

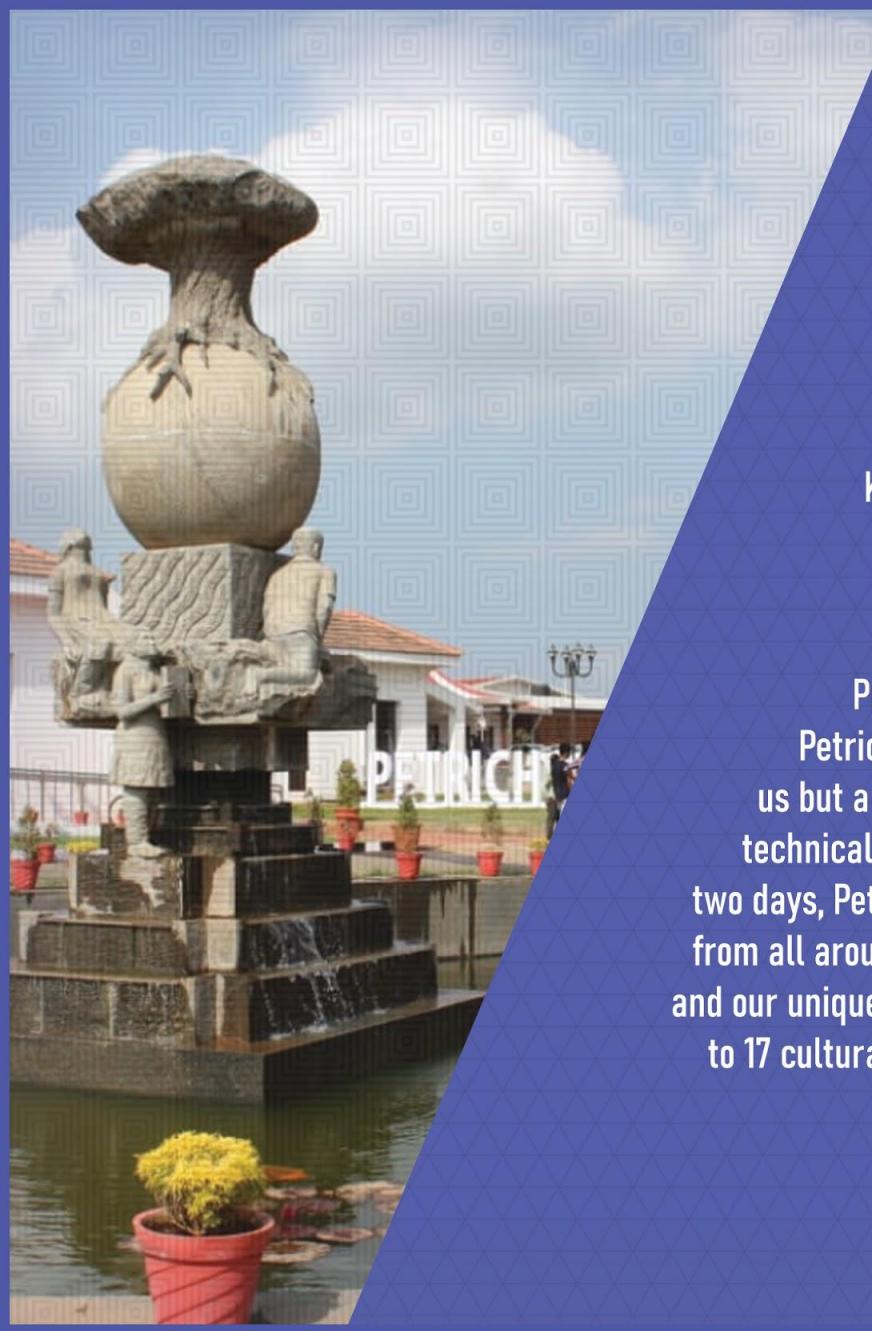


PETRICHOR'21

MARKETING BROCHURE

ABOUT US





Indian Institute of Technology Palakkad is an autonomous public institution established in 2015 and within a short span of time our institute is already offering BTech, MS, MTech, MSc and PhD programmes with nearly 80 faculty, 700 students and 60 administrative & technical staff from all over the country. As of now, we are located at two campuses, viz, the Ahlia integrated campus (Temporary Campus) and the Nila Campus (Permanent Campus) at Kanjikode which is fast coming up on a picturesque 500-acre plot with majestic Western Ghats visible on one side.

Proud to present to you, the annual techno-cultural fest of IIT Palakkad, Petrichor. Petrichor, with its foundation in the year 2018, is not just a fest for us but a journey to define ourselves. With a plethora of events to showcase your technical expertise or put on a show of cultural extravaganza during a period of two days, Petrichor provides the perfect platform for students, faculty, participants from all around and sponsors to come together and cherish technology and science and our unique culture. From 6 cultural events and 5 technical events in its first year to 17 cultural and 9 technical events last year, Petrichor promises to be bigger and better every coming year!

SOCIAL MEDIA

Petrichor has its account on Facebook and Instagram, both of which are highly active. Within just 3 years of its emergence, Petrichor has created its identity in the social media platform. Various artists, like Lagori Band and Thaikkudam Bridge, who performed in our fest have also mentioned Petrichor in their posts and stories. On YouTube, the Proshow for Perichor'18 done by Thaikuddam Bridge, the band, has garnered more than 1 million views.

Our Instagram and FB pages help us pass on important information about various events. Multiple events, same time? No problem, watch them live on our page. Given the magnanimous space social media holds in our lives today and considering the distinctive grandeur with which we host Petrichor, we are sure to attract a lot of netizens and welcome them to our Petrichor family.

BY ONE YEAR





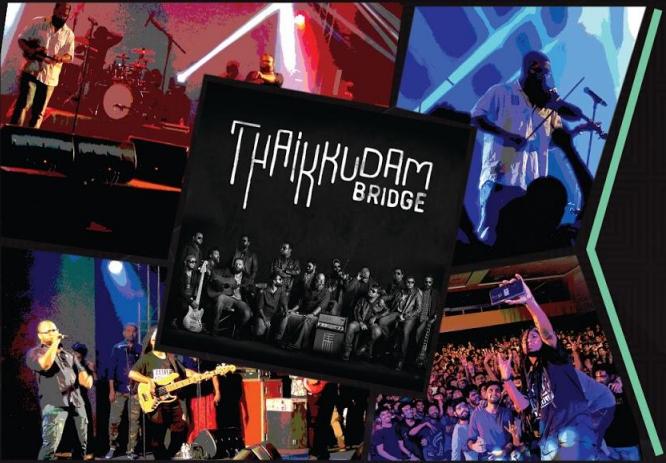
CAMPUS FOOTFALL
YOUTUBE VIEWS
COLLEGE PARTICIPATION
CAMPUS AMBASSADORS

3K+
1.2M+
109
84

OVER THE YEARS



THAIKKUDAM BRIDGE

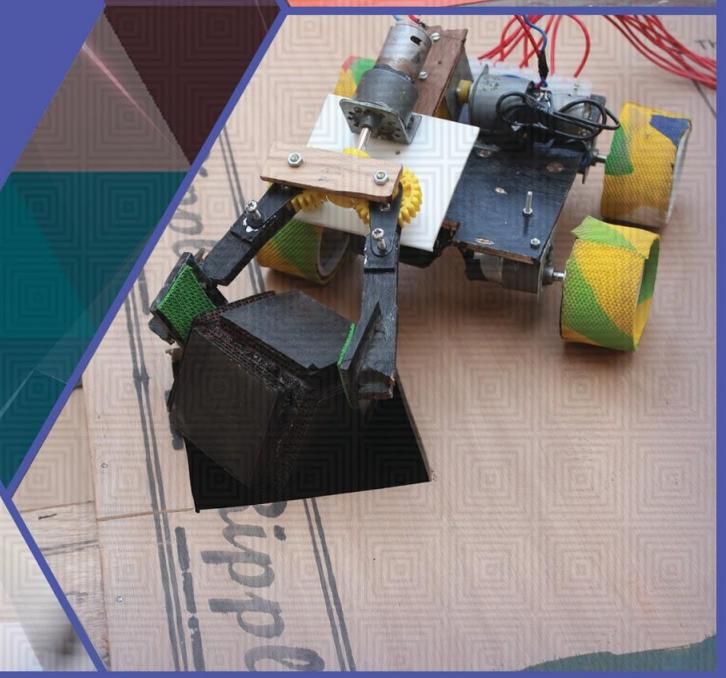


PROSHOWS

LAGORI



TECH EVENTS



CULTURAL EVENTS



SOCIAL INITIATIVES



Did you know, as per UNESCO, more than a million seabirds and 100,000s of sea mammals die every year because of plastic waste? We, at IIT Palakkad, firmly believe that it is our duty not only to develop technologically, but sustainably as well. And as advocates of this moral compass, the students of IIT Palakkad volunteered in a Plastic Free campaign where the students reached out to near by parts of our campus and took the responsibility of disposing the plastic waste appropriately and donated books to the needy, little ones

WORKSHOPS



Curiosity is man's natural state of mind and one of his best assets. Throw it in with 4 tablespoon of interest and a healthy amount of passion, to taste, and be ready to see the most exotic, sumptuous and lavish dish you will ever taste! Now, we understand that you might not have all the ingredients you need, which is why we, at Petrichor, have promised to give you just that.

Petrichor conducted a slew of extremely satisfying workshops (customer review is important, after all) not only during the fest, but also in October at the demand of students. With passionate professors piquing your interest and thought process, state-of-the-art facilities and a little bit of your passion, we assure you that workshops at Petrichor will be as fruitful as it gets!

SPONSORSHIP PROPOSALS

TITLE SPONSOR

CO-TITLE SPONSOR(S)

PRO SHOW SPONSOR(S)

MERCHANDISE PARTNER

EVENT PARTNER(S)

MEDIA PARTNER

RADIO PARTNER

CERTIFICATE OR MEMENTO PARTNER(S)

TRAVEL PARTNER

EDUCATIONAL PARTNER

TICKETING PARTNER

STAGE OR PRODUCTION PARTNER(S)

INFORMALS PARTNER

FOOD BEVERAGE PARTNER(S)

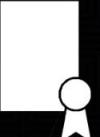
BEVERAGE PARTNER(S)

food beverage and berverage partner can be done in combined form also

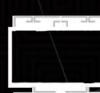
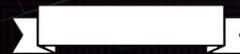
** We will add different Partnerships according to the Partner's interest**

the term sponsor or partner will be decided according to their interests

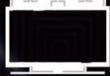
TITLE SPONSOR INCENTIVES

 Name , Logo and official website link of the sponsor will be given in the official website of Petrichor 2021	 Extensive Social media Publicity and offline publicity during the fest promotion	 Info desk announcements during the fest	 Provision for distributing any advertising medium in the campus during the fest	 Coverage in pre-teasers and After movie of the fest
 Logo on petrichor and proshow banners	 Logo on petrichor merchandise	 Logo on participation certificates of all the events	 Provision for advertising kiosks (stalls) in college premises	 Reserved VIP access to seating area for proshows and selected events
 Stage announcements during all the events (brand reach)	 Provision for organisation banners at some places	 A memento will be presented from the side of Petrichor	 An a/v of company's choice is played before proshow	 Displaying logo of company during proshow

CO-TITLE SPONSOR INCENTIVES

				
Name , Logo and official website link of the sponsor will be given in the official website of Petrichor 2021	Extensive Social media Publicity and offline publicity during the fest promotion	Info desk announcements during the fest	Provision for distributing any advertising medium in the campus during the fest	Coverage in pre-teasers and After movie of the fest
				
Displaying logo of company during proshow	Provision for advertising kiosks (stalls) in college premises	Reserved VIP access to seating area for proshows and selected events	Stage announcements during all the events (brand reach)	Provision for organisation banners at prominent places
				
A memento will be presented from the side of Petrichor	An a/v of company's choice is played before proshow			

PROSHOW PARTNER INCENTIVES

				
Name , Logo and official website link of the sponsor will be given in the official website of Petrichor 2021	Extensive Social media Publicity and offline publicity during the fest promotion	Coverage in pre-teasers and After movie of the fest	Logo on proshow banners	Reserved VIP access to seating area for proshows
		AV An a/v of company's choice to be shown before the proshow of Petrichor 2021		LED display of company's name during proshow

EVENT SPONSOR INCENTIVES

 Name , Logo and official website link of the sponsor will be given in the official website of Petrichor 2021 as Event sponsor	 Extensive social media publicity will be done by displaying logo on posters released for specific events	 Info desk announcements during the event	 Provision for distributing any advertising medium in the campus during the fest	 Stage announcements during the event (brand reach)
 Logo on participation certificates of the particular event				

PREVIOUS SPONSORS AND PARTNERS



“ It was indeed our privilege to associate with IIT Palakkad sponsoring for the biggest event Petrichor. We were glad to setup a live food court for the students from all over India indulging our various flavours. One thing I can surely say is that PETRICHOR was the best and biggest tech fest happened in Palakkad. Cheers.

-Sultan of Flavours, Food Partner

“ We received good coverage for our brand throughout the sponsored events. The event was a good exposure for us and a step towards augmenting our brand image ”

-Canara Bank, Event Partner

“ Media Pro Which has its wings spread across all middle East Countries and Singapore. We are considered to be conducting many international Shows with Popular Artists all across the Globe. Our All equipment's have a niche of Premium Brands which is not the forte of our competitors

We are always proud to be associated with IIT and last year we got a chance to show ourselves in IIT Palakkad which happened to be the proud moment in showcasing ourselves . We are very happy with the culture set by IIT Palakkad both in terms of education as well as Entertainment. Also appreciate the decision of choosing Us as a Partner. Media Pro would be more than happy to be associated with you any time in future ”

-MediaPro Audio Visual Pvt. Ltd, Production Partner

CONTACT US

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