

Sristi '11

Annual Techno-Management Fest

Sponsorship Brochure



Jalpaiguri Govt. Engineering College
9th – 11th September 2011

Somnath Bhattacharjee
M + 91 954 713 8718

Abhishek Ghosh
M +91 956 491 0353

Arka Paul
M +91 947 742 0524

www.sristi.org.in
Facebook: on.fb.me/sristi

sponsorship@sristi.org.in



"The great thing in the world is not so much where we stand,
as in what direction we are moving."

The world is busy welcoming changes, some major, some minor but each one equally exhilarating. Every innovation, every novelty is highly valued in the fast paced world today, originality being the hauler.

We here at the Jalpaiguri Government Engineering College (JGEC) proudly affirm to align ourselves with the changing times; and organize Sristi '11, the techno-management fest as an exemplar to showcase our presence in the world of technology. This exclusive annual tech fiesta aims at sparking a flash into the torch of innovation and carry it forward igniting the mind of its bearers.

"Sristi", is a word that brings along many vibrations of the universe. Vibrations that pulsate the mind, nurturing innovation. Vibrations of massive creations. Creations that put down the foundation of advancement and lay the seeds of humanity. In Sristi... conceals the past, the history. In Sristi... germinates and sprouts up the future, the mystery. Handing over the present, the gift. Sristi is the greatest boon bestowed on mankind.

Sristi '11 calls upon budding engineers, technocrats, innovators and technologists to come and join the brigade of competing young minds.

About Us

Jalpaiguri Government Engineering College (JGEC) is a premier institute for quality technical education in India. Established in 1961, JGEC has maintained a reputation of inculcating in its students the right combination of education, experience and ethics that lead them to become successful in life.

JGEC sets up a proper platform for Sristi '11, one of the most promising and prominent technical meets in the nation.

Geography

Jalpaiguri Government Engineering College is located squarely in the middle of the "chicken's neck" covering a land of 160 acres, 42 kilometres East of the business town of Siliguri.

Famous Darjeeling Town is only three hour drive from the college campus. Other tourist spots like Kalimpong, Lava, Lolegaon, Gorumara National Forest and Jaldapara Wildlife Sanctuary are also in close proximity. To the North is the 'Dooars' meaning door to Bhutan. Dooars is famous for numerous Tea Gardens producing world class CTC Tea.

Mt. Kanchanjunga, the third highest peak in the Himalayas is clearly visible from the college campus during autumn. To the East, is the mighty river Teesta. The river Karala flows on the Western boundary of the campus. To the South is the lifeline of the North-East, the National Highway 31A.

Events

Robotics

A series of three robotics events that offer the perfect blend of entertainment and technology.

Coding

A multi-staged team event that tests the participants' coding skills and their ability to use computational models to solve real-world problems.

Management

An ensemble of business, management and innovation events that endeavour to create an ideal platform to nurture and inspire business leaders of tomorrow.

Designing

An event that combines knowledge, aptitude, common-sense, vision and creativity. Requires technical skills regarding re-assembling of dismantled machine parts as well as the aptitude to re-design or modify an existing design using CAD.

Junkyard Wars

A team of budding scientists is dropped in the middle of a junkyard, with a goal to build a designated contraption in a given time, using only the scrap available.

Gaming

An extravaganza of four gaming events that puts every gaming freak to the ultimate test of his/her skills.

Technical Quiz

For those who take an active interest in science and technology and who will be building the technological infrastructure of our society in the future, here's a quiz that's particularly relevant to a tech-fest.

Workshops & Lectures

Catering to those who want to make a part of themselves better, Sristi exposes a series of workshops ranging from Ethical Hacking, Web Development, Autonomous robotics to Aero-modelling.

Sristi '11 also brings to you a series of Guest Lectures from eminent personalities from all over the nation. Sristi '10 saw a spectacular session of guest lecture by the celebrated computer security and digital intelligence expert, Ankit Fadia.

Sponsorship opportunities

Why Sponsor Sristi

With an impressive plethora of events lined up in Sristi '11, we provide our sponsors a great platform to brand itself in Jalpaiguri as well as the entire student fraternity of India. We have had the privilege of associating with some of the biggest names in the world and JGEC has always lived up to their expectations.

Sristi '11 sets up the platform to provide you with an opportunity to reach an audience that spans Developers, IT Professionals, CEOs, Managers and students, all in one location. At Sristi '11, sponsors will have an opportunity to offer the following:

- **Apprise:** Increase awareness about the products and features of your company. Sristi provides its sponsors an opportunity to enhance its visibility among the kind of audience it desires and also among the big wigs of the industry.
- **Connect:** Our sponsors will get to interact with influencers and decision makers from around the world to build new relationships while maintaining existing ones.
- **Inspire:** Sristi '11 brings together some of the best minds of the

country. Our sponsors get an opening to meet, interact, brand, publicize and promote its company amongst them. Sristi '11 is organized in the festive season of India, especially in Bengal, the time of the biggest festival in the entire year - Providing you the golden opportunity to expose your brand amongst most of the citizens of the nation.

We would also like to draw your attention towards the following reasons that make Sristi '11 special, both for the students as well as the sponsors:

- We expect all the engineering colleges across eastern India to visit Sristi '11 thereby giving a wide range of exposure to the sponsor's brand.
- Sristi '11 expects a huge competition between the Indian Technocrats and a wide range of innovations.
- Sristi '11 expects guest lecturers of eminent personalities. Sristi '10 was visited by Ankit Fadia, one of the most celebrated personalities in the field of Computer Security and Digital Intelligence.
- We are committed towards providing maximum tangible output to our

sponsors through these events in the form of extensive brand visibility and market returns.

The below laid plan will provide maximum visibility for your company in the promotion of the event:

- **Direct mailing:** The festival brochure carrying your company logo will be mailed (both electronic copy and the print copy) out to the target audience.
- **Adverts & press releases:** The event will have advertisements in national daily newspapers. Apart from that other print media like magazines, regional newspapers, posters and banners (dynamic and static) will also be taken up.
- **Online Media:** The event Ads will be displayed on our online Media partner website for a period of one month prior to the event. Advertisements will also be carried out on some targeted third party website.
- **Internet & Search Engine Marketing:** The festival website will be updated constantly with news about the Festival, gaining maximum amount of hits and visibility through tie ups and advertisements with the search engines.
- **Radio:** On-air promotion through our college radio "Radio-Jolite" @ 103.1 MHz as well as other third party media partners.

We will be measuring our own sponsorship publicity efforts and focus on improvement areas to make sure that no sponsor is disappointed in Sristi '11.

We hope that sponsoring Sristi '11 is as beneficial to you as organising it is fulfilling to us.

Title Sponsor – ₹ 5,00,000

- The festival will be named after the Title Sponsor i.e. JGEC and (Title Sponsor) present Sristi '11.
- All publications leading to Sristi (this includes posters, pamphlets, invitations, hoardings and newspaper advertisements) will carry the name and logo of the Title Sponsor.
- All posters and banners that form a part of the Sristi '11 publicity campaign will carry the name and logo of the Title Sponsor.
- The Title Sponsor will dominate the hoardings, advertisements and other promotional material of Sristi '11.
- The Title Sponsor will be given first choice for branding space on the campus during the festival and the precise location of branding space will be decided on by mutual consent.
- The Title Sponsor will get stalls in the festival area for branding purposes. The size and precise position of the stalls will be decided on by mutual consent.
- The Title Sponsor will be given a slot on the inauguration day to make a presentation of any nature.
- The Sristi '11 website will feature both the banner and the profile of the Title Sponsor, with hyperlink to its website. A page on the website shall also be dedicated to the CSR activities of the Title Sponsor.
- The Title Sponsor will also be provided volunteers to help with the publicity efforts of the Title Sponsor during the course of the festival.
- Audio and Video advertisements of the Title Sponsor will be shown between the events of Sristi '11.
- Apart from the logistics help provided by our team, we will also ensure that your name reaches the large and prominent JGEC alumni.
- The Title Sponsor's name and logo will also be printed on all name badges, certificates and trophies given away in Sristi '11.
- The Media Partners will publicize the Title Sponsor's name in any article or coverage of Sristi '11.

Associate Sponsor – ₹ 2,00,000

- All posters and banners that form a part of the Sristi '11 publicity campaign will carry the name and logo of the Associate Sponsor.
- The Associate Sponsor will also feature in advertisements, hoardings and other promotional material for Sristi.
- The Associate Sponsor will be allowed to put banners at strategic places across the campus to maximize visibility.
- The Associate Sponsor will get a stall in the festival area for branding purposes.
- The size and precise position of the stall will be decided on by mutual consent.
- The Sristi '11 website will feature the banner of the Associate Sponsor, with hyperlink to its website.
- Audio and Video advertisements will be shown between the events of Sristi '11.
- The Associate Sponsor's name will also be printed on certificates and trophies given away in Sristi '11.
- The Media Partners will publicize the Associate Sponsor's name in any article or coverage of Sristi '11.

Event Sponsor – ₹ 50,000

- All publications leading to the event will carry the name and logo of the Event Sponsor.
- All posters and banners related to the event will carry the name and logo of the Event Sponsor.
- The Event Sponsor will be allowed to display banners at the venue of the event during the course of the event.
- The Event Sponsor will be allowed to distribute material publicly during the event. The Event Sponsors will be given exclusive publicity during their events.
- Audio and Video advertisements of the Event Sponsor will be shown between the events of Sristi '11.
- The Sristi '11 website will feature the name and the logo of the Event Sponsor.

Merchandising – ₹ 60,000

- The design of the merchandise will be submitted by the organizers of Sristi '11.
- The merchandise will feature the name and logo of the Sponsor.
- All publications leading up to the festival will carry the name and logo of the Merchandising Sponsor.
- All the posters and hoardings that form a part of the Sristi '11 publicity campaign will feature the name and logo of the Merchandising Sponsor.
- The Merchandising Sponsor will get branding space in the festival area. The precise location of the branding space will be decided on by mutual consent.
- Audio and Video advertisements of the Merchandising Sponsor will be shown between the events of Sristi '11.
- The Sristi '11 website will feature the name and logo of the Merchandising Sponsor.

Travel Partner

- The Travel Partner should provide transportation at the time and place specified to by the organizers starting from one day before the festival, till the last day of the festival.
- The Travel Partner will get branding space on the festival grounds. The precise location and extent of branding will be decided on by mutual consent.
- Audio and Video advertisements of the Travel Partner will be shown between the events of Sristi '11.
- The Sristi '11 website will feature the name and logo of the Travel Partner.

Media Partner

- The Media Partner should initiate the publicity campaign of the festival one month prior to the inauguration.
- The Media Partner will get branding space on the festival grounds. The precise location and extent of branding will be decided on by mutual consent.
- Audio and Video advertisements of the Media Partner will be shown between the events of Sristi '11.
- The Sristi '11 website will feature the name and logo of the Media Partner.

If you are interested in taking up any of these sponsorship opportunities please fill in the attached form and mail to:

Somnath Bhattacharjee

Sponsorship Co-ordinator
Sristi '11 Organizing Committee

Room#319, N. C. Bose Hall (Hostel-4)
Jalpaiguri Govt. Engineering College
Jalpaiguri - 735102

Email: somnath.b@sristi.org.in
M + 91 954 713 8718

If you would like to discuss the sponsorship in more detail please feel free to contact the Sponsorship Co-ordinator at the above address. You can also mail us to: **sponsorship@sristi.org.in**.



Past Sponsors



Our Partners



Workshop Organizers



Hacking Workshop Organizer



Robotics Workshop Organizer



Animation Workshop Organizer



AutoNEX Workshop Organizer

Disclaimer: Every effort has been made to present, as accurately as possible, all the information contained in this document. Sristi '11, its agents, servants or sponsors will not be held responsible for any changes in content for all or any general or specific information contained therein.

Sristi '11. All Rights Reserved.