



# MIT-Aarohan<sup>TM</sup>

## THE CULTURAL FEST

11th & 12th, January 2017.

# ABOUT US

Aarohan was started in the year 2014 by a group of passionate individuals of the MIT College of Engineering. In its inception year, it emerged to be a one of its kind college festival and a meeting platform for all culture and art enthusiasts of the city, personifying its vibrant spirit. The event has garnered a footfall of more than 12000 students from over 70 colleges accross Pune.

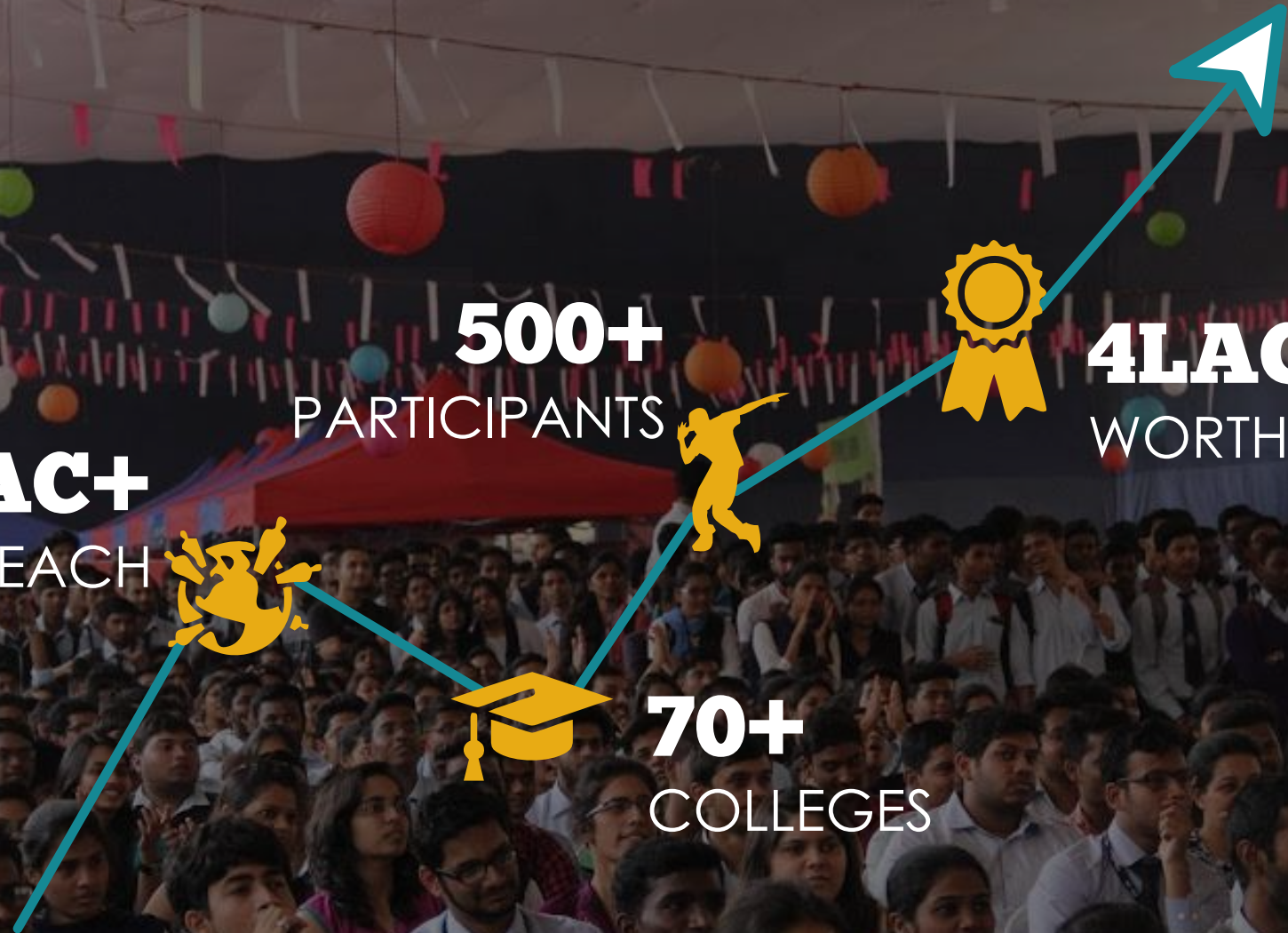
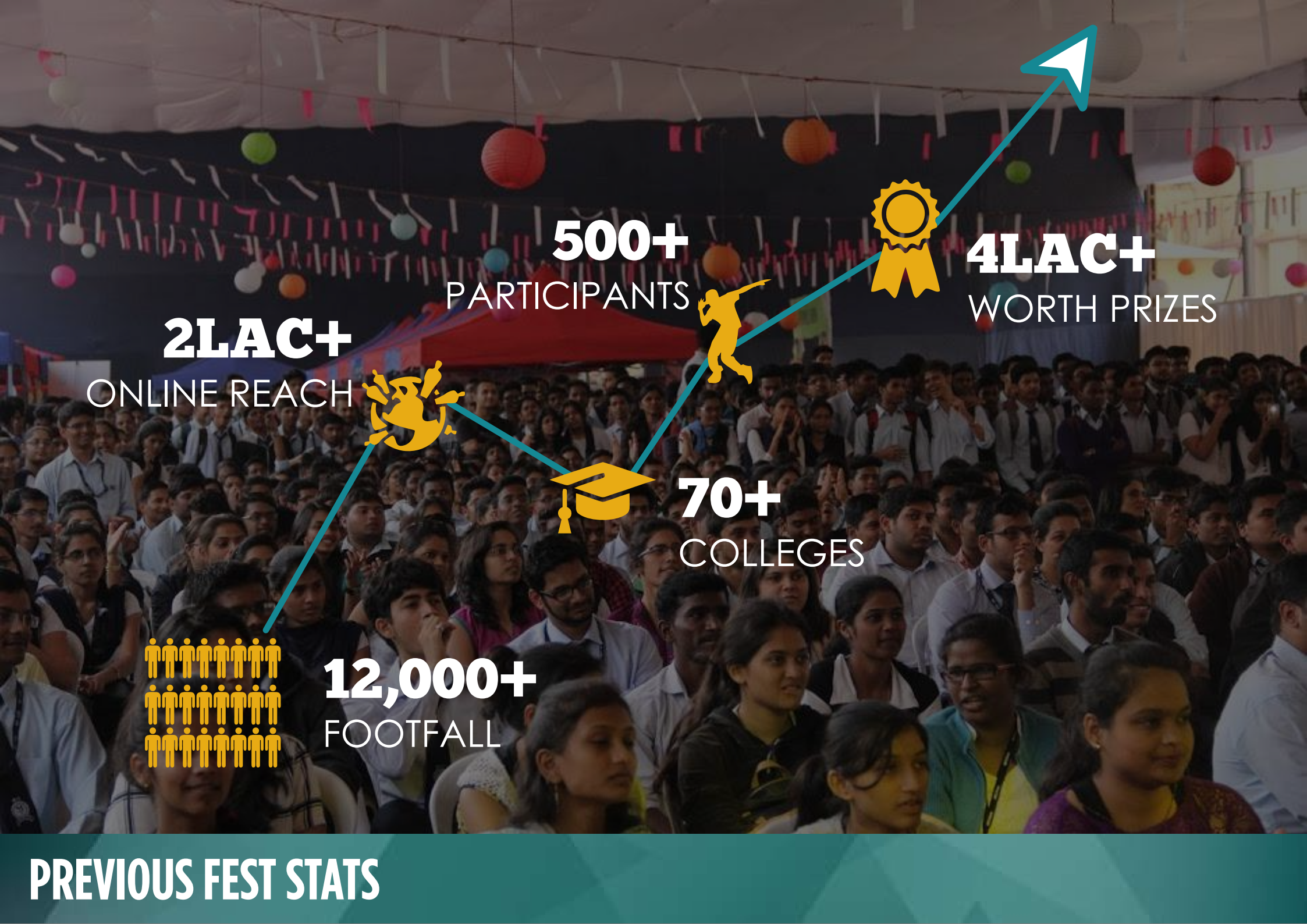
The competitions lie in around 15 myriad events, most of which involve cash prizes and other goodies. The festival also witnessed unique and one of their kind performances by India's Got Talent Fame Vivek Patil & Rishikesh Potdar, Comedy nights by the famous group Chalta hai Comedy and a Euphoric Performance by Asia's first Marathi rock Bane, "Moksh".

Along with these activities our volunteers also work for a social cause every year. With social initiative such as blood donation drive, tree plantations, and an association with an old age home, MIT-Aarohan makes it a point to bring about a change in the society.



**Prof. Rekha Sugandhi**

Co-ordinator, Cultural activities



**2LAC+**  
ONLINE REACH

**500+**  
PARTICIPANTS

**4LAC+**  
WORTH PRIZES

**70+**  
COLLEGES



**12,000+**  
FOOTFALL

**PREVIOUS FEST STATS**





# PRONITE

The most anticipated part of MIT- Aarohan. Concerts feature artists of national fame.



## ProNite

### Moksh

Asia's first marathi Rock band.

### Rock Band Concert

Featuring, Balalaika, Aagamy, Celestial Teapot, After Acoustics and Into Brackets. Pune's most famous youth rock band.

# PREVIOUS FEST HIGHLIGHTS





## Classical Nite

Featuring

**Anand Bhate & Amar Oak**

Renowned Classical singer and Flutist.

**Ashutosh Sohoni**

Critically acclaimed music composer.

**Ishwari deshpande**

National level classical dancer.

# PREVIOUS FEST HIGHLIGHTS

# Coke Studio

Coke Studio India, is an Indian television series, which features live studio-recorded music performances by various artists. Coke Studio combines myriad musical influences, from Hindustani, Carnatic and Indian folk, to contemporary hip hop, rock and pop music.

Coke studio concerts have been held in various cities across India with an average footfall of 7000+ audiences.

## SOME OF THE ARTISTS ASSOCIATED WITH COKE STUDIO CONCERTS



Ram Sampat



Shilpa Rao



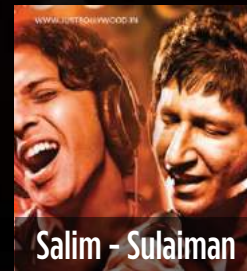
Amit Trivedi



Sona Mohapatra



Papon



Salim - Sulaiman




Gurdas Maan



Diljit Dosanjh

# CONCERTS





**Prizes Worth  
More Than 4lac+  
to be won**

### **Cultural Competitions**

Rock Band  
Group Dance  
Street Play  
Solo Singing & Dance  
Talent Hunt  
Mad-Ads  
Fine Arts

### **Sports Competitions**

Paint Ball  
Box Football

### **LAN Gaming Competitions**

DOTA  
Counter Strike  
Fifa 2015

### **Online Competitions**

Graphic Design  
Creative writing  
Photography

**EVENTS & COMPETITIONS**





**Super bike &  
Car show**



**Stand up comedy**  
Featuring  
"Chalta Hai Comedy"

**OTHER HIGHLIGHTS**





## INFORMALS

### Paintball Arena

Pune's largest, covering more than 1000sq. ft.

### HUMAN FOOSBALL ARENA

### RIFLE SHOOTING

### LIFE SIZED SNAKE N LADDER

and many more...

## OTHER HIGHLIGHTS





## PUNE'S LARGEST FLEA MARKET

Categories of stalls that are present :  
Pizzas, Burger, Rolls, Pav bhaji, dosas, Soft drinks, Desserts,  
T-shirts, Perfumes, Handicrafts Mobile skins and covers,  
laptop accessories, Sport accessories, artifacts and many  
more.



## STALLS AND FLEA MARKET





## RADIUM ART

It is a one of its kind event, will be performed by artist Vivek Patil. He has done numerous prestigious shows like India's Got Talent, Entertainment Ke Liye Kuch Bhi Karega, etc. He has performed for companies like Mercedes, Asian Paints, IPL, etc.  
website:- [www.viveklightart.com](http://www.viveklightart.com)

# SPECIAL PERFORMANCES





## SPEED PAPER CUTTING

It will be performed by artist Rishikesh Potdar. He has been in India's Got Talent Season 5 and has been performed at numerous other events throughout the country.

website:- [www.paperarts.in](http://www.paperarts.in)

## SPECIAL PERFORMANCES





## CAUSES WE HAVE TAKEN UP

**Interaction with old age home**  
Social cause 2015

**Blood donation drive**  
Social cause 2016

# SOCIAL CAUSES





**RUN FOR A CAUSE**

Social cause 2017

**SOCIAL CAUSES**

# PREVIOUS FEST SPONSORS & ASSOCIATIONS





# PREVIOUS FEST SPONSORS & ASSOCIATIONS



# SPONSORSHIP DETAILS

Sponsorship Category	Platinum 3 lacs	Gold 1.5 lacs	Silver 60 thousand	Inter Event 40 thousand	Pronite Lead Sponsor 2 lacs	Pronite Co-sponsor 1 lacs
No. of sponsor	1	2	5	-	1	1
No. of complementary delegates who can attend the events	15	8	4	4	10	10
Promotional Banners	5	2	1	1	2	2
Main Gate Entrance Banner	1	1	-	-	-	-
Company Logo & Delegate Kit	Yes	Yes	-	-	Event Specific	Event Specific
Company Video Play During Events	Yes	Yes	-	Event Specific	Event Specific	Event Specific
Company Logo On Podiums	Yes	-	-	Event Specific	Event Specific	Event Specific
Company Logo In Agenda	Yes	-	-	Event Specific	Event Specific	Event Specific
Company Logo at wings of stage	Yes	Yes	Yes	Event Specific	Event Specific	Event Specific
Company Brochure Circulation in memento	Yes	Yes	Yes	Event Specific	Event Specific	Event Specific
Stall Inside Campus	Yes	Yes	Yes	Yes	Yes	Yes



Sponsorship Category	Platinum 3 lacs	Gold 1.5 lacs	Silver 60 thousand	Inter Event 40 thousand	Pronite Lead Sponsor 2 lacs	Pronite Co-sponsor 1 lacs
Special Acknowledgement during programs	Yes	Yes	-	-	Event Specific	Event Specific
Reserved Seating During all events	20	10	7	5	5	5
Display of brochure & catalog in VIP lounge & general lounge	Yes	Yes	-	-	Yes	Yes
Social Network Promotion	Yes (Exclusive)	Yes	Yes	Yes	Yes	Yes
Article Promotion	Yes	Yes	-	-	Yes	Yes
Banner Drops	Yes	Yes	-	-	Event Specific	Event Specific
Company Posters In Campus	25	15	7	-	Event Specific	Event Specific
Website Banner	Yes	Limited Period	-	Event Page	Event Specific	Event Specific
Ad on homepage	Yes	Yes	Yes	-	-	-
Logo On Homepage	Yes	Yes	Yes	Yes	Yes	Yes
Profile On Website	Yes	-	-	-	Event Page	Event Page
Video On Website	Yes	-	-	Event Page	Event Page	Event Page

Sponsorship Category	Platinum 3 lacs	Gold 1.5 lacs	Silver 60 thousand	Inter Event 40 thousand	Pronite Lead Sponsor 2 lacs	Pronite Co-sponsor 1 lacs
<b>Branded giveaways in participant bags</b>	Yes	Yes	Yes	Event Specific	-	-
<b>Branded Initiatives</b>	Yes	Yes	-	-	Event Specific	Event Specific
<b>Special Announcements</b>	Yes	Yes	-	Event Specific	Event Specific	Event Specific
<b>Branding In all Venues</b>	Yes	Yes	-	-	Event Venue	Event Venue
<b>Logo In all Advertising Media</b>	Yes	Yes	Yes	Yes	Yes	Yes

## Stall Details

Stall Rent - Rs. 7000/- (for 2 days)

Stall Dimensions -

10ft x 10ft with Gazebo.

2 Tables & Chairs will be provided.

1 electric point & 1 light per stall.

Extra table - Rs. 250/-

Extra Chair - Rs. 50/-

*Other accessories available on request  
at extra cost subject to availability.*

## Contact



[www.mitaarohan.com](http://www.mitaarohan.com)



[aarohanmitcoe@gmail.com](mailto:aarohanmitcoe@gmail.com)



[www.facebook.com/aarohanfest](http://www.facebook.com/aarohanfest)



Aakash :- +91 98233 34341

Raghav :- +91 75977 00429