



भारतीय प्रौद्योगिकी संस्थान रुड़की  
Indian Institute of Technology Roorkee

# LIGHTNING YELLOW



# SANGRAM

Annual Sports Fest IIT Roorkee

19th-21st SEPTEMBER, 2025



# WHY ASSOCIATE WITH SANGRAM

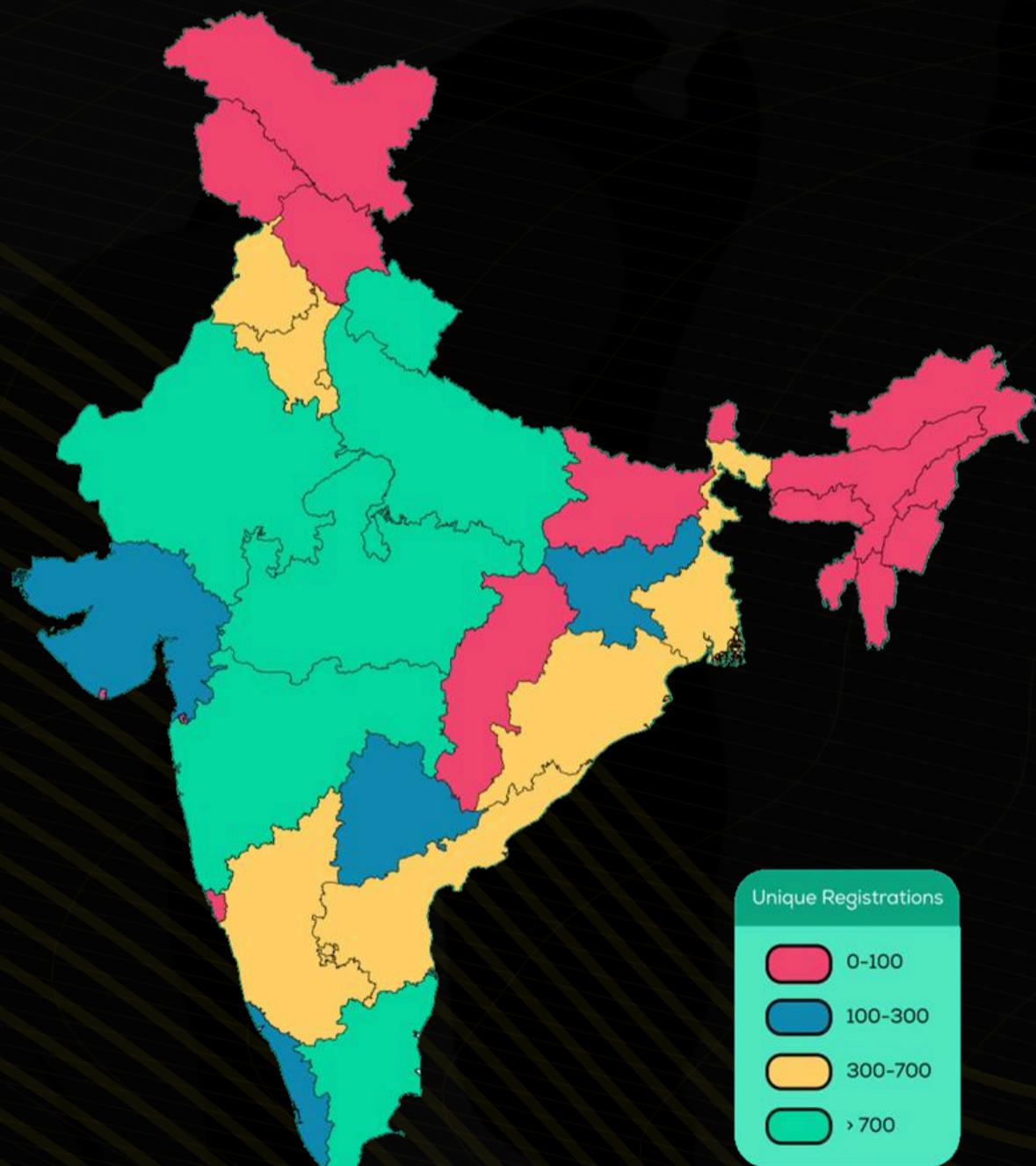
Sangram, the flagship three-day sports extravaganza of IIT Roorkee, is a dynamic celebration of athleticism and unity. Designed to foster a healthy, competitive environment, Sangram offers a platform for students to showcase their sporting talent before enthusiastic crowds from the nation's premier institutes, including IITs, NITs, and top government and private colleges. The festival is a spectacular convergence of diverse backgrounds, where students rally behind their teams, friends, and colleges, creating an electric atmosphere of support and camaraderie.

What sets Sangram apart is its ability to blend intense competition with a sense of belonging and fun. The event not only emphasizes the importance of sports in our lives but also brings people together, forging bonds and memories that last a lifetime. Beyond the main sporting events, Sangram features a range of casual activities such as sports quizzes and marathons, ensuring there's something for everyone to enjoy. It's not just about winning or losing—it's about participating, celebrating, and making the most of every moment. The true spirit and exuberance of Sangram can only be felt in person, leaving participants with unforgettable experiences and a renewed appreciation for the power of sports.



# OUTREACH

- 3,000 + footfall from 18 different states including all IITs, NITs, BITs, GFTIs.
- Achieved an Instagram following of over 1,700 students, representing colleges from across India.
- Engaged students from all participating colleges, achieving a record turnout of approximately 1,500 participants
- 2,00,000 heads to digital market and a prize pool of 1.5 lakhs





# DIRECTOR'S NOTE



I am delighted to extend a warm welcome to each and every one of you at IIT Roorkee during the Annual Sports Meet, Sangram. This is a celebration of the spirit of healthy competition, teamwork, and individual brilliance that characterizes our institute, not just an assembly of athletes.

At IIT Roorkee, we value each student's holistic development. Academic performance is important, but sports also teach values and life skills that are equally important. Sports instill in us traits like perseverance, self-control, and teamwork that are beneficial in many facets of life. I sincerely thank the Institute Sports Council, volunteers, and the organizing committee for their tireless work in making this event possible. I hope the best for each and every one of the participants.



Director  
Prof. K. K. Pant



# EVENTS



● ATHLETICS

● BADMINTON

● BASKETBALL

● CHESS

● CRICKET

● WEIGHT LIFTING

● SQUASH

● SWIMMING

● TABLE TENNIS

● TAEKWONDO

● FOOTBALL

● HOCKEY

● LAWN-TENNIS

● VOLLEYBALL

● POWER LIFTING

● BODYBUILDING

● WATER POLO

● SNOOKER

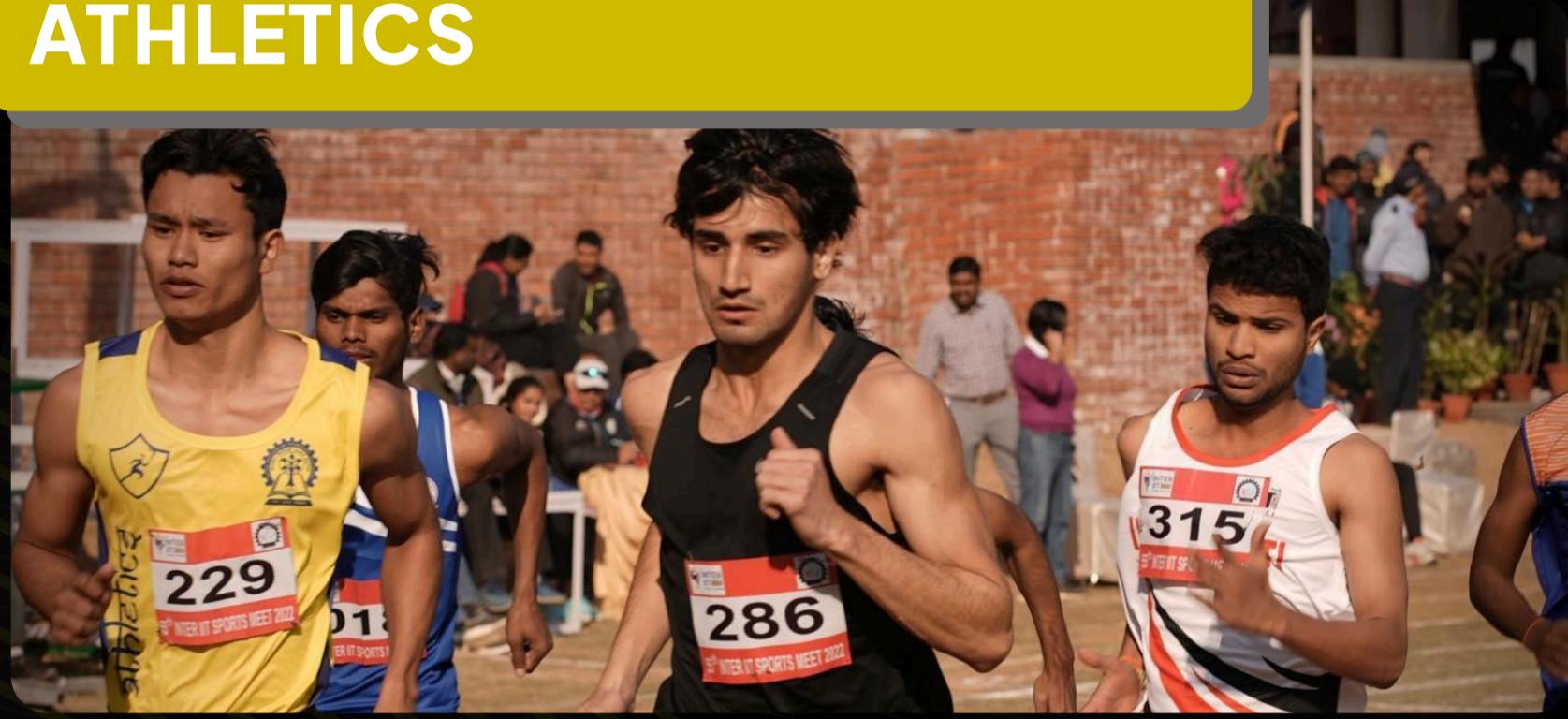


# GLIMPSES OF EVENTS

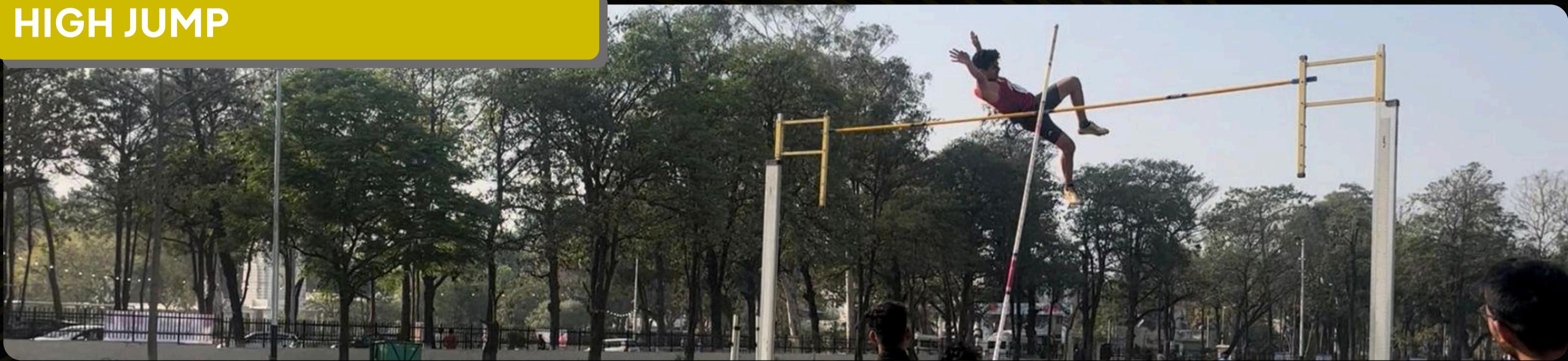
## WEIGHT LIFTING



## ATHLETICS



## HIGH JUMP





# GLIMPSES OF EVENTS

BODY BUILDING



TENNIS



CHESS





# GLIMPSES OF EVENTS

HOCKEY



BADMINTON

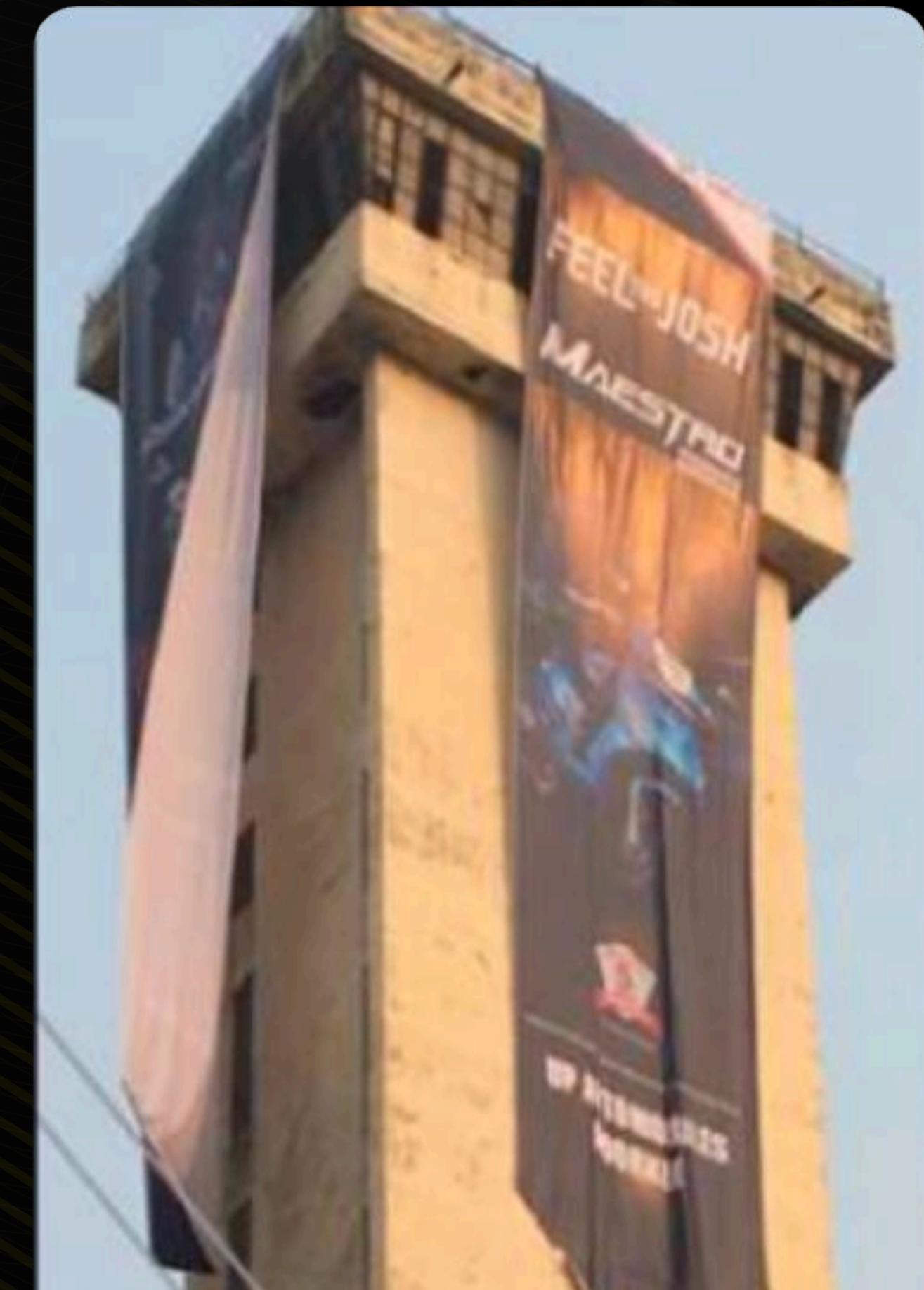


DISC THROW





# ON CAMPUS PUBLICITY

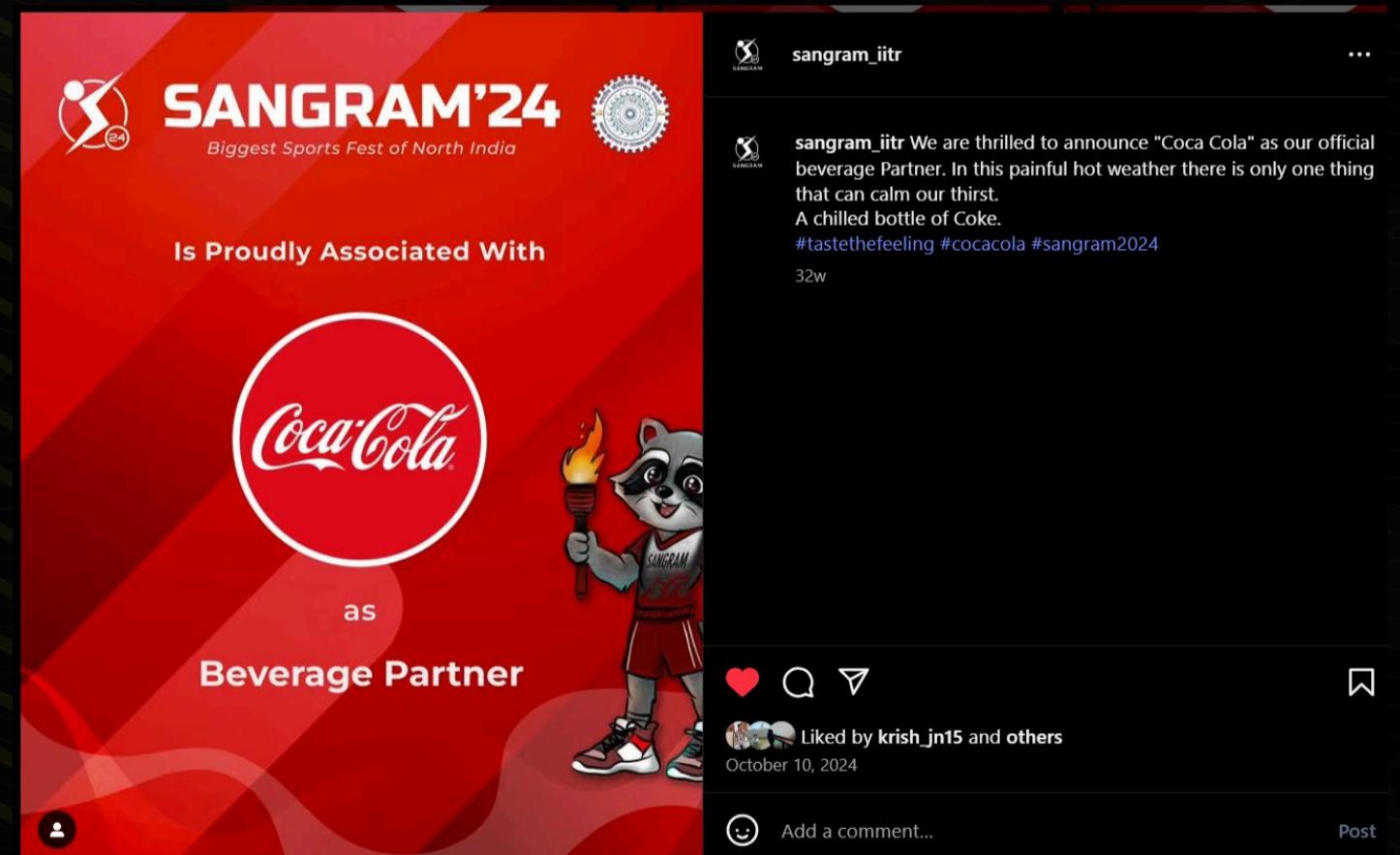




# SOCIAL MEDIA PUBLICITY

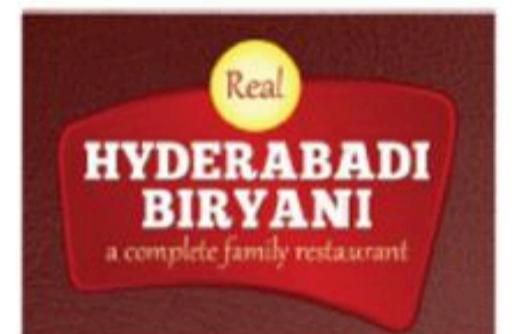


- Presence of Sponsor's logo on the posters of specific events released by our instagram handle
- Exclusive post for acknowledging our association with the Sponsor
- Facebook Pixel based targeting for our Sponsors





# PREVIOUS SPONSORS



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