



Bharati Vidyapeeth

(DEEMED TO BE UNIVERSITY)



COLLEGE OF ENGINEERING, PUNE



malang

MARKETING

brochure

for

BV(DU)COEP'S

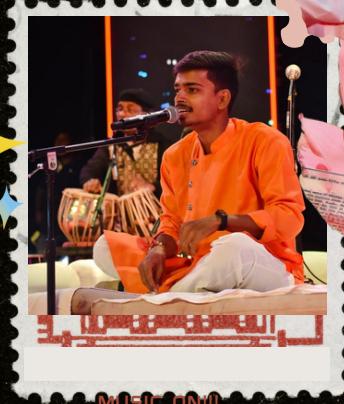
BHARTIYAM

2026

OVERVIEW

OF *Bharatiyam 2026*

- Over **4,000 attendees** are expected, including students from all **29 constituent colleges** of Bharati Vidyapeeth, Pune.
- Organized by various technical associations, cultural clubs, and technical clubs of the university
- Features an exhilarating hackathon to foster innovation and problem-solving.
- A cutting-edge research conference showcasing groundbreaking academic and technological work.
- A vibrant fashion show celebrating creativity and style.
- An auto expo displaying the latest in automotive technology and innovations
- A **Cultural Night** filled with music, dance, and performances that highlight India's diverse traditions.
- The grand live concert (Bharatiyam Pronite) features performances by renowned artists for an unforgettable experience.



ABOUT

Malang



- Founded in 2017 by Pratyush Das, Malang is the **official Arts & Photography Club** of BVCOE.
- Has grown into one of BVCOE's most trusted and influential creative clubs over the last eight years.
- Dedicated to visual arts, photography, design, and creative expression.
- Manages creative direction, branding, photography, videography, and graphic design for major college events.
- Plays a major role in shaping the visual identity of Fashion Euphoria and Rangotsav.
- Powered by a **65+ member team**, including photographers, designers, videographers, editors, and artists.
- Known for producing professional-quality content and high-level creative execution.
- Conducts inter-college and intra-college competitions, art exhibitions, and creative campaigns.
- Organizes workshops and events that attract hundreds of student participants annually.
- Serves as a dynamic platform for young artists to learn, collaborate, and showcase their talent.



FASHION

Euphoria



- Fashion Euphoria is a flagship fashion showcase organized by Malang, BVCOE's Art & Photography Club.
- The event celebrates creative expression, contemporary fashion, and thematic visual storytelling.
- It features well-curated runway sequences, original designs, and coordinated stage presentations.
- Showcases the modeling, design, and styling capabilities of BVCOE's talented students.
- Attracts inter-college participation from reputed Pune institutes with **200+ participants**.
- Provides a competitive platform that encourages innovation in fashion and performance.
- Engages a large and energetic audience, enhancing the event's impact and visibility.
- Offers valuable branding and promotional opportunities for fashion, lifestyle, and creative brands.
- Stands as a signature annual event, known for its professional execution, vibrant ambience, and strong creative direction.



WHY Sponsor Us?



- With participants from Bharati Vidyapeeth College of Engineering and colleges across Pune, Fashion Euphoria 2025 ensures maximum exposure for your brand.
- Reach an audience of over **4,000 attendees**, including students, faculty, influencers, and fashion enthusiasts.
- Interact directly with a vibrant community of young, dynamic, and **creative minds aged 18-25**.
- Showcase your products or services to a highly engaged crowd, ensuring greater brand recall.

→ Enjoy exclusive branding through

- Event banners and backdrops.
- Social media campaigns reaching thousands of followers.
- Logo placement on event merchandise and certificates.
- A dedicated space in the event brochure and flyers.
- Logo placement in the annual college magazine.



→ Our Previous Partners

- Reputed institutes in beauty and cosmetology, **Lakmé Academy and VLCC**, partnered with Fashion Euphoria.
- They provided professional makeup and styling services to all participants and faculty.
- Their expertise added a polished and high-quality aesthetic to the event.
- The collaboration elevated the overall experience and presentation of the show.
- Their involvement reflected the trust that well-established industry institutions place in our platform.
- The partnership strengthened the event's professional appeal and credibility.



BENIFITS

TO
sponsors

Deliverables	Powered By	Co-Powered By	Clothing Partner	Make-up Partner
Banner	2 Long(15x6 ft), 2 Side(8x5 ft) 1 Wall(10x12 ft)	1 Long(17x6 ft), 2 Standard (6x3 ft)	1 Long(17x6 ft), 2 Standard (6x3 ft)	1 Long(17x6 ft), 2 Standard (6x3 ft)
Advertisement Video	✓ (Three)			
Screen Display	✓ (5 Times)	✓ (3 Times)	✓ (2 Times)	✓ (2 Times)
Google Reviews	500+	300+	200+	200+
Logo on Bharatiyam Banner	✓	✓	✓	✓
Logo on College Magazine	✓	✓	✓	✓
Certificates and Felicitation	✓	✓	✓	✓
Logo & reel on social media	✓	✓	✓	✓
Logo on Our Website	✓	✓	✓	✓

Contact Information

For any questions or clarifications, please reach out to the following:

Prasun Ratan
+91 9518957084

Priya Ranjan
+91 9608631822

Tejas Gupta
+91 8279843949



Our Email ID:
malangbvp@gmail.com