



DIRECTORATE OF  
STUDENTS' WELFARE



PRESENTS

# anugonj

2026

SPONSORSHIP BROCHURE

GURU GOBIND SINGH INDRAAPRASTHA UNIVERSITY, SEC-16 C, DWARKA, NEW DELHI

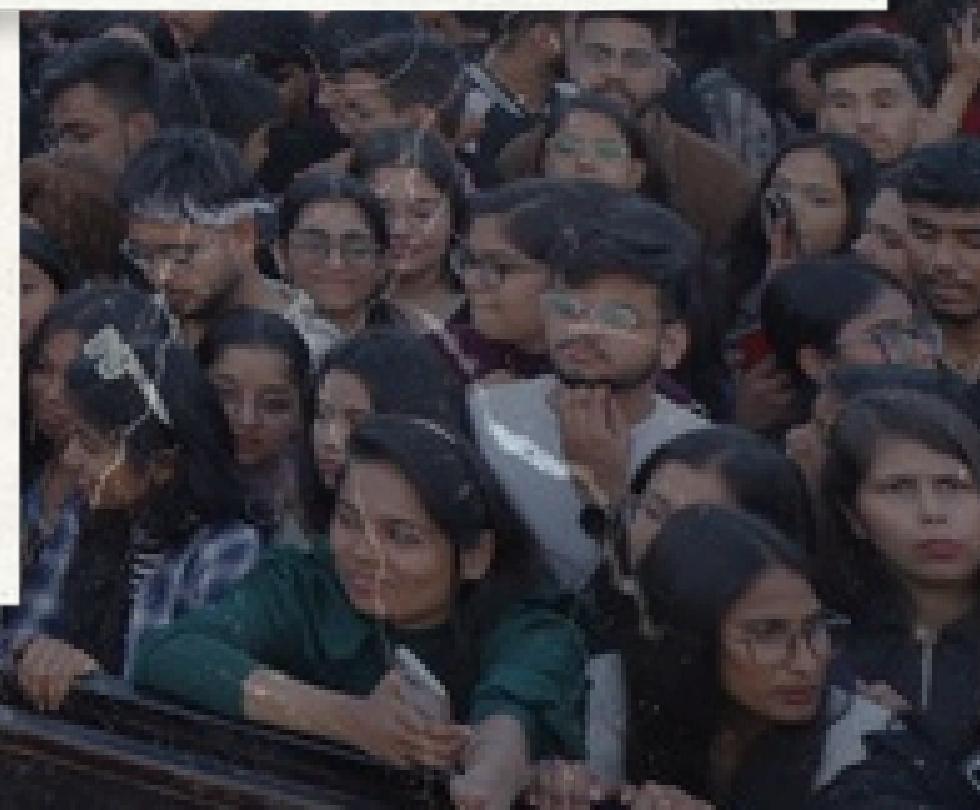
# ABOUT US

Guru Gobind Singh Indraprastha University, New Delhi, is a State Public University in Delhi affiliating and teaching in over 111 colleges and aims to facilitate and promote studies, research and extension work in emerging areas of higher education, having two operational campuses in West (dwarka) and East Delhi (Surajmal Vihar) and an upcoming campus in North Delhi (Narela).

The University has 17+ University Schools of Studies and 120+ affiliated institutions with focus on professional education in the disciplines of engineering, technology, architecture, management, law, medicine, pharmacy, physiotherapy, nursing, education, journalism and mass communication, etc.



# CAMPUS LIFE



*ggsipu's annual cultural fest*

# ANUGOONJ BRINGS ALONG



**2,00,000+**

Footfall

**5,000+**

Participants

**150+**

Institutions

**30+**

Competitions



Anugonj 2025

# SUNANDA SHARMA

*star night 25*

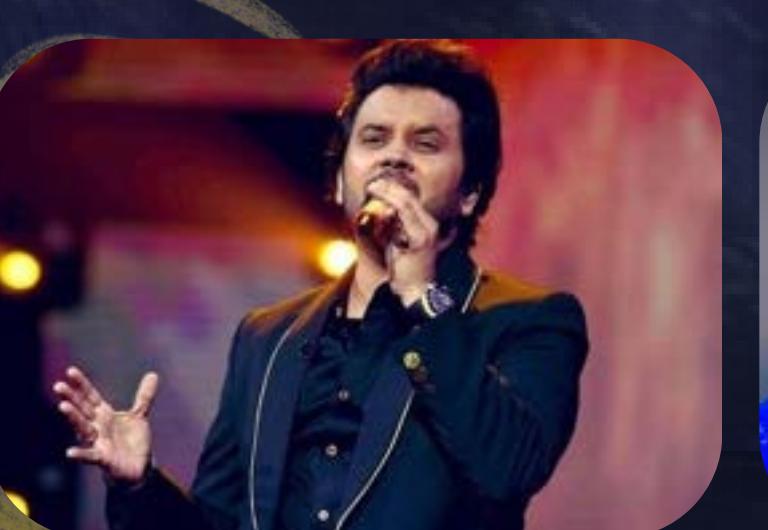


# TRAPPERX

*edm night '25*



# FROM THE ANUGOONJ ARCHIVES



A person wearing a pink t-shirt is standing in front of a large black banner. The banner features the text "an Malik" in large white letters at the top, and "She is down" in large white letters below it. The person is smiling and giving a thumbs up with their right hand. The background is dark, making the white text and pink shirt stand out.

# LA EVIDENCIA QUE NO VIENTA EN CARTAS

The singer rocked Anugonj, Guru Gobind Singh Indraprastha University's fest

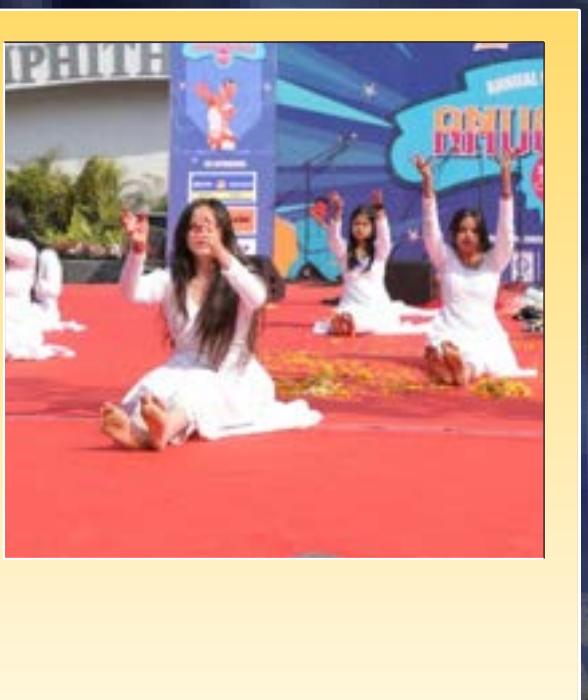
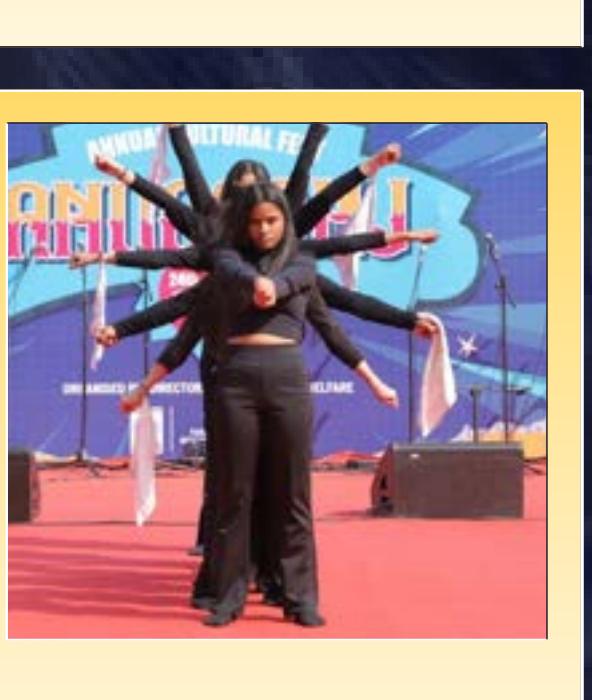
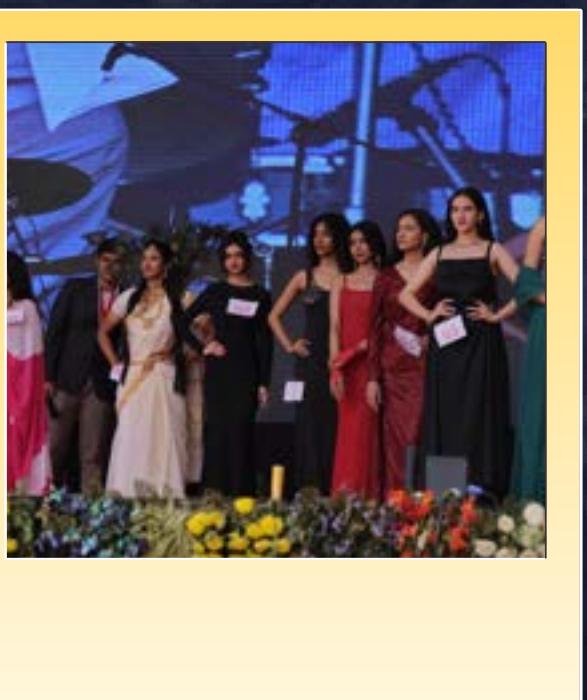
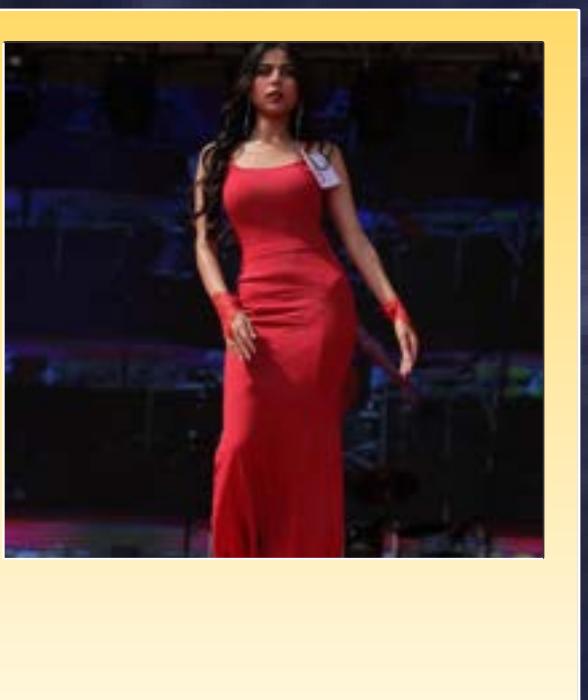
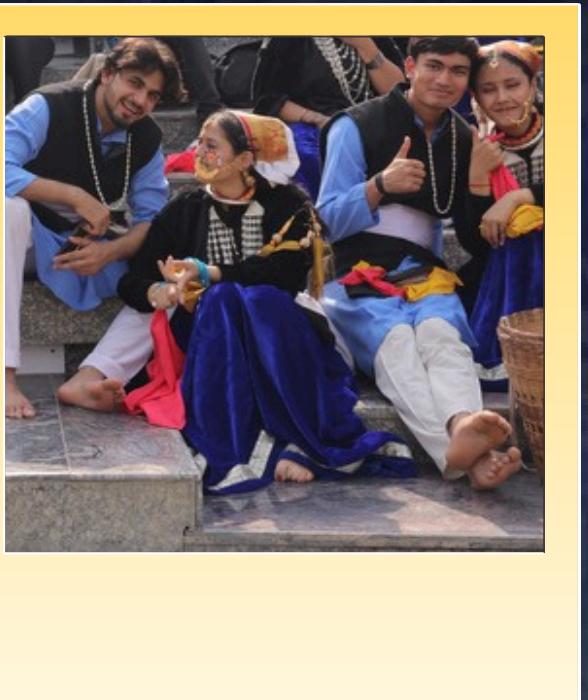
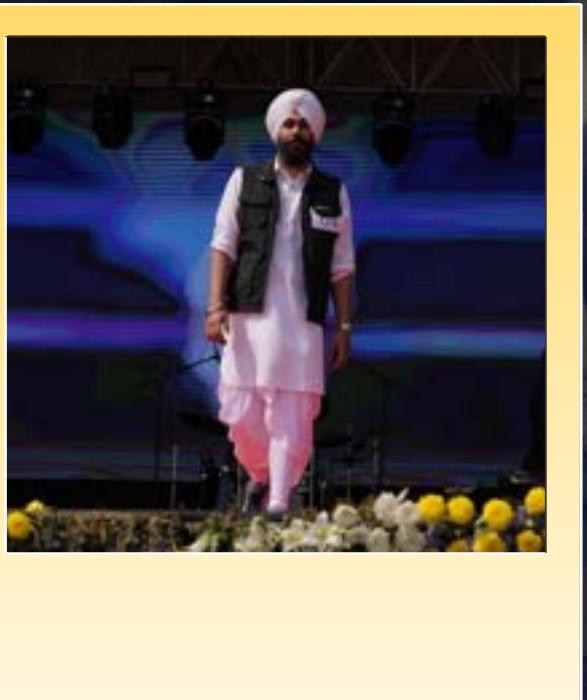
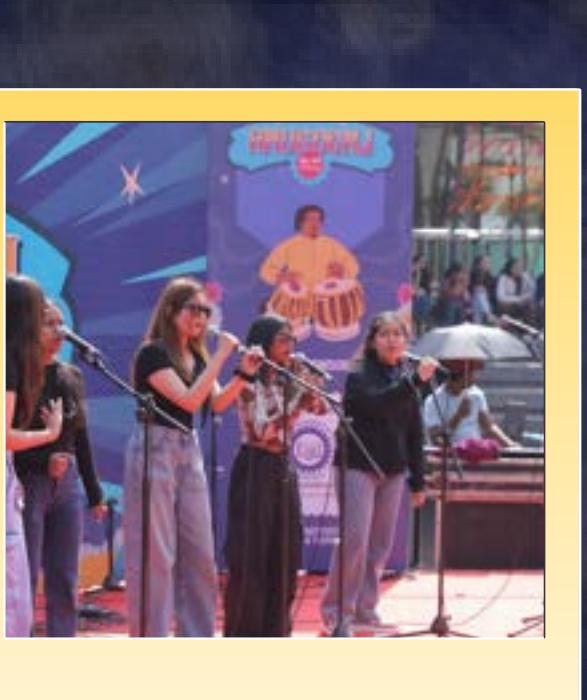
HT CITY

# Guru Gobind Singh Indraprastha University ‘house party’ will

**Singer KK charmed  
Delhi students, as  
he performed at  
the fest of  
2018.**



# GLIMPSES FROM ANUGOONJ'25



# PREVIOUS PROUD PARTNERS





# BRANDING OPPORTUNITIES AT ANUGOONJ

# CREATIVE BRANDING



## Standees

Provision for standees at all the key locations throughout the campus entire duration of the festival



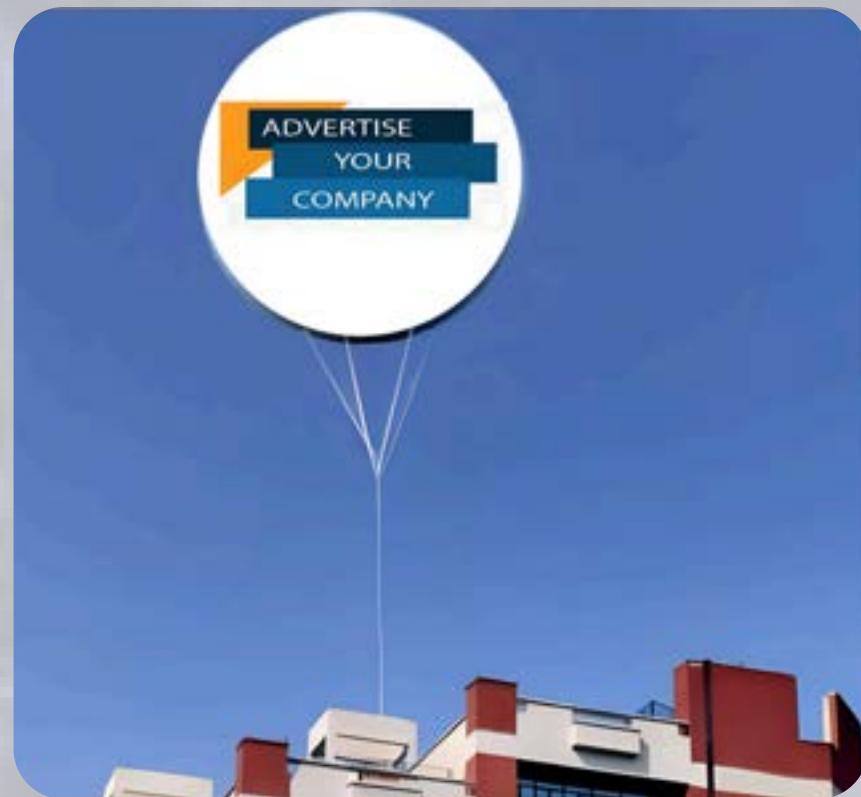
## Banners

Strategic placement of your Company's banners within the campus premises during the festival for widespread branding



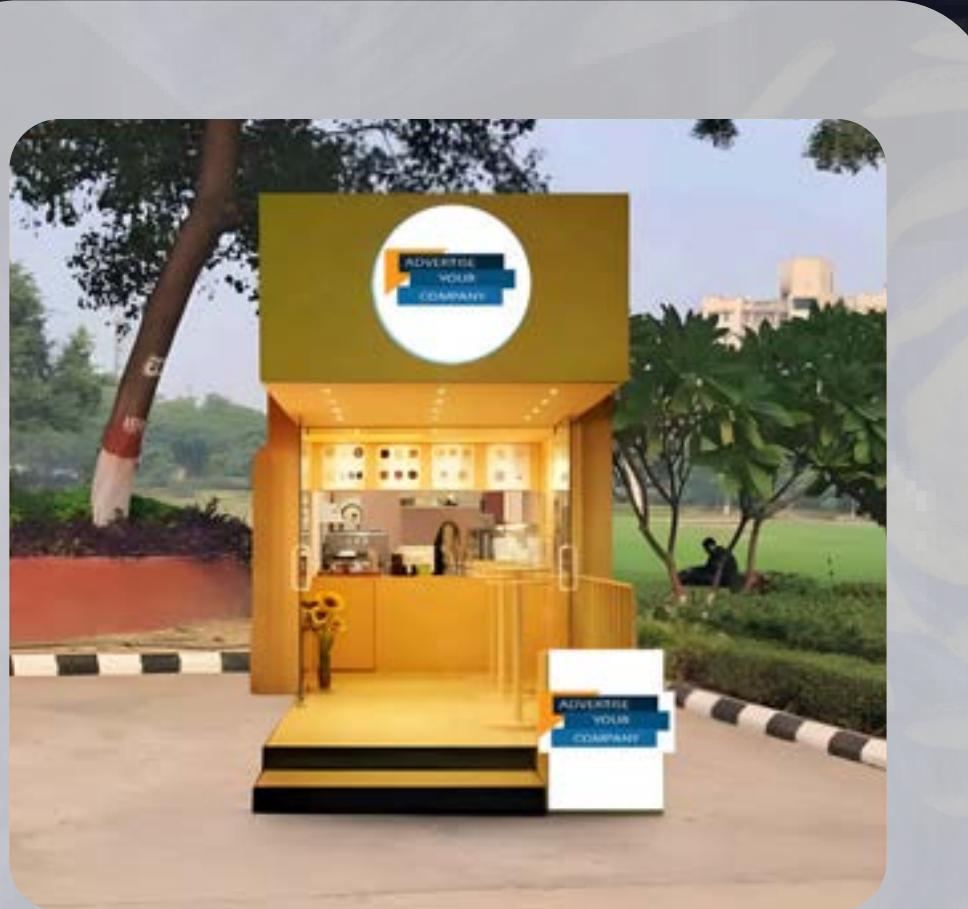
## 3-D Gates

3-D gates with exclusive branding of your Company at main entrance to all major assembly points in the campus



## Air Balloon

Installation and operation of hot air balloon services by your company for Anugonj, including safety compliance.



## Kiosk

Space allotted at a prime location to set up exclusive Schmooze kiosk



## Workshops and Seminars

Opportunity to conduct seminars and workshops by the Company in the Auditoriums



## Vending Machine

Provision to setup your Company vending machines at various strategic position like OAT, Concert ground, etc



## Flex & Banners

Design, installation, and display of flex and banners of your company during Anugonj.



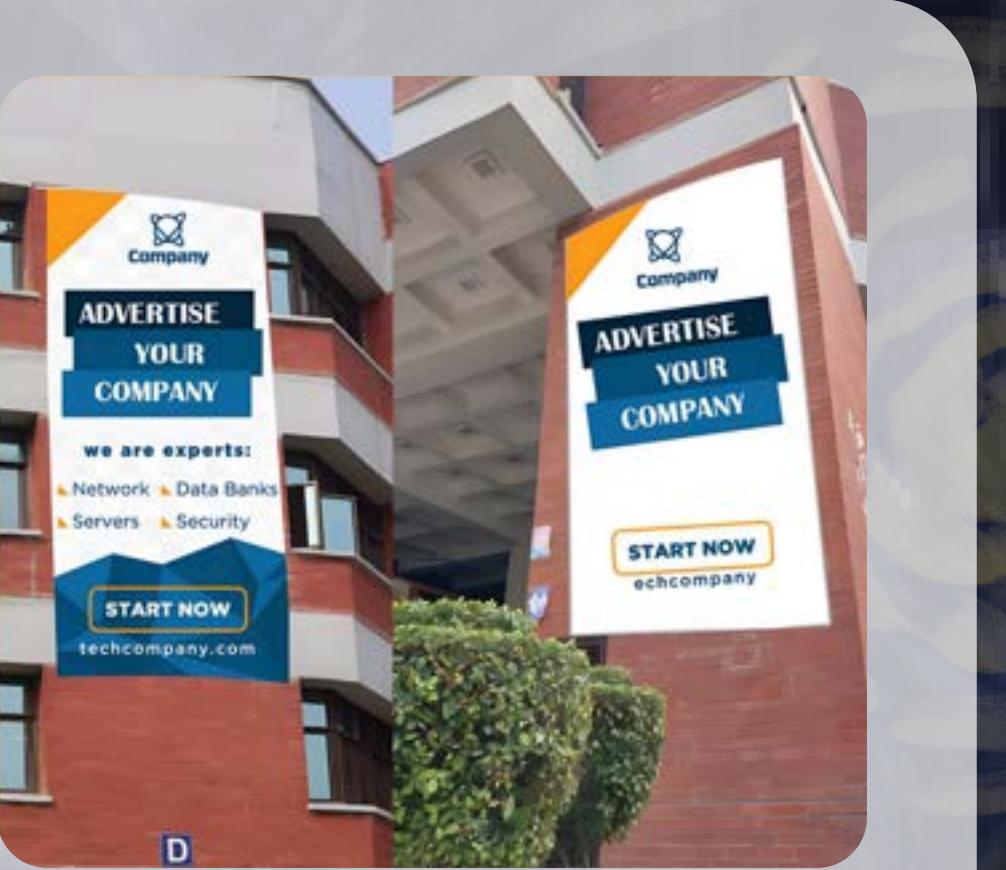
## Standees

Provision for standees at all the key locations throughout the campus for the entire duration of the festival



## Main Gate Branding

Provision to create posters and banners at the University Main Entrance to create crowd engagement



## Hostel Branding

Implement focused Branding in Hostel through the use of door stickers, pamphlets and drop down banners



## OAT Steps

Display ads on the steps of Open Air Theatre (OAT) as well as pillars around to be used for creative branding



## VIP Box

Special raised platform to be setup near concert ground and the platform to be named as "Company VIP Box"



## Merchandise

All volunteers/on- ground staff will wear the Company merchandise

# SPONSORSHIP TIERS

## Benefits

Company logo and title displayed on main and side stage side panels

Logo and title prominently featured on Anugonj banners and posters.

Banners and standees

Stalls (10 ft x 10 ft) for publicity

Coverage in the official newsletter (50k+ readership)

Shout Out & Extensive advertisement on the main stage digital screen

## Title Platinum Gold



50

25

15

03

02

01



# SPONSORSHIP TIERS

## Benefits

Shout out during events

Social Media shout out

Helium Balloons for promotional activities

Laser light show during the event using the colours of the company logo

Confetti shower based on the colour scheme of the company logo

Title      Platinum      Gold



# TITLE SPONSOR

INR 21,00,000/-

- The company logo and title on the **Main Stage and Second Stage**
- The logo and title of the company will be **printed on all banners, posters and newsletter**
- **3 STALLS** (10 ft x 10 ft) with 03 tables, 06 chairs, 02 Halogen light and 03 Power Point
- Upto **50 BANNERS** and **STANDEES**
- **Shout out** on main stage (1,00,000+ viewers)
- Exclusive coverage in the official newsletter (Readership of 50k+)
- **HELIUM BALLOONS** for promotional activities
- Extensive advertisement on the **Main Stage Digital Screen** (2,00,000+ attendees)
- Other benefits propositions are negotiable
- **Laser light show** during the event using the colours of the company logo
- **Confetti shower** based on the colour scheme of the company logo

# PLATINUM SPONSOR

INR 11,00,000/-

- The company logo and title on the **Main Stage and Second Stage**
- The logo and title of the company will be **printed on all banners, posters and newsletter**
- **2 STALLS** (10 ft x 10 ft) with 02 tables, 04 chairs, 02 Halogen light and 02 Power Point
- Upto **25 BANNERS** and **STANDEES**
- Exclusive coverage in the official newsletter (Readership of 50k+)
- Advertisement on the **Main stage digital screen** during star performances (2,00,000+ attendees)
- **Shoutout** during events at main stage and second stage
- Other benefits propositions are negotiable

# GOLD SPONSOR

INR 8,00,000/-

- The company logo and title on the **Main Stage and Second Stage**
- The logo and title of the company will be **printed on all banners, posters and newsletter**
- **1 STALLS** (10 ft x 10 ft) with 01 tables, 02 chairs, 01 Halogen light and 01 Power Point
- Upto **10 BANNERS** and **STANDEES**
- Advertisement on the **Main stage digital screen** during star performances (2,00,000+ attendees)
- **Shoutout** during events at main stage and second stage
- Other benefits propositions are negotiable

# ASSOCIATE SPONSOR

## Category 1 (INR 3,90,000+)

- Advertisement of logo and title of the company at appropriate place
- Social media promotion
- Upto **2 BANNERS** and STANDEEE
- **2 STALLS** with 03 tables, 04 chairs, 01 Halogen light and 01 Power Point

## Category 2 (INR 2,90,000+)

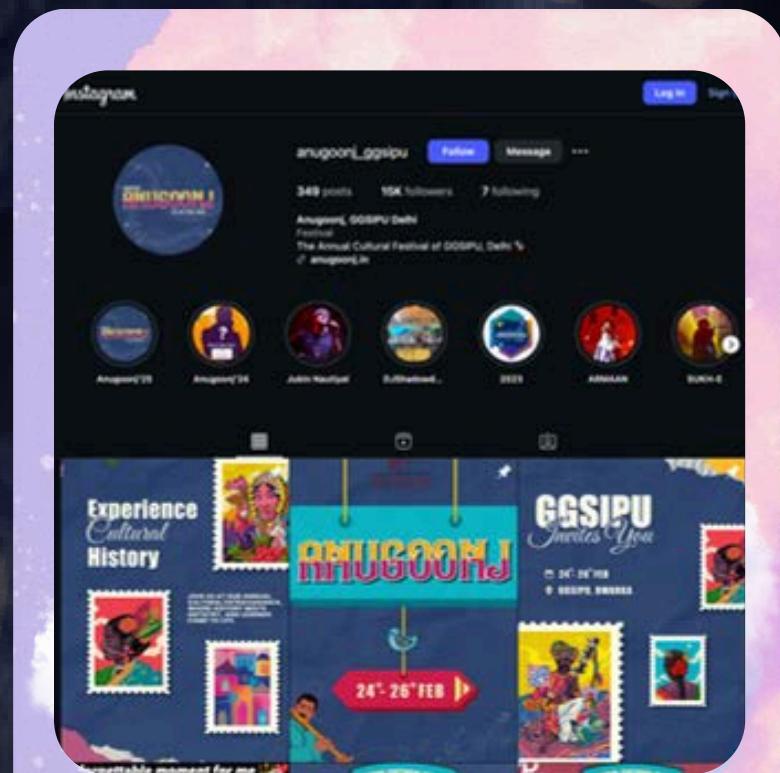
- Advertisement of logo and title of the company at appropriate place
- Upto **1 BANNERS** and **2 STANDEEE**
- **1 STALL** with 02 tables, 02 chairs, 01 Halogen light and 01 Power Point

## Category 3 (INR 1,90,000+)

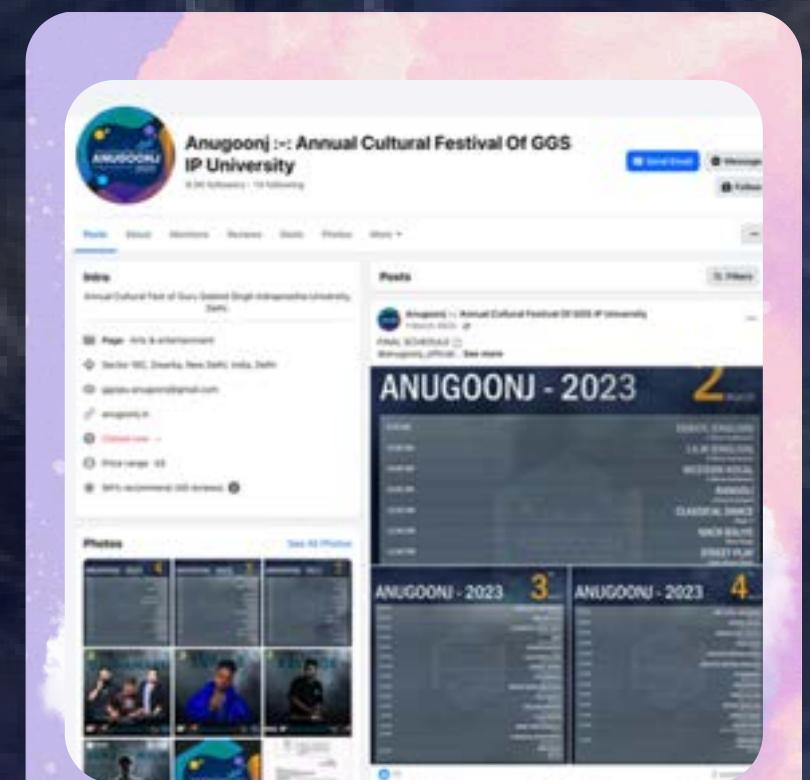
- Upto **1 BANNERS** and **1 STANDEEE**
- **1 STALL** with 02 tables, 02 chairs, 01 Halogen light and 01 Power Point

# ANUGOONJ

## SOCIAL MEDIA HANDLES



INSTAGRAM  
@anugoonj\_ggsipu



FACEBOOK  
@anugoonj\_ggsipu

# MEDIA PRESENCE



**Print Media**  
1,700,000+  
IMPRESSIONS



**Website**  
200,000+  
IMPRESSIONS



**Facebook**  
800,000+  
IMPRESSIONS



**Instagram**  
800,000+  
IMPRESSIONS



**Whatsapp**  
1,00,000+  
IMPRESSIONS



# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

STATE PUBLIC UNIVERSITY IN DELHI

## Point of Contact

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**CSR Number**

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