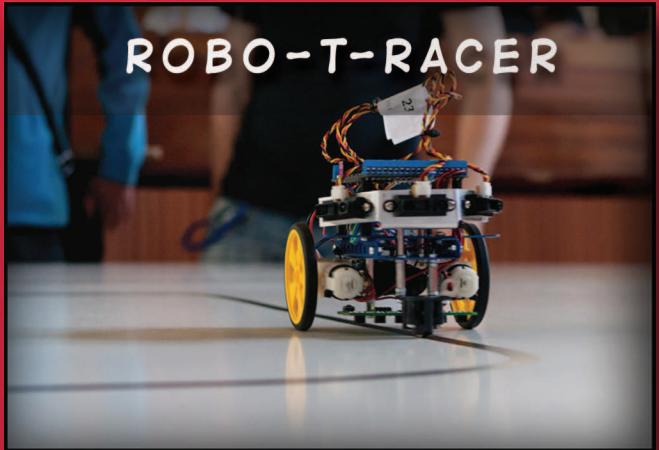
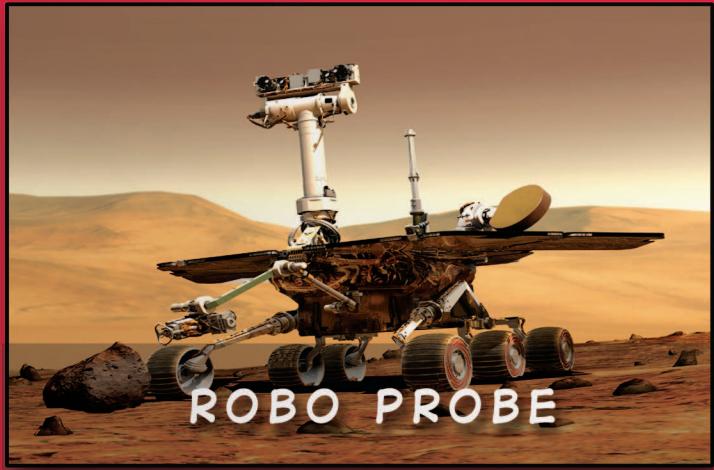
BRAIN-WARS

CIRCUIT - O - GENESIS

ROBO PROBE

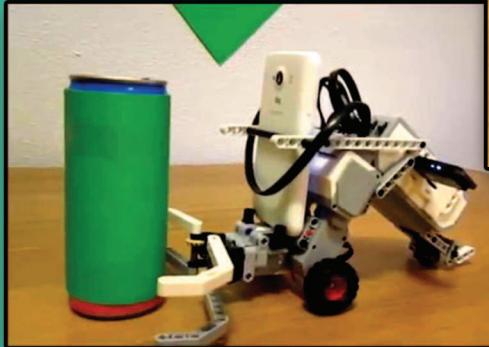
MAD ADS

Events till date

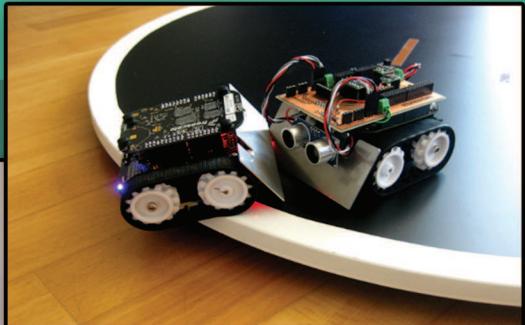


Autonomous Robotics

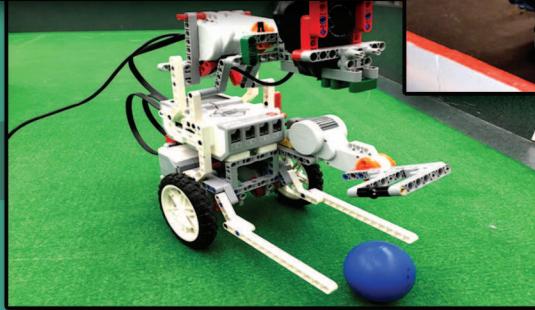
TURBOLENCE



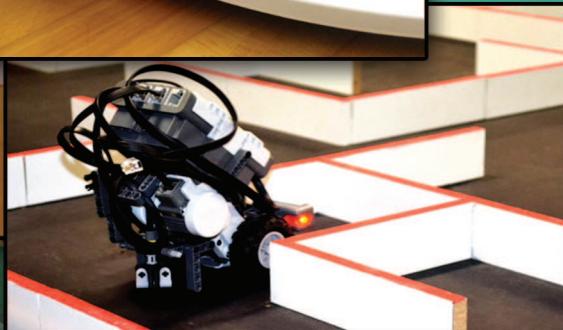
WRESTLE MANIA



ROBO SOCCER



ROBO MAZE



Manual Robotics



FIFA 11

NFS
MOST WANTED



NEED FOR SPEED
MOST WANTED



COUNTER STRIKE

COUNTER STRIKE
1.6

Gaming

CODE DICTATOR

*First Solve the problem,
then write the code!*

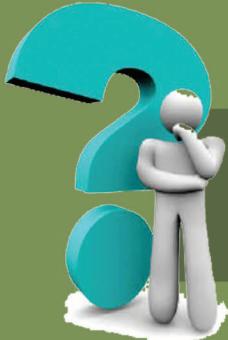
BUG DEBUG

*If Debugging is the process
of removing software bugs,
then programming must be
the process of putting them
in!*

C-BUZZ

*If you control the code,
you control the World!*

Coding



INQUISIMANIA

Knowledge is of no value unless you put it into practice



It is better to debate a question without settling it than to settle a question without debating it

MUSE THE MOOT

Quiz

MATMATICOS

It is magic until you understand it, and it is Maths thereafter



BRAIN WARS

*You have brains in your head
You have feet in your shoes
you can steer yourself
any direction you choose*

Mathematics



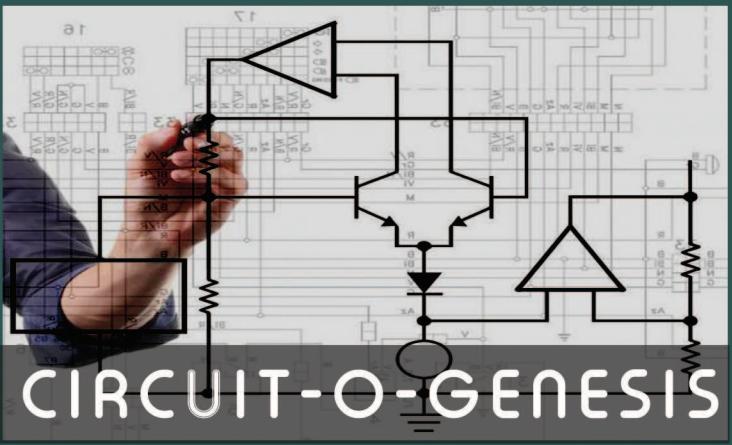
SUDOKU MASTER



CHECKMATE



RUBIK'S RIDDLE



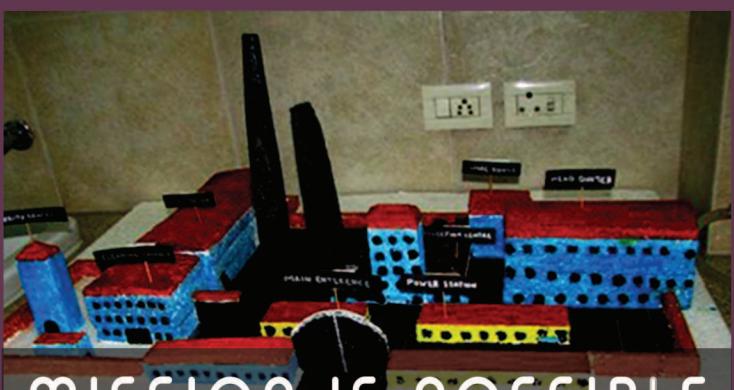
CIRCUIT-O-GENESIS



BEST OUT OF WASTE



MAD ADS



MISSION IS POSSIBLE



PAINT-T



TRANSCEND

A Journey from wannapreneur to Entrepreneur



The Business Quiz



UTKARSH

It is magic until you understand it, and it is Maths thereafter

Confluence

PRONITES

PAINT BALL

LA MODA

THESARUS

CINEMATRIX

BAND SLAM

Exotica

DEMOLITION RANCH

DIRECTOR'S CUT

PRONITES

PRATIBIMB

PAINT BALL

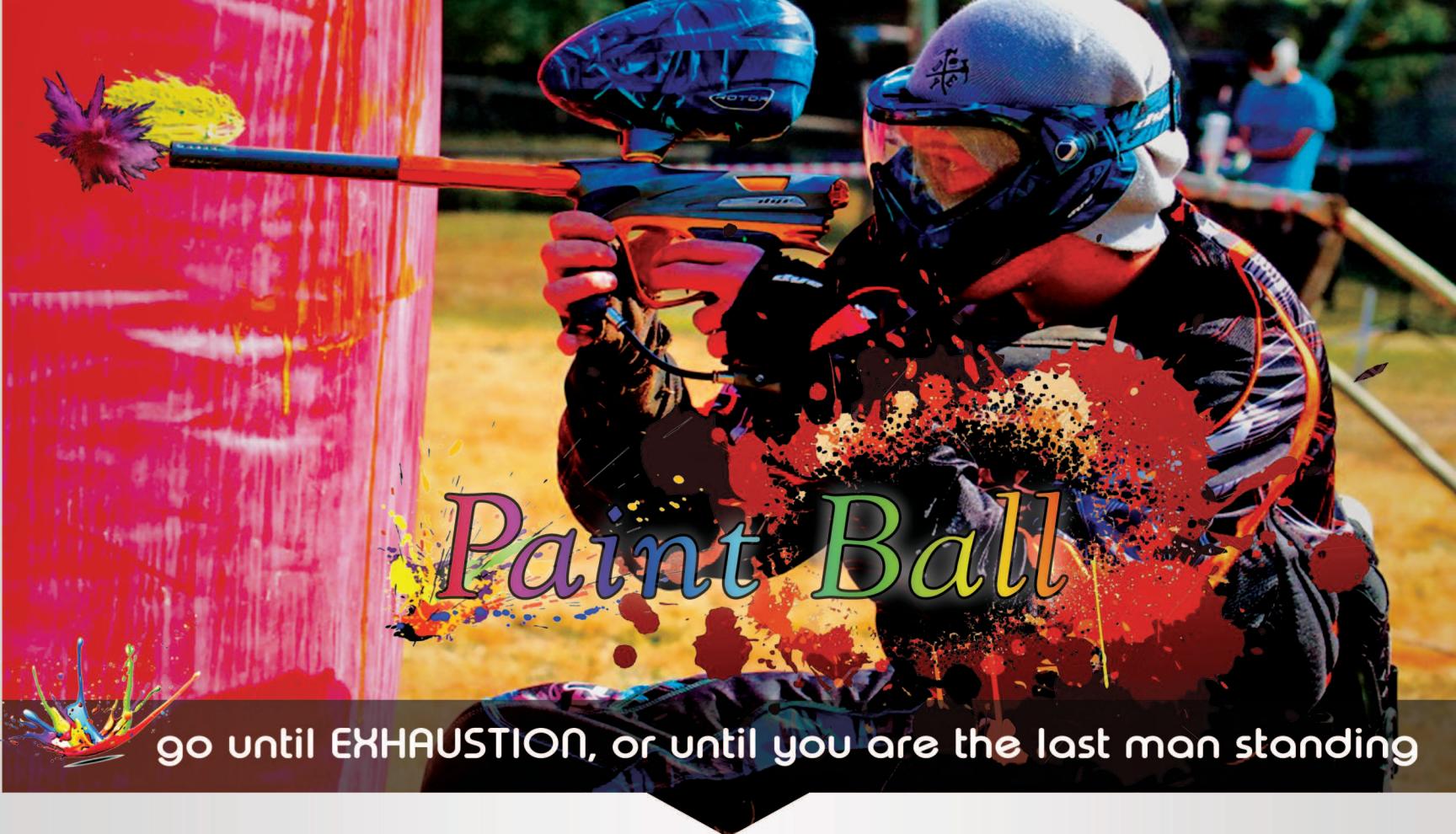
TOPSY TURVY

Events till date



La Moda

Fashion can be bought, Style one must possess...



Paint Ball

go until EXHAUSTION, or until you are the last man standing

PAINT BALL



Bandslam

There's no one to put the brakes on them ...



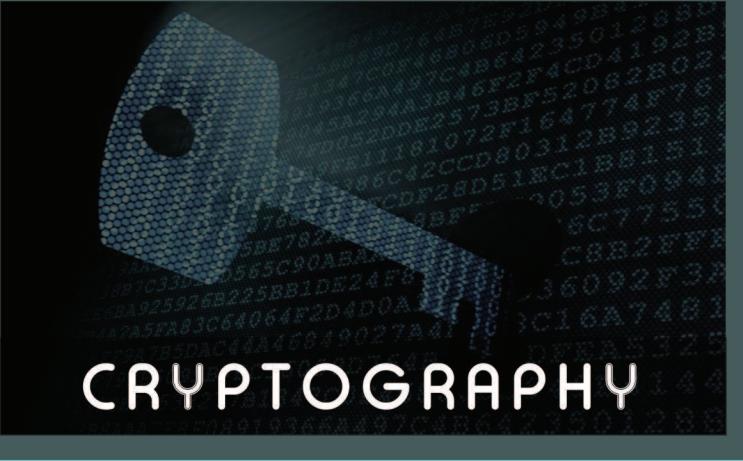
Camcorder

**dream
with
your
FEET**

TOPSY TURVY



THESARUS



CRYPTOGRAPHY



L o g i n





YOUTH MARATHON

a run to remember...

PRONITES

A photograph capturing a vibrant night concert. In the foreground, a male performer in a blue hoodie and jeans stands on stage, facing away from the camera towards the audience. He holds a microphone in his right hand. The stage is bathed in dramatic blue and orange lights. The background is filled with the silhouettes of a large crowd of spectators. Many audience members are holding up their smartphones, their screens glowing with various colors as they record or take pictures of the performance. The overall atmosphere is energetic and festive.

With artists from across the nation, over 2,000 music enthusiasts state of art ambience, the pro nights bring forth an unparalleled celebration of youth spirit to the heart of the city. Right from its onset, it has set a benchmark for itself, which it promises to surpass every subsequent year. Be it Classical, Headbang or Lamhe, one can only get so much, in short, raw unadulterated entertainment for one and all.

Previous Years' Artists



Arman Mallick



Akriti Kakkar



Falak Shabir



Gajendra Verma



Spunk



Indian Ocean



The local Train



Anupam Roy

Previous Years' Artists



Underground Authority



Bhumi Band



PotarMarudyan



Shilpa Rao



Indian Ocean



Somlata Acharyya



Anjan Dutta

This Year Expected Artists



Nakash Aziz



Sachin Jigar



Timir Biswas



Shirley Sethia



The Deepak Rathore Project



Chandrabindu



Lagori



CHRONIC XORN

why sponsor us?

- 3 Pronites
- 45+ Events
- 150+ Colleges
- 1200+ Participants
- 7000+ Footfall

‘ESPEKTRO’ is now a beaming milestone in festivity.

With an impressive plethora of events lined up in ESPEKTR0 '17, we provide our sponsors a great platform to brand itself in Kalyani as well as the entire student fraternity of India. We have had the privilege of association with some of the biggest names in the world and KGEC has always lived up to their expectations. It's our motive to develop a mutually beneficial relationships with the corporate houses in order to strengthen the inherent ties between technology and business.

A desirable financial support from your side will not only provide us with an affordable option but facilitate an initiative which should stimulate every student's intuitive, cognitive, social, emotional and physical developments. So Espektro is an ideal platform for companies to entrench their message of social outreach.

WHY SPONSOR US...?

- All promotional material (Posters, Hoarding, Banners, Standees, Pamphlets, Tots) will feature the logos of the sponsors.
- All advertisements of the ESPEKTR0 on our media partners would contain the logos of the sponsors.
- Banners containing the logos and the names of the sponsors would be put up at college premises and at strategic locations in Nadia district.
- Logos of the sponsors will be shown in a 12'X 10' LCD Screen in the main stage during the tenure of ESPEKTR0.
- As this is a fest cum reunion, 1000+ alumni who are working in various MNCs across the globe will be attending ESPEKTR0. Our sponsors will have exclusive opportunity to make business contacts with them during the networking session.
- Publicity event will be organized in Kolkata at a strategic location. The publicity event will include Flashmob, Nukkar etc.
- Our sponsors' logos will be printed in our college magazine, hardcopy of which will be distributed to each & everyone of 1600+ college students and our 1000+ alumni and also to minimum 3000+ other ESPEKTR0 participants.
- The website of ESPEKTR0 would contain the logos of sponsors along with a direct hyperlink to their website for a tenure of three years.

SPONSORS' BENEFITS

SPONSORSHIP LEVELS :

- Title Sponsor - 2,00,000/-
- Premium Sponsor - 1,20,000/-
- Strategic Sponsor - 1,00,000/-
- Pronite Sponsor - 80,000/-
- Major Sponsor - 60,000/-
- Marathon Sponsor - 40,000/-
- Food Sponsor - 35,000/-
- Broadcasting Sponsor - 25,000/-
- Event Sponsor - 20,000/-

OTHER METHODS OF ASSOCIATION :

- Media Partner
- Radio Partner
- Energy Partner
- Mall Partner
- Fashion Partner
- Gift Partner
- Hospitality Partner
- Snacks Partner
- Beverage Partner
- Light and Sound Partner
- SMS Pratner
- Webhost Partner

SPONSORSHIP LEVELS & ASSOCIATION

Title Sponsor

Presents

Espektro '17

Powered By

Driven By

Co-Sponsored By

In Association With

Strategic Sponsor

Techtix '17

Exotica '17

Pronite Sponsor

Pronite Sponsor

Pronite Sponsor

Major Sponsor

Presenting Partner

Overseas Partner

Marathon Sponsor

Food Sponsor

Broadcasting Sponsor

Event Sponsor

BRAND EXPOSURE

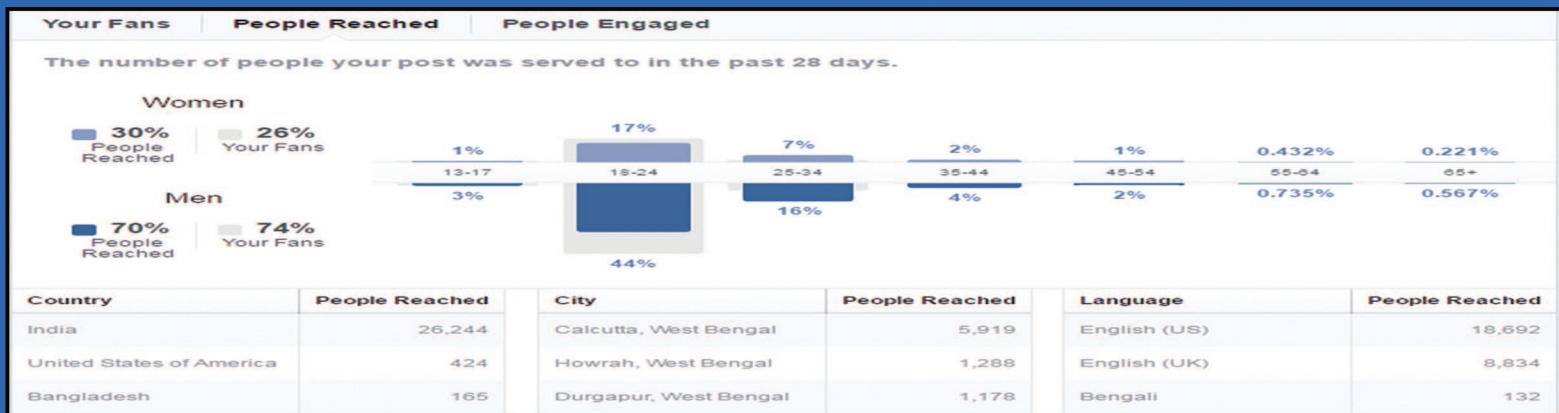
Branding Avenues

	Pronite	Major	Marathon	Food	Broadcasting	Event
Provision of "ABC company presents Espektro"						
Inclusion of logo in all print media communication	✓	✓	✓	✓	✓	✓
Provision of individual parallel sessions						
Inclusion of logo in all prominent place of venue		✓				
Inclusion of logo at some specific place in campus	✓	✓	✓	✓	✓	✓
Provision of a 6x6 ft stall at the fest ground						
Mention during the inauguration ceremony of the event	✓	✓				
Inclusion of the logo in Promotional video						
15% of the sponsorship amount will be used for the publicity of the sponsor						
Exclusive Banner (12' x 10')						
Inclusion of logo in college magazine	✓	✓	✓	✓	✓	✓

SPONSORS' OPPORTUNITIES

<i>Branding Avenues</i>	Pronite	Major	Marathon	Food	Broadcasting	Event
Inclusion of logo on event posters		✓		✓	✓	✓
Poster on vehicle	✓	✓				
Website and Sponsorship Brochure	✓	✓	✓	✓	✓	✓
Hyperlinked logo on the Espektro 2016 Website	✓	✓	✓	✓	✓	✓
Exclusive Promotion By star	✓					
Exclusive banners at Marathon			✓			
Mention in Thanks giving ceremony	✓	✓	✓	✓	✓	✓
Food				✓		
Branding in College Canteen						
Branding in Boys' common room & Girls' common room	✓	✓	✓	✓	✓	✓
Branding in Music Club	✓					

SPONSORS' OPPORTUNITIES



SOCIAL MEDIA COVERAGE



Hangouts



College Canteen



Hangouts



Hoarding Board



Branding Wall



Wall Poster



Branding Gate



Pillar Boards

Campus Branding



Previous Sponsors & Associates



MEMORIES TO CHERISH



Follow us on :



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