



# [Lakshya]

RKMGECH, PURULIA

#ଆରମ୍ଭ ପ୍ରକାଶ ପଞ୍ଜୀୟମାଣ

**SPONSORSHIP**

BROCHURE 2023

TECHNO-CULTURAL FEST || ALUMNI MEET

# ABOUT US



RAMKRISHNA MAHATO GOVERNMENT ENGINEERING COLLEGE, PURULIA (RKMGE) WAS ESTABLISHED IN 2016, AS A CENTER OF EXCELLENCE IN TOTAL 5 BRANCHES AND ALLIED AREAS BY THE GOVERNMENT OF INDIA.

VISION: TO EMERGE AS A CENTER OF EXCELLENCE IN THE FIELD OF TECHNICAL EDUCATION AND TO PREPARE DYNAMIC AND CARING CITIZENS WHO CAN MEET THE CHALLENGES AND SOCIO-ECONOMIC NEEDS OF GLOBAL SOCIETY WHILE RETAINING THEIR BASIC HUMAN VALUES.

AIKATAN IS THE ANNUAL TECHNO - CULTURAL FEST OF RKMGE. AS ONE OF THE LARGEST TECHNO - CULTURAL OF WEST BENGAL, IT IS A MEDIUM TO PROMOTE TECHNOLOGY AND CULTURAL EVENTS IN YOUNG MINDS IN ORDER TO FEED AN ARDUOUS TOMORROW.



# OUR STATS



**50+**

College Participation  
across the State



**5K+**

Footfall of  
Aikatan 2019



**30+**

Events in various  
Cultural Genres



**20+**

National and  
Local Artists



**100+**

College Ambassadors  
for Aikatan



## Social Impact



**50k+**

Views on Aikatan Teasers,  
Shorts and Vlogs



**40k+**

Visits on the official  
Aikatan Website.



**50k+**

Reach through official  
Page & Profile Posts



**50k+**

Impressions Reach  
through Hashtags & Reels

# WHY SPONSOR US

**Publicity through Banners, flexes, Booklets and flyers.**



- Extensive reach of posters over 100 colleges & corporate across the nation.

**On campus branding & publicity during the fest amongst 10k students, professors & industry experts**

**Publicity through Articles & Advertisements, Magazines, News channels, Social networking etc.**

**Appearance of Name & Logo of the sponsor in the website of Aikatan 2023**



**Discussion Sessions by the sponsors which helps the company in realizing the mindset of the students**



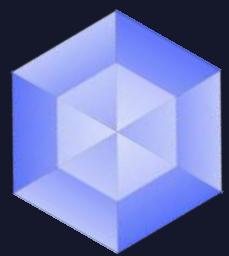
# YOUR PART

WE WORK GOOD TOGETHER



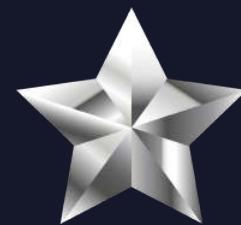
## Title Sponsor

(Rs. 2,00,000)



## TechLavya Sponsor

(Rs. 1,50,000)



## Platinum Sponsor

(Rs. 1,50,000)



## Gold Sponsor

(Rs. 1,00,000)



## Silver Sponsor

(Rs. 75,000)



## Education Sponsor

(Rs. 50,000)



## Merchandise Sponsor

(Rs. 50,000)

### Health & Beauty Partner

(Rs. 25,000)

### Shopping Partner

(Rs. 20,000)

### Fashion Partner

(Rs. 30,000)

### Beverage Partner

(Rs. 30,000)

### Racing Partner

(Rs. 25,000)

### e-Sports Partner

(Rs. 20,000)

### Robotics Partner

(Rs. 25,000)

### Snacks Partner

(Rs. 20,000)

### Prize & Gift Partner

(Rs. 15,000)

### Decoration Partner

(Rs. 10,000)

### Tech Partner

(Rs. 15,000)

### Travel Partner

(Rs. 15,000)

### Hotel Partner

(Rs. 15,000)

### Digital Media Partner

(Rs. 20,000)

### Radio Partner

(Rs. 20,000)

### Print Media Partner

(Rs. 10,000)

\*\* All the amounts are Negotiable



# TITLE SPONSOR

Title sponsor will get the most amount of publicity among all sponsors during the festival. Audio and video presentations of title sponsor will be screened in the Pro-nite Ground on the main stage as well as at different strategic locations throughout the festival.

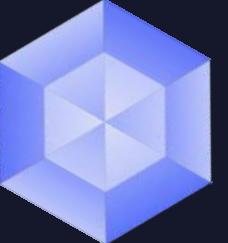
The Title Sponsor will also be featured on the accessories during Aikatan. All the banners of festival will be including the Title Sponsor presents Aikatan.

## PRE-FEST BENEFITS

- The fest will be publicized as RKMGEc (Purulia) and the Title sponsor present Aikatan 2023.
- Title Sponsor's name and logo will be published on all publications and media coverage. The official Aikatan T-shirt will carry a logo of the title sponsor.
- The official website of Aikatan will feature the name and logo of the sponsor as well as the sponsors' website link on the homepage.

## POST-FEST BENEFITS

- All the post media coverage will include the name of the title sponsor.
- A detailed branding report will be sent to you with extra emphasis on your brand presence and contribution to the fest.
- Full page coloured advertisement of the title sponsor will be featured on the Back-cover page of the Aikatan 2023 souvenir which will be distributed to professors, students and organizers.
- Long term publicity is provided by printing the Title Sponsor's logo and name the certificated and trophies presented to the winners and runner up of every event.



# TECHLAVYA SPONSOR

Audio and video presentations of TechLavya sponsor will be screened in the Techno Fest as well as at strategic locations throughout the event. Sponsor will get effective publicity of their brand during the festival.

All the banners of festival will be including the TechLavya Sponsor co-presents Aikatan 2023. Sponsor can come for physical workshop in campus during Fest.

## PRE-FEST BENEFITS

- The Tech-fest will be publicized as the Sponsor of TechLavya 2023 (Aikatan Tech Fest).
- Sponsor's name and logo will be published on all publications and media coverage.
- The official website of Aikatan will feature the name and logo of the sponsor as well as the sponsors' website link on the homepage.

## POST-FEST BENEFITS

- All the post media coverage will include the name of the platinum sponsor.
- A detailed branding report will be sent to you with extra emphasis on your brand presence and contribution to the fest.
- Full page coloured advertisement of the TechLavya sponsor will be featured on the Back- inside cover page of the Aikatan 2023 souvenir which will be distributed to professors, students and organisers.



# PLATINUM SPONSOR

Audio and video presentations of Platinum sponsor will be screened in the Fest well as at strategic locations throughout the event.

Sponsor will get effective publicity of their brand during the festival.

Sponsor will have the privilege to setup stalls at some locations in the campus.

Banners provided by the platinum sponsors will be put up at strategic locations to ensure maximum visibility.

All the banners of festival will be including the Platinum Sponsor co-presents Aikatan 2023.

## PRE-FEST BENEFITS

- The fest will be publicized as the Platinum sponsor co-presents Aikatan 2023.
- Platinum Sponsor's name and logo will be published on all publications and media coverage.
- The official website of Aikatan will feature the name and logo of the sponsor as well as the sponsors' website link on the homepage.

## POST-FEST BENEFITS

- All the post media coverage will include the name of the platinum sponsor.
- A detailed branding report will be sent to you with extra emphasis on your brand presence and contribution to the fest.
- Full page coloured advertisement of the platinum sponsor will be featured on the BACK INSIDE cover page of the AIKATAN 2023 souvenir which will be distributed to professors, students and organisers.



# GOLD SPONSOR

Audio and video presentations of Gold Sponsor will be screened in the auditorium as well as strategic locations throughout the event.

Gold Sponsor will be the exclusive event partner/organiser for an Informal event.

Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the campus.

Banners provided by the Gold Sponsors will be put at strategic locations to ensure maximum visibility.

## PRE-FEST BENEFITS

- Gold Sponsor's name and logo will be published on all publications and media coverage. The official website of AIKATAN 2023 will feature the name and the logo of the sponsor as well as the sponsor's website link on the homepage.
- An exclusive Online Campaign by Aikatan's social media platforms will feature for Marketing and Branding.
- All promotional banners will have the logo of the Gold sponsor embedded within that would be placed at strategic locations in the Purulia Town.

## POST-FEST BENEFITS

- After Movie of AIKATAN will include the Gold Sponsor in credentials.
- A half page colored advertisement of the Gold Sponsor will be featured on the BACK-INSIDE cover page of the AIKATAN 2023 souvenir which will be distributed to professors, students and organizers.



# SILVER SPONSOR

Banners provided by the Silver Sponsors will be put at strategic locations to ensure maximum visibility.

Silver Sponsor will be the exclusive event partner/organiser for an Informal event. Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the campus.

## PRE-FEST BENEFITS

- Silver Sponsor's name and logo will be published on all publications and media coverage.
- Silver Sponsor will be marketed in the campus by the online promotion team to increase the social outreach among the youth.
- An exclusive Online Campaign by Aikatan's social media platforms will feature Silver Sponsor for Marketing and Branding.
- The official website of AIKATAN 2023 will feature the name and the logo of the sponsor as well as the sponsor's website link on the homepage.

## POST-FEST BENEFITS

- After Movie of Aikatan will include the Silver Sponsor in credentials.
- An one fourth page colored advertisement of the Silver Sponsor will be featured on the BACK-INSIDE cover page of the AIKATAN 2023 souvenir which will be distributed to professors, students and organizers.



## EDUCATION SPONSOR

- Education Sponsor's name and logo will be published on all publications and media coverage.
- Education Sponsor will be marketed in the campus by the online promotion team to increase the social outreach among the Students.
- The official website of AIKATAN 2023 will feature the name and the logo of the sponsor as well as the sponsor's website link on the homepage.
- Sponsors can do Upto 5 physical workshop/Seminar in campus throughout the Session.

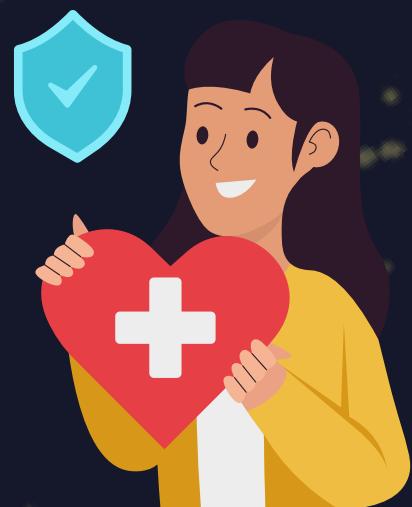


## MERCHANDISE SPONSOR

- Merchandise Sponsor's name and logo will be published on all publications and media coverage.
- The official website of AIKATAN 2023 will feature the name and the logo of the sponsor as well as the sponsor's website link on the homepage.
- An one fourth page colored advertisement of the Sponsor will be featured on the Official T-Shirts, Sehwags of the AIKATAN 2023 which will be distributed to Professors, Ambassadors, Students and Organizers.
- The official website of AIKATAN 2023 along with All Social Media Handles will feature the name and the logo of the Marchendise sponsor.



# PARTNERSHIPS



## HEALTH & BEAUTY PARTNER

Beauty and Health partner will be provided one stall on the festival grounds to display its products and distributor publicity material. Banners provided by the partner will be put up at premiere locations on the campus during AIKATAN 2023.



## FASHION PARTNER

Fashion & Style partner would be part of our fashion show. These partner will be provided one stall on the festival grounds to display its products and distributor publicity material. Banners provided by the partner will be put up at premiere locations on the campus during AIKATAN 2023.



## SHOPPING PARTNER

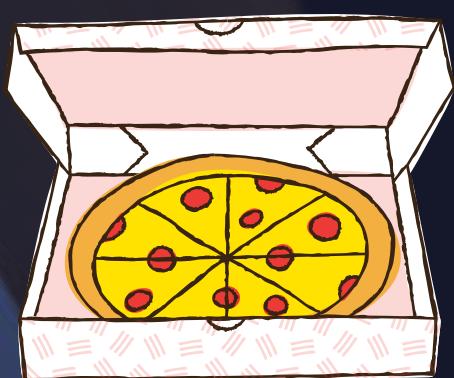
Shopping partner would be required to give us vouchers of their shops to be given to various participants. These partner will be provided one stall on the registration desk to display its products and distribute publicity material.



## BEVERAGE PARTNER

Beverage partner would be required to provide us beverages of their brand. Banners provided by the partner will be put up at premiere locations on the campus during AIKATAN 2023. These partner will be provided one stall on the festival grounds to display its products and distribute publicity material.

## SNACKS PARTNER



Snacks partner would be required to provide us Snacks/Fast Food of their brand. Banners provided by the partner will be put up at premiere locations on the campus during AIKATAN 2023. These partner will be provided one stall on the festival grounds to display its products and distribute publicity material.

**\*\* Each partner will be featured on banners, leaflets as well as in social media platforms.**



# PARTNERSHIPS



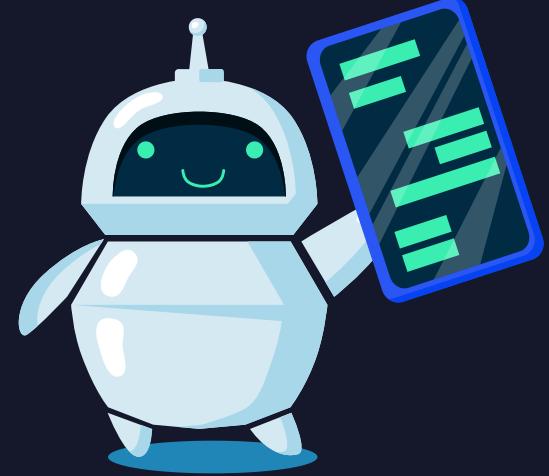
## RACING PARTNER

Racing partner will be provided one stall on the festival grounds to display its products and distributor publicity material. Banners provided by the partner will be put up at premiere locations on the campus during AIKATAN 2023.



## ESPORTS PARTNER

Esports partner would be part of our Gaming show. These partner can choose the types of games and can be in their platform. Their Platform will be Dedicatedly Promoted to AIKATAN 2023 Website and All social Media. And will be put up at premiere locations on the campus during Gaming Event.



## ROBOTICS PARTNER

Robotics partner would be required to Support Robotics Events for various participants. We will use your stickers and flags all over the track and the finishing point and also Videography will be provided.



## TECH PARTNER

We at Aikatan would like to have you as our online Tech partners. You would handle a part of the online promotions, Technical tasks while also reaching out to thousands of students across India through various events. Banners provided by the partner will be put up at premiere locations on the campus.



## PRIZE & GIFTS PARTNER

Prize & Gift partner would be required to give gifts and goodies to be given to the participants for various events. Banners provided by the partner will be put up at premiere locations on the campus during AIKATAN 2023.

**\*\* Each partner will be featured on banners, leaflets as well as in social media platforms.**



# PARTNERSHIPS

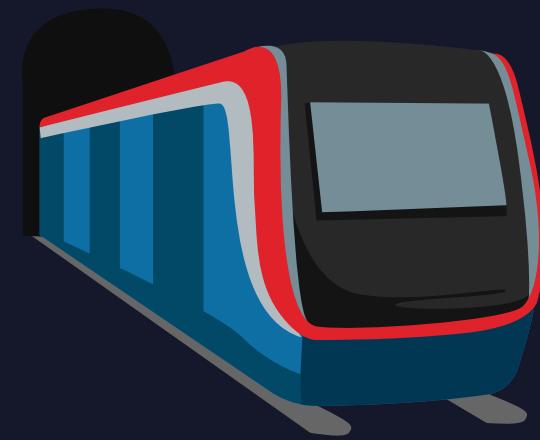


## HOTEL & LODGING PARTNER

Hotel & Lodging partner would be providing hospitality to our Artist, Industrialist and their respected staffs for our fest and their Check ins. They will gain prime advertising spot in the campus during the fest.

## TRAVEL PARTNER

Travel partner would be providing Transportation facilities to our Guest, Artist and their staffs only during our fest. They will gain prime advertising spot in the campus during the fest..



## DECORATION PARTNER

The official decoration sponsor shall be working in conditions with AIKATAN 2023 team to decorate and modify the campus.

## RADIO PARTNER

The radio partner will have the opportunity to broadcast the fest Aikatan 2.0 live. The partner will be featured on banner, leaflets as well as in social media platforms.



## DIGITAL MEDIA PARTNER

The Digital media partner shall Telecast the entire AIKATAN 2023 Event in its News Channel and in the Social Media Platform.

## PRINT MEDIA PARTNER

The Print Media partner shall publicize the festival in its newspaper and magazine articles and also in the website.



**\*\* Each partner will be featured on banners, leaflets as well as in social media platforms.**



# PAST SPONSORS

## The Telegraph Media Partner



Manufacturers : Mechanical & Civil Lab Equipments



city Center



PURULIA



DAS SCIENTIFIC HOUSE



# *last year's* Attraction

RKMGEU

Rptan 19

24 APRIL

বৃক্ষ

অন্তর্ভুক্তি

RKMGECE

FOSSES



# DJ INDRA



RKMGEC  
Ranjan Indra

# this Year's Attraction

#tuning with passion  
**ROCKING TWILIGHT**



**SNIGDHAJIT**



**MUSICAL EVENING**  
**TEAM OCTAVE**

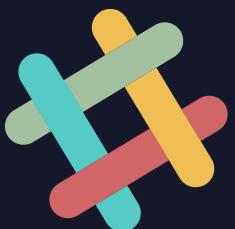


**MUSIC**



**CHHAU NACH**  
#HERITAGE of PURULIA

**TEJH lavya**  
#where innovation meets inspiration



**REUNION NIGHT**

অঙ্গীকৃত  
**SOMMELON**



**DJ KOEL**

# TENHlavya



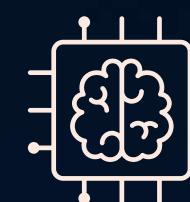
**EXPLORE THE MADNESS  
OF INNOVATION**

## ACADEXPO

#Inter school & inter college  
science projects exhibition

## HACK VENGERS

#social coding event



## BRAIN BUSTERS

#General Knowledge Questions &  
Answers on "Technology".



## GRAVITY ALGOGEMS

#promising opportunity to test coding skills



## ROBO RUSH

#Robotic off-road terrain racing



## ESPORTS

#transforms online gaming  
into a spectator sports

## PIXEL PLAYGROUND

#visual content to communicate

## WORKSHOPS

#practical approach and experiential learning



**SNIGDHAJIT  
BHADUMIK**

**Liveline**



# MUSICAL

## Star Night



# DJ KOYEL





# MUSICAL EVENING

THE OCTAVES

प्रसंगराज बांधा

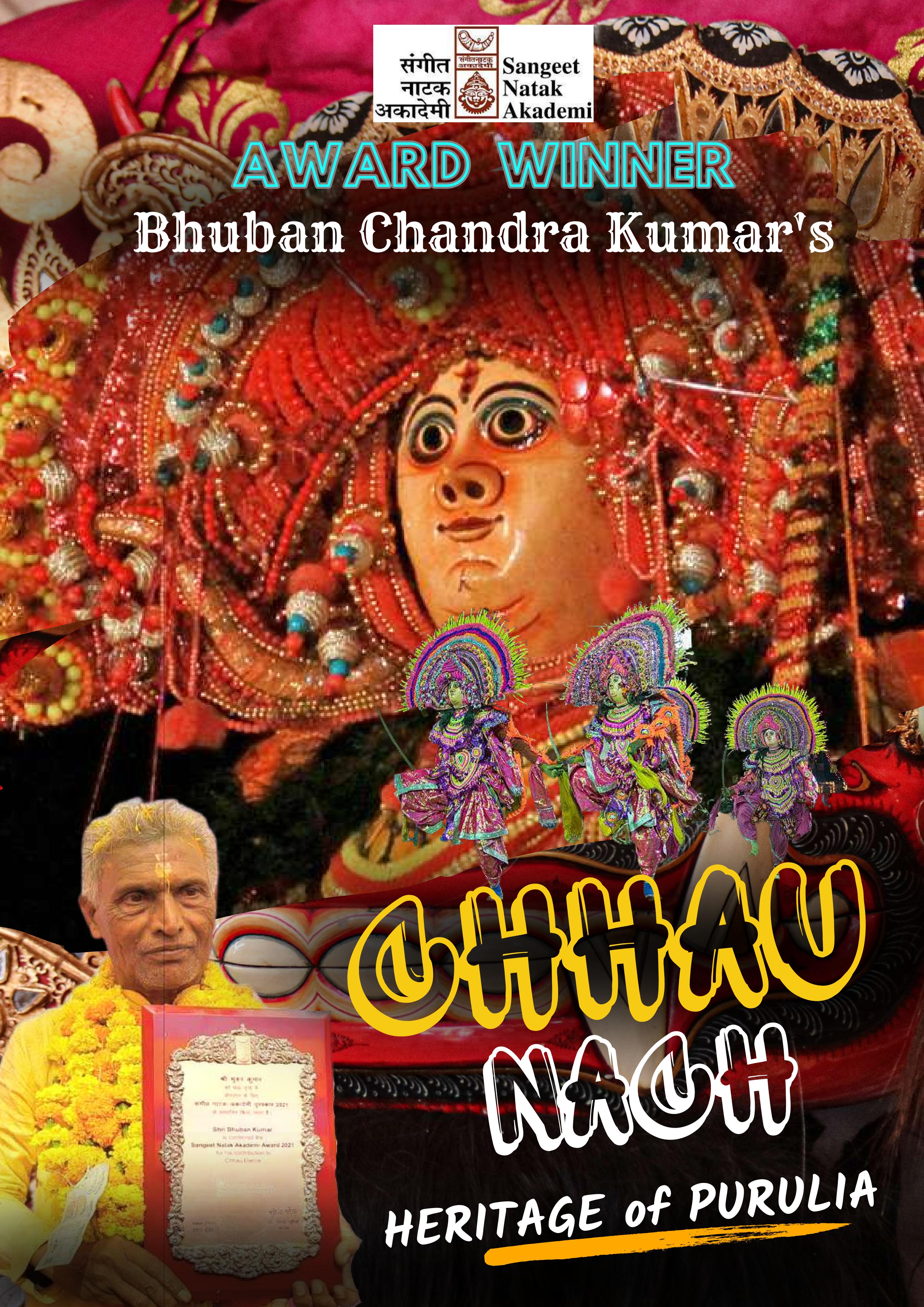


# AWARD WINNER

## Bhuban Chandra Kumar's

# OJHARU NACH

HERITAGE of PURULIA





# CONTACT US

for further queries

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L RKMGE C Official



@Aikatan2.0



@Aikatan2.0

**THANK  
YOU**

