

INDIAN INSTITUTE OF ENGINEERING SCIENCE AND TECHNOLOGY, SHIBPUR

REBECA
2024

EDITION

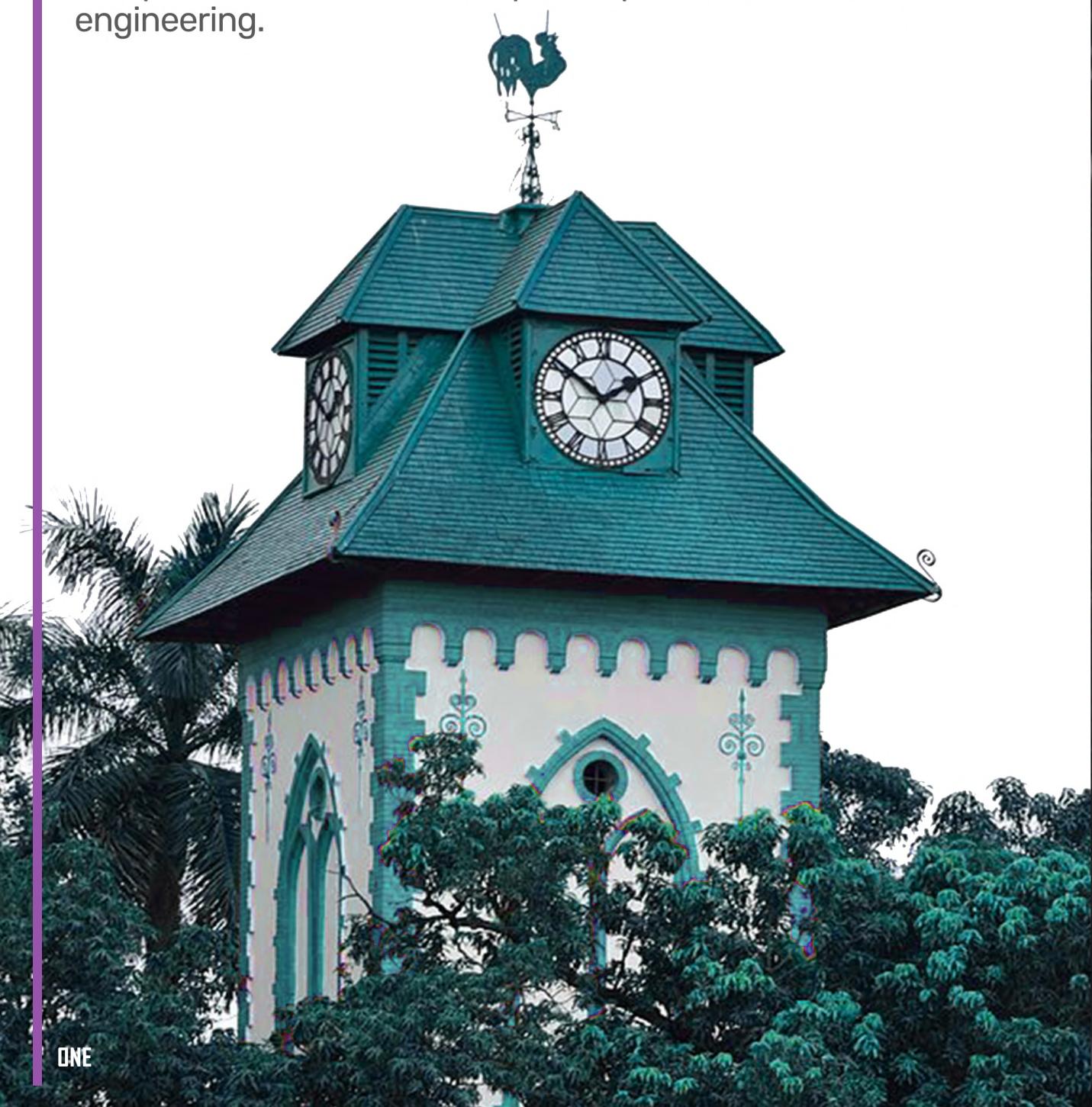
83



REUNION LORDS DANCE MUSIC

ABOUT US

Since its foundation in the mid 19th century, the Indian Institute of Engineering Science and Technology, Shibpur, the erstwhile Bengal Engineering College , is the second oldest engineering college across the Indian subcontinent and has ceaselessly striven hard to contribute in the development of the nation.it has an immense alumni base furnishing not only the engineering industry but also across the fields of science, culture, art and politics. It is ranked 35th in the nirf rankings of government of india and stands upright among the premier colleges of the country. IIEST Shibpur seeks to tie academics, technicalities and management skills, providing the students with a chance to sharpen their talents and acquire expertise in the field of engineering.





SIDDHARTHA CHAKRABARTY
PHOTOGRAPHY



REBECA

REUNION AND BENGAL ENGINEERING COLLEGE ANNUALS

The annual cultural fest of IEST, Shibpur goes beyond the standards of a mere college fest to become a name synonymous with emotions and unforgettable memories. As the name suggests, it started off as a REUNION ground for the alumni to revisit their alma mater, to meet old favorites and new acquaintances, and relive the moments out of their time, back in the year 1932.

Today, this oldest fest of the country is a hub of pure ecstasy and talent showcase with performances by students as well as industry heavyweights like Jubin Nautiyal, Benny Dayal, Aditi Singh Sharma, Javed Ali, KK, Fossils, Anupam Roy and several others. Fashion shows, alumni meets, band competitions, dance performances, seminars, literary competitions, REBECA holds so much more in its store!

And with the arrival of 2024, it's time to witness the 83rd Edition of REBECA, another year of an iconic tradition, once again to be celebrated with magnificent pomp and grandeur.

REB

CLASSICAL NIGHT

Immerse yourself in the elegance of Indian culture as Classical Night kicks off ReBECA 2024. Experience mesmerizing performances by renowned classical singers and dance groups, weaving together the rich tapestry of tradition and artistry.

18th



BEINGS NIGHT

Celebrate individual expression and creativity on Beings Night. Join us as we showcase the beauty of dance and song, unveiling the colossal flair of intellect and talent from the prestigious IEST community.

19th



NIGHTS

KOLKATA NIGHT

Experience the raw brilliance of local talent as Kolkata Night takes center stage. From music to dance, poetry to drama, witness the vibrant diversity and cultural richness that defines the heart and soul of Kolkata.



20th



21st

MUMBAI NIGHT

Conclude ReBECA 2024 with the pulsating energy of Bollywood on Mumbai Night. From early acts to celebrity performances, let the rhythm of Mumbai ignite your spirit and leave you dancing into the night.

EVENTS

INAUGURATION

A grand celebration of joy and unity needs a grand inauguration. In the presence of eminent personalities and stalwarts from various fields across the nation, the candle of the inauguration ceremony is lit.

ALUMNI BUSINESS MEET

An opportunity to witness the excellent rendezvous of corporate bigshots, who happen to be our Alumni, to meet and discuss corporate issues, ventures and investments. This provides an excellent interface for various business deals to be approached. A great chance to learn about the corporate world.

SHASTRARtha

The event serves as a platform for students to hone their negotiation skills, broaden their understanding of global issues, and forge meaningful connections with peers from across the globe.

WAR OF BANDS

Music lovers have their way sorted to join us in WAR OF BANDS and enjoy the mesmerizing evening where musicians from all over the country will compete in the grandeur of the great.

VERSE WARS

SATURNALIA

ARTIVAL

RANGMANCH

REBEQUIZ

KALAKRITI

TYPISTS' TOURNEY

DUMB CHARADES LEAGUE

CINESSENCE

NUKKAD





OSCILLATIONS

Oscillations is the flagship solo and group dance competition which presents a stage for you to showcase your flair to an audience not seen anywhere else in Kolkata.

FIDUCIA

We present before you our own fashion show where the models from our college will rock the ramp in their stylish and trendy looks. Choose your new fashion icons.

VERSE WARS

A poetry slam for you to take your rhyme to the next level. Use your verses, your voice and let the crowd lose themselves to the power of your words.

REBECSAL

Reappraising notions of an exclusive cultural fest, BEings, once more shifts the attention towards teams fighting for glory on the futsal field. Friends turn foes and rivals become friends when REBECsal comes into the scene.

BARTER TO SURVIVE

GROOVE

NARTANA

FLYING SOLO MAESTRO

FLYING SOLO VOX

MUDRA

EXPRESSIVE SILENCE

FOOTLOOSE

RAPSODIES

RHYTHMSCAPE

WHY SPONSOR REBECA?

MARKET DEVELOPMENT

An opportunity to share your plans and schemes with industrial stalwarts who happen to be our esteemed alumni, gathering during the event, through various industrial ventures.

CONNECTING TO INDUSTRIAL STALWARTS

Serves business interest of the sponsoring company as our FEST will provide a platform to reach their direct consumers. We also provide facilities within our campus to our sponsors where they can display or sell their products directly.



PRODUCT VISIBILITY

Can target a sizeable amount of foot-fall, provide brand visibility at key locations of the city as well as in our college. REBECA being specifically a youth festival generates a foot-fall of more than 10,000 college students & 1,000 alumni from a variety of fields from all over India.

PUBLICITY CONCEPTS

Provides media exposure, a gateway to a global alumni base and supplements core marketing programme of the company.



SPONSORSHIP TIERS

TITLE SPONSOR **10,00,000/-**

Premier Branding : Logo on main stage, posters, digital.
Strategic Presence : Title sponsor at opening/closing ceremonies.
Exclusive Engagement : Dedicated space for product showcasing.

ASSOCIATE SPONSOR **8,00,000/-**

Prominent Branding : Logo on banners, select digital platforms.
Acknowledgment : On-stage mention as Associate Sponsor.
Visibility in Collaterals : Brand representation in select materials.





CO SPONSOR

5,00,000/-

- Branding Opportunities : Logo on posters, banners, digital channels.
Event Recognition : Verbal acknowledgment during event segments.
Interactive Space : Shared area for engagement activities.

BECA SPONSOR

2,50,000/-

- Exclusive Branding : Logo on cover and within the magazine.
Prime Visibility : Title sponsor in all promotional materials.
Content Integration : Opportunity for branded articles, content.

REBNIGHT SPONSORS

Classical Night (Day 1)	2,00,000
Beings Night (Day 2)	3,00,000
Kolkata Night (Day 3)	4,00,000
Mumbai Night (Day 4)	6,00,000

CO-CONFLUENCE SPONSORS

Industrial Fair	30,000
Alumni Business Meet	50,000
Academic Industry Meet	1,00,000
Technical Seminar	30,000
Invitational Debate	30,000

COMPETITIVE EVENTS

Band Competition	50,000
Choreography	30,000
Antakshari	15,000
MR & MISS Rebeca	30,000
Treasure Hunt	15,000
Exhibition	15,000

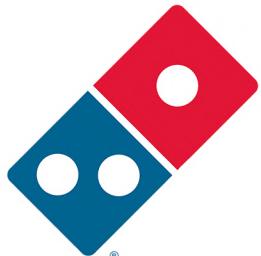
ADVERTISEMENT

T-shirt	1,00,000
Gate	1,50,000
Stall	35,000
Other Sponsors	30,000

CATEGORY SPONSORS

Drink Partner	1,00,000
Technology Partner	1,50,000
Corporate Social	1,00,000
Responsibility Partner	1,00,000
Exclusive Mall Partner	50,000
Telecom Partner	1,00,000
Mobile Partner	1,00,000
Stationary Partner	1,00,000
Style Sponsor	1,00,000
Media Partner	1,00,000
Banking Partner	1,00,000
Food Partner	1,00,000
Radio Partner	1,00,000
TV Partner	1,00,000
Album Partner	1,00,000
Web Partner	1,00,000
Logistics Partner	50,000
Travel Partner	50,000
Health Care Partner	1,00,000
Beauty and Wellness Partner :	1,00,000
Ice Cream Partner	1,00,000
Tourism Partner	1,00,000
Education Partner	50,000
Gaming Partner	50,000
Hospitality Partner	50,000
Vehicle Exhibition	50,000

OUR PAST SPONSORS

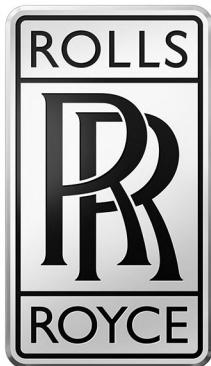


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Encouraging Literacy



Shapoorji Pallonji





the 83rd
REBECA
2024

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