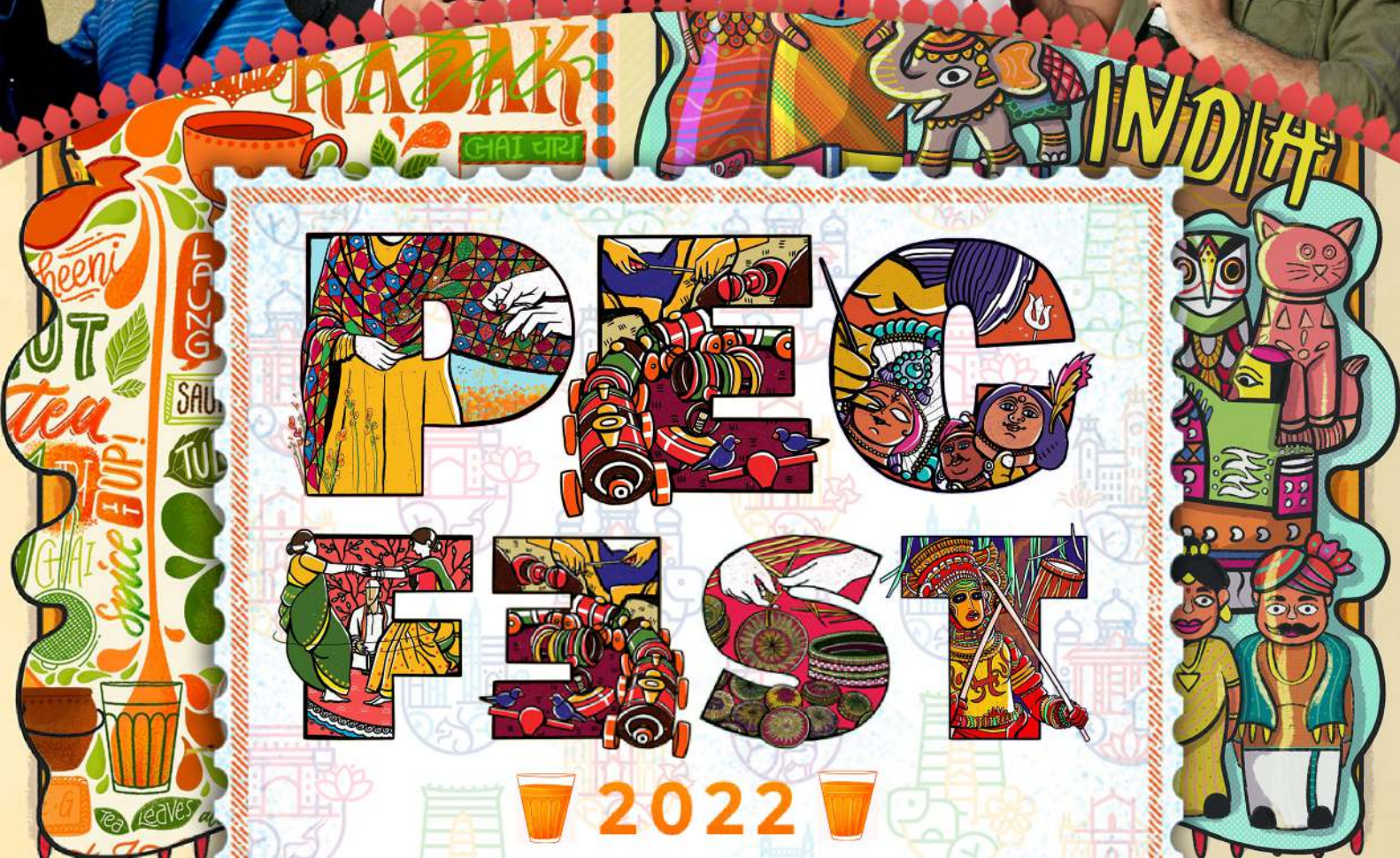
MARKETING BROCHURE

AN indian ODYSSEY



ABOUT US

PECFEST, a 3-day extravaganza, is the biggest annual techno-cultural festival in North India. It is a conflux of art, talent, technology, attraction, and fun intending to inseminate a culture of passion through various events.

What makes us unique is the glorious ideation of the legendary speakers to the thrilling night music concert of superstars, from witty standups to thought-provoking poetries, it has all for everyone. It fascinates a crowd of 50,000+ people from all over the country.

The dedication and passion of everyone working for this fest make it a sucess and hence have helped it emerge as a global cultural platform. Continuing its rich legacy of 100 years, this year we are back with setting the new standard of the stupendous fest.

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6,000+
APP INSTALLS

50,000+
FOOTFALL

51.9K
INSTAGRAM PAGE IMPRESSIONS

13,000+
YOUTUBE INSTALLS

8,000+
PARTICIPANTS

1,400+
YOUTUBE SUBSCRIBERS

43,000+
FACEBOOK FOLLOWERS

LIVE CONCERT

STAR
NIGHT

GLITTERATI

own the runway!
Fashion show competition

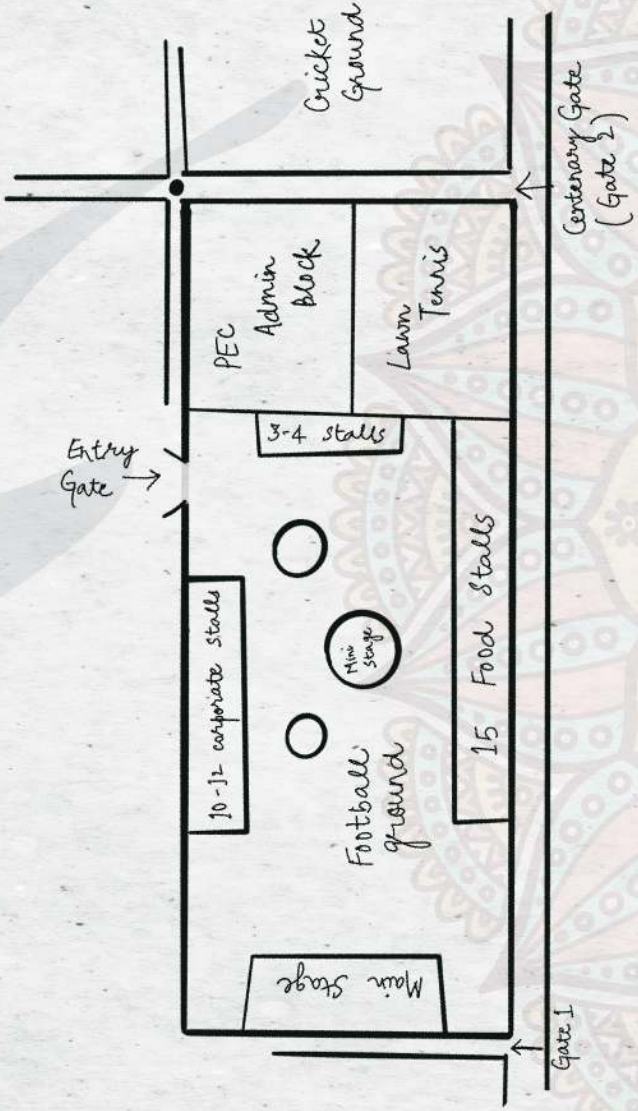
BHANGRA THEQUE

Unleash your inner Punjabi!
Bhangra competition

GROOVZ

Dance to the rhythm!
Group dance competition

PECFEST LAYOUT



TECHNICAL SESSIONS

WALTER LEWIN
FORMER PROFESSOR AT MIT

GAURAV SEN
TECH YOUTUBER

ANKUSH SINGLA
FOUNDER OF CODING NINJAS

ATUL MEHTA
SVP AT RAZORPAY

VIVEK ATRAY
MOTIVATIONAL SPEAKER

RIJUL ARORA
HUMAN TECHNOLOGY ADVOCATE

KUNAL NANDWANI
FOUNDER & CEO
UTRADE SOLUTIONS

SAMAR SINGLA
FOUNDER OF JUGNOO & JUNGLEWORKS

YUVRAJ TOMAR
FORBES 30U30, ENTREPRENEUR, FORRUNNER IN IOT & NOCODE

SUMRIT SHAHI
AUTHOR, SCREENWRITER, MOTIVATIONAL SPEAKER

ADHITYA IYER
SPEAKER, COLUMNIST, AUTHOR OF 'THE GREAT INDIAN OBSESSION'

KHUSHWANT SINGH
STATE INFORMATION COMMISSIONER-PUNJAB, BEST SELLING AUTHOR

NEHA JAIN
HUMAN TECHNOLOGY ADVOCATE

SATYAM KUSHWAHA
WING COMMANDER

GUEST SPEAKERS

YAHYA BOOTWALA
POET

GAURAV GUPTA
COMEDIAN

ZAKIR KHAN
COMEDIAN

RAHUL DUA
COMEDIAN

VAINKA
STORY TELLER

GURPREET GHUGGI
ACTOR & COMEDIAN

ABHISHEK UPMANYU
COMEDIAN

ARUN SINGH
DIGITAL CONTENT CREATOR

PARVINDEER SINGH
COMEDIAN

ROHIT SARAF
ACTOR

VISHAL TYAGI
COMEDIAN

GAGAN ARORA
ACTOR

CULTURAL EVENTS

PECFEST is all set for a grand cultural extravaganza bringing with it the perfect stage to showcase their talents.

Be it the stimulating street plays, the magical and alluring Glitterati to zest-filled Groovz, or the aesthetics of Bhangra Theque; these events never fail to spark excitement and interest in participants and audiences alike.

PECFEST 2022 promises to provide the moments you'll savour your whole life and give you an experience that is beyond compare.

STAND UP COMEDY

STREET PLAY

ROCKATHON

BHANGRA WARS

ROBO WARS

WORKSHOPS

AERO MODELLING

TECHNICAL EVENTS

Are you an artist, writing poetry in C++, creating masterpieces out of metal and wire? Do you have a vision, but lack a crowd?

PECFEST is here to provide you with the largest platform in North India to put forward your best ideas freely.

The technical societies of PEC host a cornucopia of events that test and reward your engineering skills and your vision and promote thinking out of the box as you compete in an atmosphere that allows you to grow beyond your own expectations.

HARDWARE HACKATHON

SPONSORSHIP ROLES

PECFEST annually lightens up the entire northern Indian region with its illuminance, glam and fireworks. Hosting a plethora of exciting events, and brilliant displays of creativity, topped off by captivating performances from the biggest stars of the nation- all this combined makes PECFEST the biggest techno-cultural fest in North India. It is this unparalleled attraction and commitment towards success that brings us collaborations with some of the largest brands like Monte Carlo in PECFEST 2021-22. Some other huge names include Tata Steel, Hero Cycles, DLF and many more. PECFEST delivers beyond anyone's and everyone's expectations.

PECFEST 2022

Punjab Engineering College (Deemed to be university) presents <Title Sponsor> PECFEST 2022 powered by <Powered Sponsor> Co-Sponsored by <Co-Sponsor>, in association with <Associate Sponsor 1> , <Associate Sponsor 2>.

INDIVIDUAL ROLES

<Event Title Sponsor> present Event in association with <Event Associate Sponsor>.

GENERAL SPONSORS

In addition we are open to startegising roles such as telecom partner, health partner, after video partner, education partner, travel partner, social initiative partner etc.

NEWS

DELIVERABLES

TITLE SPONSOR

The name of the sponsor will be inseparable from the fest's name as follows: <Title Sponsor> presents PECFEST 2022 powered by <sponsor> co sponsored by <co-sponsor> and in association with <print partner> <media partner and <radio partner>.

- Backdrop: The title sponsor would be given a logo on the flex backdrop on the main stage as mentioned above during all the events and night performances.
- Standees will be put up to highlight and display the sponsor name on the main stage.
- Welcome gate: A huge drop down from the top of the 3-storey institute building featuring the name of the title sponsor will be put up.
- A stall shall be provided at the venue to the title sponsor.
- Announcement of the names of the main sponsors by the comperers/show hosts at regular intervals throughout the day.
- Provision will be made to put banners in the college premises (if provided by the sponsors).
- Standees at the primary locations of the fest such as the main stage and main entrance.
- An extensive roadshow that includes a large college crowd will move throughout the city with your name highlighted.
- Internet publicity will be provided through the PECFEST website.
- VVIP Passes to mega show events

CO SPONSOR

The name of the sponsor will be inseparable from the fest name as follows: <title sponsor> presents PECFEST 2022 powered by <sponsor> co-sponsored by <co sponsor>.

- Backdrop: The sponsor would be given a logo on the flex backdrop on the main stage as mentioned above during all events and night performances.
- Standees will be put up to highlight and display the sponsor's name on the main stage.
- Dropdown: A huge dropdown from the top of a 3-storey building featuring the name of the sponsor will be put at the entrance of the fest area.
- Pamphlets and invitations to the fest to be sent to all the colleges and the popular joints across the Tricity.
- Paraphernalia will be done through appurtenance like pens, mugs, caps etc (provided by the sponsor).
- A stall shall be provided at the venue to the sponsor.
- Announcement of the names of the sponsor by the show hosts at regular intervals throughout the day.
- Provision will be made to put banners in the college premises (if provided by the sponsors).
- Standees at the primary locations of the fest such as the main stage and main entrances.
- Coverage through news and entertainment channels.
- Permission to conduct promotional events and customized contests during PECFEST.

POWERED BY

The fest name will be associated with your company. <Title sponsor> presents PECFEST 2022 powered by <sponsor> co-sponsored by <co sponsor>.

- Backdrop: The Sponsor would be given a logo on the flex backdrop of the main stage as mentioned above during all the events and the trans lights.
- Preference will be given to the company's logo in PECFEST commercials through newspapers, magazines and drop-down from a 3-story building on the campus.
- The stalls shall be provided at the venue and will also be given coverage through news and entertainment channels.
- Assistance will be provided to conduct promotional events or customized contests during the PECFEST by the firms(if they wish to conduct any).
- Standees will be set up throughout the technical events and at the primary locations of the fest such as the main stage and main entrance.
- Internet publicity will be provided via the PECFEST website and official social networking sites.
- Publicity will be provided during the roadshow via banners and posters on every vehicle.
- Branding will be provided through announcements by Emcees at regular intervals during the PECFEST.
- Delegates of the company will be provided with VVIP passes for the mega shows during the fest.

TECHNICAL SPONSOR

The sponsor's name would be analogous with all the technical events that take place during PECFEST.

- As mentioned above, the sponsor would be given a logo on the backdrop of the main stage.
- The title sponsor would have a stall embellished in a prime location.
- The chief locations of main stage and main entrance would be adorned with the sponsor's standees.
- Should the sponsor issue banners, banners would be put in the institute premises.
- The PECFEST website would be utilised to provide widespread publicity.

DETAILS

	TITLE SPONSOR INR 20 LAKHS*	POWERED BY SPONSOR INR 15 LAKHS*	CO SPONSOR INR 12 LAKHS*	DRIVEN BY SPONSOR INR 7.5 LAKHS*	TECHNICAL SPONSOR INR 6.5 LAKHS*	ASSOCIATE SPONSOR INR 5.5 LAKHS*
1. Logo on on main poster, banner and backdrop flex	✓	✓	✓	✓	✓	✓
2. Logo LED on the main stage	✓	✓	✓	✓	✓	✓
3. Logo on all promotional videos	✓	✓	–	–	–	–
4. Standees on main stage	✓	✓	✓	–	–	–
5. Welcome gate branding	✓	–	–	–	–	–
6. Logo on passes of PECFest	✓	✓	✓	✓	✓	✓
7. Permission to conduct promotional events	✓	✓	✓	–	–	–
8. Permission to conduct customized contests	✓	✓	✓	–	–	–
9. Permission to display product at strategic location	✓	✓	✓	✓	✓	✓
10. Access to the college database	✓	✓	✓	✓	✓	✓
11. Logo in PECFest ads in newspaper and magazines	✓	✓	✓	✓	✓	✓
12. Logo on opening page of PECFest website	✓	✓	–	–	–	–
13. Logo on official platforms social networking sites	✓	✓	✓	✓	✓	✓
14. Link to company's website on PECFest website	✓	✓	–	–	–	–
15. Advertisement through Projectors	✓	✓	✓	✓	✓	–
16. Coverage by Emcees at regular intervals	✓	✓	✓	✓	–	–
17. Coverage through news and entertainment channel	✓	✓	✓	✓	✓	✓
18. Bluetooth/wifi Advertisement inside the campus	✓	–	–	–	–	–
19. Logo on the dropdown from a 3-storey building	✓	✓	✓	✓	✓	✓
20. Publicity during roadshow	✓	✓	✓	✓	✓	✓
21. Interactions with students through seminars	✓	✓	✓	✓	✓	✓
22. Stall in the fest areas	✓	✓	✓	✓	✓	✓
23. Announcements by Emcees at regular intervals	✓	✓	✓	✓	–	–
24. Permission to put up promotional banners/posters	✓	✓	✓	✓	✓	✓
25. Standees in fest area	✓	✓	✓	✓	✓	✓
26. VVIP Passes	✓	✓	✓	✓	✓	–

*EXCLUSIVE OF GST

CSR CORPORATE SOCIAL RESPONSIBILITY

At PECFEST, we believe that Equality is the soul of liberty. Over the years, we have acknowledged society's changing needs - sustainable livelihoods, health and nutrition, environment, and education for all -with an enhanced emphasis on women's empowerment.

"Yat karma kurute tadabhisam padyate", meaning, as your deed is, so is your destiny. PECFEST is extremely dignified to have served some of the most persuasive change-makers, be it, Men against discrimination (MARD) curbing from the intellect of Farhan Akhtar or People for the ethical treatment of animals (PETA) a global manifestation.

“You know you are on the right path, doing the right when the power that’s out there as afraid of the change you are going to make...”

VISIBILITY TO SPONSORS

STALLS

FOOD STALLS

INR 50,000*

- 15X15 feet
- Basic infrastructure like electricity, table, chair etc.
- Online publicity

CORPORATE STALLS

INR 50,000*

- 10X10 feet
- Basic infrastructure like electricity, table, chair etc.
- Online publicity

PREVIOUS SPONSORS

VanHeusen POWER DRESSING
BOSTON FRIES
Doritos
Zapbuild empowering thoughts
SWIGGY
KWALITY WALL'S
KINGS XI PUNJAB
airtel
Tik Tok
BMW
MTV MUSIC TELEVISION
BRITISH COUNCIL
ICICI Bank
INDIAN TERRAIN
RELAXO

PREVIOUS SPONSORS

pepsi

swaraj mazda

TATA STEEL

JK Cement LTD.

FEVICOL

The London Shakes

MONTE CARLO

verka
Phulo Phalo. Pure Khao Piyo.

hungama

JSL
PT JINDAL STAINLESS

DECATHLON

BP

MARUTI SUZUKI COLORS OF YOUTH ON CAMPUS

AIR

Godrej

GIONEE

hp

DLF

asianpaints

NEROLAC
HEALTHY HOME PAINTS

intel

LG

droom

Domino's Pizza

HERO CYCLES

maya GARDEN GROUP

H&M

DELTRON

paytm

PECFEST 2022

DR. BALDEV SETIA
DIRECTOR

DR. D.R.PRAJAPATI
CHAIRMAN

DR. SARABJIT SINGH
ORGANIZING SECRETARY

DR. C.S. JAWALKAR
ORGANIZING SECRETARY

DR. PUNEET CHAWLA
ORGANIZING SECRETARY

YUVRAJ DEOL
CONVENER
(81465-39939)

NAMAN CHEETU
CO-CONVENER
(94178-26900)

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