



**SRM**  
INSTITUTE OF SCIENCE AND TECHNOLOGY  
*(Deemed to be University u/s 3 of UGC Act, 1956)*  
DELHI-NCR CAMPUS, GHAZIABAD (U.P.)



# SPONSORSHIP KIT

28-29 April



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# About SRM



SRM Institute of Science and Technology (formerly known as SRM University) NCR Campus is one of the leading, world-class institutes in the nation, offering a variety of undergraduate, postgraduate and doctoral programs in Engineering, Management, Science & Humanities. With over 20,000 students and 1,500 faculty members, SRMIST was ranked amongst the Top 30 institutes in the nation in the latest edition of the NIRF university rankings and is currently accredited with an A++ grade by the National Assessment and Accreditation Council (NAAC).



For over 25 years, SRMIST has been a part of the 40 year old SRM Group of Educational Institutes that are known for providing quality education in frontier areas



# Meet Our Team

Education plays a vital role in everybody's life. To imbibe knowledge is a continuous process and there is no limitation or upper limit to keep learning throughout one's life. In other words, education is the backbone of our society.

SRM Institute of Science and Technology is like a Banyan Tree in the field of education. It provides various courses under one roof and also has established campuses in the state of Tamil Nadu, Uttar Pradesh, Haryana, Andhra Pradesh, and Sikkim.

We have more than five decades of experience in the field of education and understand the needs of the students perfectly. Our campuses allow students to explore innovative ideas and solutions to broaden their horizons while our pedagogy improves the quality of education provided.



**Dr. Sanjay Viswanathan**  
Director

# Meet Our Team

SRM Institute of Science & Technology, NCR Campus is one of the premier institutions of India offering quality education in the field of Engineering, Management, Computer Applications and Hotel Management. We at SRM strive for innovation and excellence in education, research and consultancy.

The extra-ordinary intellectual resources at SRM are working day and night to prepare best engineers and managers who are ready to lead the world with their intellect, hard-work and professional ethics. We have a unique group of outstanding young students from almost all the corners of the country. Apart from technical skills, we have our core focus on social and inter-personal skills, to make students a complete professional.

The enriched learning environment at SRM is full of technical, cultural and ethical learnings. Whole lot of activities such as a cultural fests, technical fests, industry-focused seminars and extracurricular activities, are organized to expose the students to face the challenges of professional life.



**Dr. RP Mahapatra**  
Dean Admissions



**Varnika Tyagi**  
Chairperson Rubaroo 2023



**Aanya Bhardwaj**  
Vice Chairperson Rubaroo 2023



**Niharika Sharma**  
Secretary Rubaroo 2023

# RUBAROO @ 2023

SRM is all about grandeur and so is our fest!, Rubaroo is a 2 day cultural fest of srm, with expected participation of 5000 plus its the biggest fest in the region. Every year the fest is graced by accomplished artists with the likes of Bohemia, Tochi Raina, Javed Ali, Shalmali Kholgade Shilpa Roa, Eka Band, Euphoria Band, Sunburn and Darshan Raval to name a few.

## Schedule

28th  
April  
2023

**RUBAROO**  
DAY 1

SRMIST, DELHI NCR CAMPUS

29th  
April,  
2023

**RUBAROO**  
DAY 2

SRMIST, DELHI NCR CAMPUS

# FLAGSHIP EVENTS

## Symphony of the Phoenix

(Battle of Bands)

Do you have electrifying guitar skills? And your best buddy knows to hype up the crowd by playing drum solo? Then what are you waiting for? Come join us in a battle of bands and let people feel your energy.

## Der Riez

(Fashion show)

Channel your inner Manish Malhotra on some exciting themes.

## Face off

(dance battle)

Feel the beat and put your best foot forward to dazzle the crowd as there can be only one winner.

## Halla bol

(Nukkad Natak)

Halla bol brings that same enthusiasm and spirit to the stage of Rubaroo '23! Witness the thrilling emotions and the grandeur of Nukkad Nataks as our talented teams take rounds mesmerizing you.

## Stomp the yard

(Solo Dance)

If your body understands rhythm, moves to the beat and makes people groove with you. Join us and stomp the yard with your moves

## Ho Rev'o

(Group Dance)

Ho Rev'o (Group dance):- Kab tak apne squad k sath shaadi ke sangeet mein nachte rahoge? Kabhi main stage par bhi toh aao!





## E-SPORT

If you love sitting in front of your PC, pressing keys at speed of light and love that adrenaline rush after you kill your enemy, join us at the most awaited competitions.

## Vadyantram

(Solo instrument)

Lover's Guitar, Drums or the reel-made famous ukulele, whatever you've got- Bring it on!

## Music Mantra

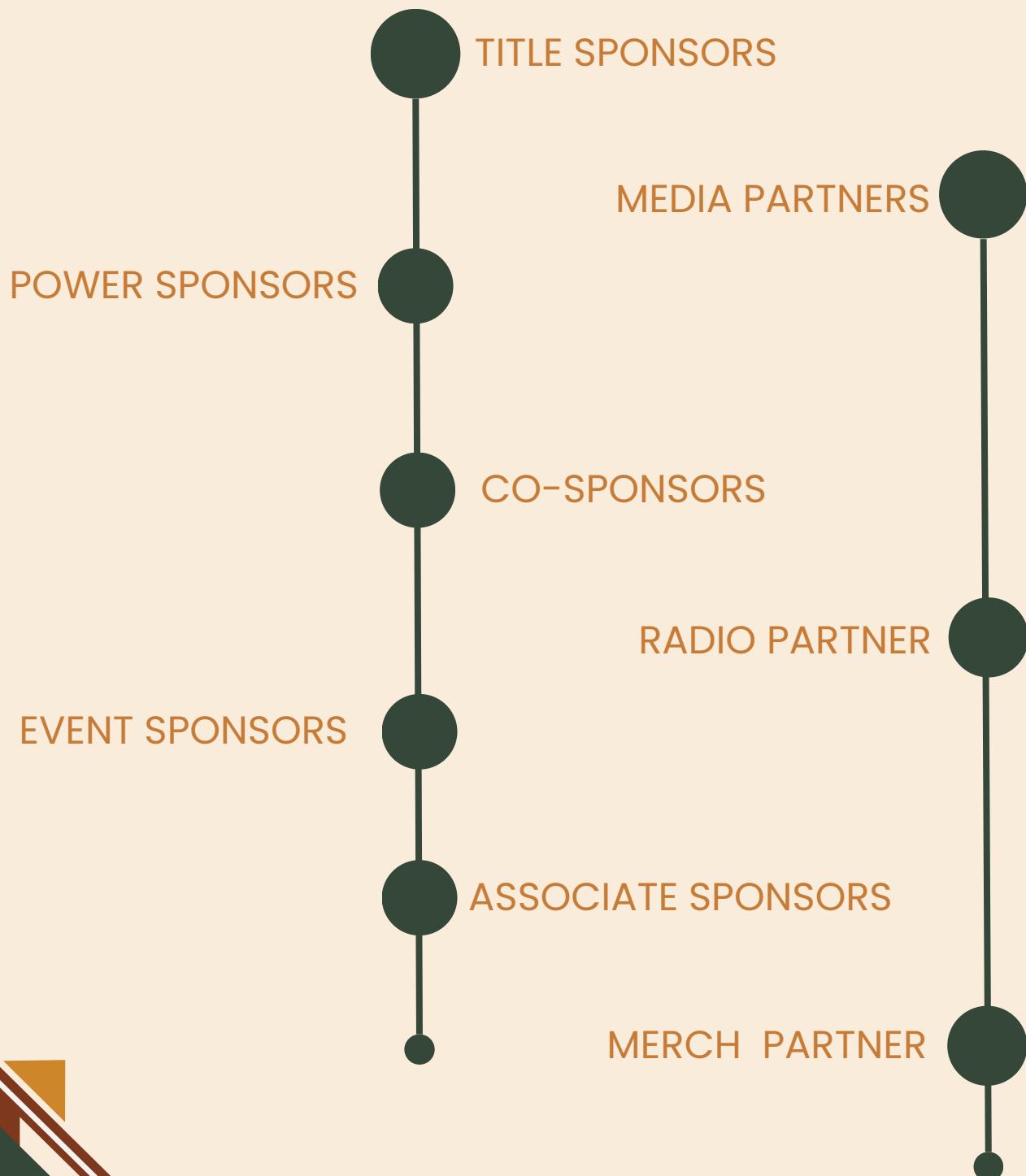
(Solo Singing)

Dil tuta aashiq ya newly in love, all your emotions at one stop.

Either be a



# SPONSOR or PARTNER



# Our Package



## **TITLE** SPONSORS **(10 - 15 Lakhs)**

- We will have your logo along with the festival's name as "Title Sponsors" and the brand will enjoy all the marketing that the festival would undertake.
- The title sponsor's logo will be on the Main event stage. Banners, Standees, Posters, Brochures, Certificates, Tickets and identity cards and for the event volunteers.
- The brand would be provided with a stall in the event at a prime location.
- 4 VIP passes would be provided.
- Promotion on all the Social Media platforms of the college.
- After-film brand coverage, which will be broadcast on YouTube after the festival
- Acknowledgement of the brand by the radio partner and during the event itself.

## **POWER** SPONSORS **(7 - 8 Lakhs)**

- Rubaroo will have the brand's logo alongside its name as "powered by".
- The Power Sponsor's logo will be on the Banners, Standees, Posters, Brochures, Tickets, and Identity cards of the volunteers for the event as "powered by".
- The brand would be provided with a stall at the event.
- 4 VIP passes would be provided.
- Promotion on Social media platforms of the college.
- Acknowledgement during the Main event.



## CO- SPONSORS (2-3 Lakhs)

- We will have your logo along with the festival's name as "Co-Sponsored by".
- The Co sponsor's logo will be on the Banners, Standees, and Posters for the event
- The brand would be provided with a stall at the event.
- Promotion on social media platforms of the college.
- Rise during the Main Event.

## ASSOCIATE SPONSORS (60000-100000)

- The Associate sponsor's logo will be on the Banners, Standees, and Posters for the event.
- The brand would be provided with a stall at the event.
- Promotion on social media platforms of the college.

## EVENT SPONSORS (25000-30000)

- We will have your logo alongside the name of the Specific Events as Sponsors.
- Event Sponsors would get dedicated time slots to interact with participants of the event.
- The logo of the sponsors will be mentioned for the event in the brochure
- Space at the event venue to put up a standee.



## MEDIA PARTNERS



- The brand will collaborate with the Rubaroo team as a media partner for a national-level event.
- The brand's logo will be displayed prominently on various promotional materials for the event, including the main event stage, banners, standees, posters, and brochures, as a media partner.
- In addition to media coverage, the brand will be offered a stall at the event to showcase its products or services.
- Rubaroo will promote the brand as a media partner on their official social media channels
- This collaboration will provide the brand with an opportunity to connect with a large audience and enhance its credibility and reputation.

## RADIO PARTNERS



- The brand will collaborate with the Rubaroo team as a Radio partner for a national-level Festival.
- As a radio partner, the brand's logo will be prominently shown on numerous promotional materials for the event, including the main event stage, banners, standees, posters, and brochures.
- The firm will be given a stand during the event to display its services.
- Through its official social media accounts, the college organizing the event will advertise the business as a Radio partner.
- The brand's credibility and reputation will be enhanced by its association with a prominent event and recognition as a Radio partner.



- The brand will collaborate with the event organizers as the merchandise partner to provide quality merchandise for the event.
- The brand's logo will be displayed on various promotional materials, such as the main event stage, banners, standees, brochures, and posters, as a merchandise partner.
- The brand will be offered a stall at the event to showcase its products..
- The college organizing the event will promote the brand as a merchandise partner on their official social media platforms.
- By associating with this prestigious event and being recognized as a merch partner, the brand will be able to enhance its credibility and reputation.

## SPONSORSHIP BENEFITS FOR



### Brand exposure:

With over 5000+ students expected to attend the festival from various colleges all over the nation, your brand will be provided with an incredible platform for exposure through various channels such as banners, posters and event ID cards and many more. Ensuring that your name is seen and recognized by all attendees. With such widespread exposure, your brand is sure to receive a significant boost and get closer to your target audience.

### Media exposure:

Through our media and radio partners, extensive shoutout to the brand will be provided alongside the festival's promotion hence receiving maximum appeal to a wider audience. By sponsoring our fest, The Brand will receive not only on-site exposure but also extended media coverage for maximum promotion.

### Networking opportunities:

Sponsors may have the opportunity to network with other sponsors, event organizers, and key industry players. This can help create potential business opportunities and strategic partnerships

## Product placement:

Sponsors may be able to place their products or samples at the event, giving attendees the opportunity to interact with the brand and learn more about the product.

## Social media exposure:

Sponsors may receive social media mentions, shoutouts, or posts from the event organizers, increasing the brand's reach and social media presence.

## Goodwill and community involvement:

Sponsors can gain positive exposure and create goodwill among the community by supporting a worthwhile cause and participating in a community event. It can help to increase brand loyalty and establish the brand as socially responsible.

# Testimonials



"Sponsoring SRM Rubaroo was a great decision for our brand. The exposure we received was incredible, and the networking opportunities were invaluable. We were able to connect with so many potential customers and partners, and we look forward to continuing our partnership with the event." – Rohit, Sponsor



"Attending SRM Rubaroo was an unforgettable experience. The energy and enthusiasm of the participants was contagious, and it was amazing to see so many talented individuals come together to celebrate culture and diversity. I can't wait to attend next year's event!" – Priya, Attendee



"Participating in SRM Rubaroo was a dream come true. The platform provided by the event allowed me to showcase my talent and gain recognition. The feedback and encouragement from the judges and audience was overwhelming, and I feel motivated to continue pursuing my passion." – Aakash, Participant



"As a faculty member, I was impressed by the level of talent and creativity displayed by the students at SRM Rubaroo. The event not only provided a platform for students to showcase their talents, but also encouraged them to push their boundaries and explore new forms of expression. It was inspiring to see the dedication and passion of the participants." – Dr. Kumar, Faculty Member



"I've attended many cultural events, but SRM Rubaroo stands out as one of the best. The organization and execution of the event were flawless, and the performances were incredible. The event truly embodied the spirit of Indian culture and diversity." – Divya, Attendee



# THE ECONOMIC TIMES



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# Contact Us For More Information



+91 7909066609

+91 9310546492

+91 8588922407



Delhi-NCR Campus, Delhi-Meerut Road, Modinagar,  
Ghaziabad-201204 (U.P.)



rubaroo@srmup.in



srmup.in