

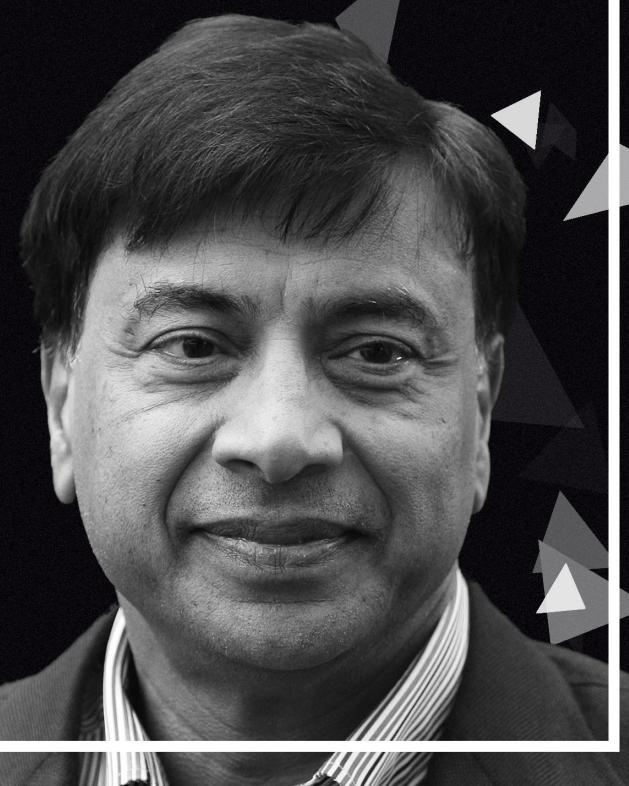


Vivacity 2020

MARKETING BROCHURE

ABOUT LNMIIT

LNMIIT was founded in 2002, as a joint effort between the Rajasthan state and the Lakshmi and Usha Mittal foundation's philanthropic initiative. With the emphasis on quality and rigorous in education, the Institute began its first academic session in July 2003 and was granted 'Deemed University' status by UGC in 2006, under De-Novo category. The 100-Acre green residential campus is located in a serene atmosphere on the outskirts of India's pink city, Jaipur. Till now 12 undergraduate batches have graduate batches have graduated from the institute. Currently, the total number of students on the roll is 2600+. LNMIIT is a fully resident institute where along with students nearly 80% of the Institute staffs and faculty reside in the Institute premises. The Institute believes in both providing technical prowess and ensuring holistic development of the students and with this aim, the Institute initiated celebration of different aspects of life of the students living here. Institute has made noticeable progress in all academic year, EDU-RAND recognised us under top 30 technical institutes and top 5 private institute in the country. Institute performance and 'A' grade is awarded to the institute for 5 years. Live interaction with the crowd is a catholic, spiritual kind of exchange, and it is intensified at a festival. 'Vivacity' has grown to be the best cultural festival of northern India. With events ranging from dance performances to EDM and folk music to rock, the festival has been rapturing souls since its inception.



ABOUT VIVACITY

Vivacity, in its existence is one of the most lively and animated jubilations that youth has ever experienced. This Cultural festival today has snowballed to a popularity of 45,000+ facebook followers, 2,00,000+ views on its YouTube channel; all of which can be attributed to the acuminous student committee that have piloted this fest in its odyssey so far. With the last year's triumphant theme of "A Surreal Symphony", Vivacity has entranced the interest of a motley crowd of more than 20,000 participants from various colleges all over the nation. Vivacity is a juxtaposition of several contentions of dance, music, dramatics, fashion and literature (of which Rad-drock, Razzmatazz, Vogue, Pronite are the major fascinations), with sundry informal fun events, authorized workshops, exhibitions and gaming challenges. The brimming talents who are judged by distinguished virtuoso via their way to win titanic prizes. The Jal Band, Euphoria, Mohit Chauhan, Javed Ali, Mohammed Irfan, DJ NYK, Raeth Band, Nikhil D'Souza, Hardy Sandhu, Ritviz, Zenith are some of those archetypes of music industry who have bedazzled the Pronites, enrapturing the vivacious crowd.

We the core committee behind Vivacity have accepted the baton of excellence and our first agenda is to extend a proud invitation to this *joie de vivre*. Come and be a part of this artistic masterpiece! Come and be a part of Vivacity 2019!

MUSIC

Music is perhaps the strongest uniting factor known to mankind because whoever you are, there is always that one haunting tune that makes you hold your breath, close your eyes and have a heart-to-heart with your soul. We, at Vivacity, believe in celebrating music in all its glory and in lieu of that we invite all the budding talents from all over the country to lay down a tune to touch hearts.





DRAMATICS

Well this is your kind of party. Let the tide of intriguing scripts, excellence on stage, color of emotions and the roar of youth wash over you and rattle your soul into an enchanted awakening in the much coveted On Stage events and power packed street plays.

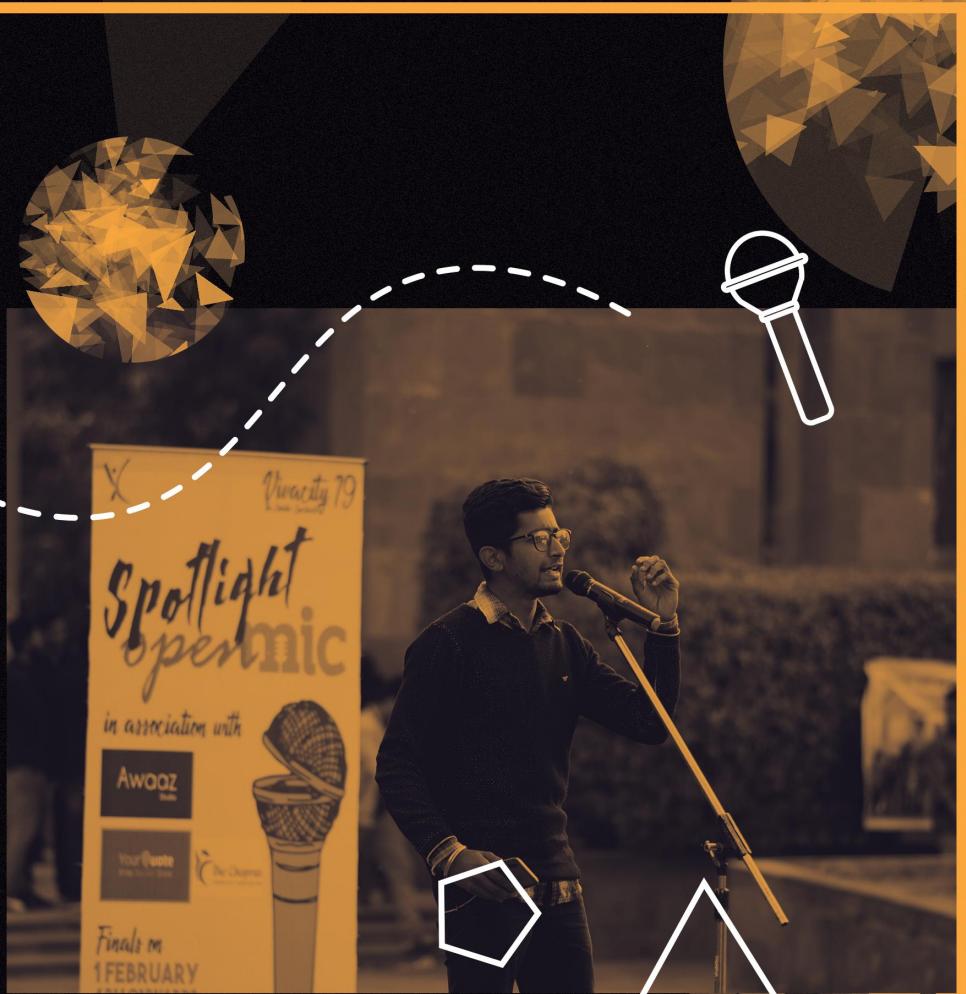
OPEN MIC

An evening full of poetry, music and comedy. Add to that, a cozy little space where you sit with like-minded individuals.

Count on refreshments which compliment the art all around.

Finish it off with a promise of a great time and memories of a lifetime. If this picture entices you and captures your heart,

Vivacity's open mic tickets are the way to start.





ART N CRAFT

Art is something which can move the innards of the soul just by its visual appeal. Carving a story out of paint on a canvas, laying down a basket of emotions without using any mainstream communication is the essence of art. If you believe you are a diamond in the rough, we will make you shine. Step into Vivacity and put on a work that screams in its silence and we promise you it will be seen.

RAZZMATAZZ

A provider of explosive shows, colour and bespoke choreography giving you a touch of dynamism. Armed with desirous talents, each group sets up fireworks of the best street hip-hop, contemporary and the free style gives the audience to witness a visual chef-d'oeuvre.





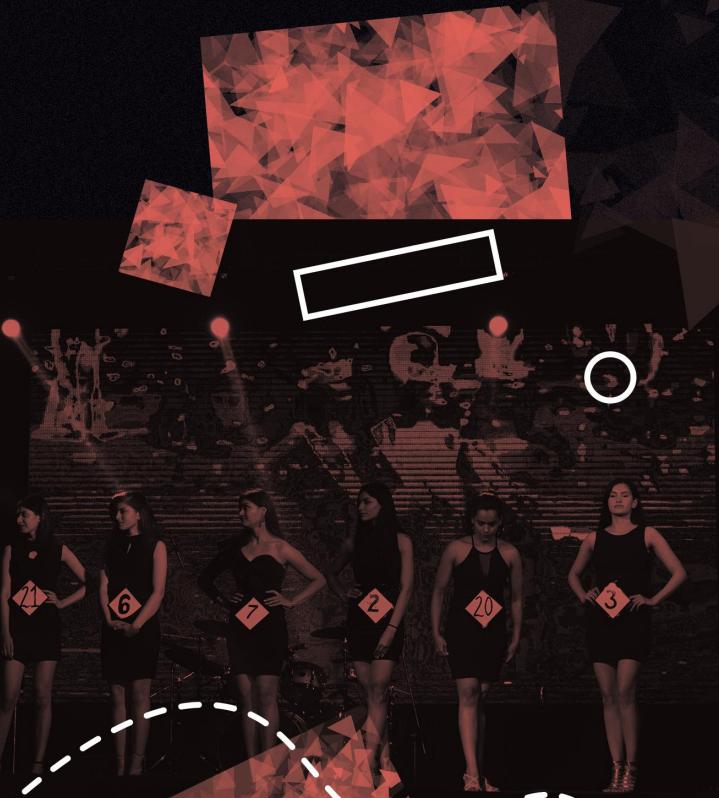
RADDRACK

When the heart thumps out of your body and your head banging with your nerves set on fire. Raddrack promises to give you adrenaline rush. The jam packed audience can't help but consume themselves to the intoxicating aura set by the crazy music beats.



VOGUE

A portrayal of growing fashion garnished up with the enigmatic culture. A pageant with a stunning style, crushing the legends and breaking off the periphery of design. You definitely need to tighten your boots to get a sligt blend of it.



CAMPUS PRINCESS

The beauty of her innocent smile The depths of those deep blue eyes and rich crimson shade of her full lips. A maiden whose beauty will you believe in the excellence of the creator. Vivacity brings to you such fabled beauties and fashionistas in search of the one in many who would have her date with destiny as she is crowned The Campus Princess.

FUN EVENTS

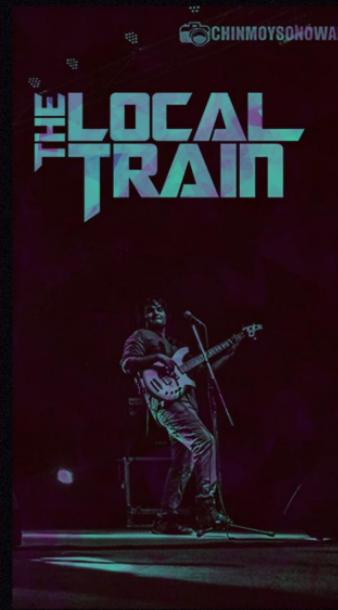
To give you a break from bliss and simplicity and a chance to escape in the realms of fun and fantasy, we meliorate the most joyous moments perfect. With a few drops of humour, mixing with some unspoken conversation, Vivacity brings you an entertaining combination of fun events such as Duologue, stand-up comedy and Box Cricket League to soak yourself in an environment full of excitement, cheers, and claps.



GAMING

A room full of bleary eyed, dishevelled, computer-toting young students ready to pit against each other in a place which is enhanced from the already present gaming atmosphere, such as adding black-light light bulbs and gaming paraphernalia and posters around the center. There ain't no party like a LAN party.





PRONITE



WHY SPONSOR US?

With an approximate audience of 20,000 people, Vivacity gives their sponsors a wide outreach to showcase their products and services. Vivacity has an exemplary record of giving significant return on investment to its sponsors. With high profile guests and organizations visiting the campus, it gives its sponsors an opportunity to build mutually beneficial relationships. We believe that sponsors are interested in multi-channel promotion and therefore we have multiple channels with considerable audience to take care of our sponsors. Some of the sponsorship medium includes

1. Advertising on website.
2. Advertising on mailing list.
3. Advertisement on institute's magazine Nth degree.
4. Advertisement on standees, backdrops, registration booklet, entry tickets, brochure, proposals, social media, print media and pre-fest and post-fest promotional videos
5. Advertisement through flashmob.
6. Advertisement during events.



SOCIAL INITIATIVES





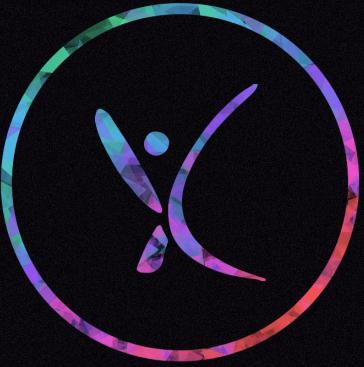
MEDIA COVERAGE



PAST SPONSORS







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