



Sab
rang

Sabrang

2025

10th - 12th October

Sabrang

JK LAKSHMIPAT UNIVERSITY
NEAR MAHINDRA SEZ, MAHAPURA,
AJMER ROAD, JAIPUR - 302026

NOORVANA
From Color To Cosmos

Sabrang Announcement

Sabrang is JKLU's premier annual cultural festival, a grand celebration of creativity, entertainment, and immersive experiences. Every year, it draws together students, artists, and performers from throughout the country, resulting in an electric atmosphere of music, technology, and artistic expression.

FESTIVE NOORVANA

From Color To Cosmos

A celebration of contrasts, this vibrant day-to-night transformation blends playful nostalgia with after-dark glamour in one cohesive visual experience. By day, the space bursts with bright colors, whimsical energy, and interactive elements, think nostalgic games, holograms, and kaleidoscopic materials designed for joy and connection.

Sabrang 2025

This year, Sabrang 2025 unfolds under the theme Noorvana—which is a one-of-a-kind mix of carnival magic and midnight splendor. From captivating performances, and engaging interactive experiences during the day to dazzling parties and high-energy celebrations under the stars, Noorvana promises an unforgettable journey of fes-



6+
FLAGSHIP
EVENTS

15+
THEMES
EVENTS

DJ
NIGHTS

EXCLUSIVE
PERFORMANCES



PURPOSE OF EVENTS ↓



This year, Sabrang transforms into Noorvana a fusion of carnival delight and nighttime glamour. The festival will feature all-day carnival-style fun, including engaging workshops and interactive games. As the sun sets, the celebration only gets bigger and better with thrilling events and games setting the stage for an unforgettable celebration. Step into Noorvana, where the magic of the day meets the allure of the night.



An Experience You don't Want To Miss! ↓



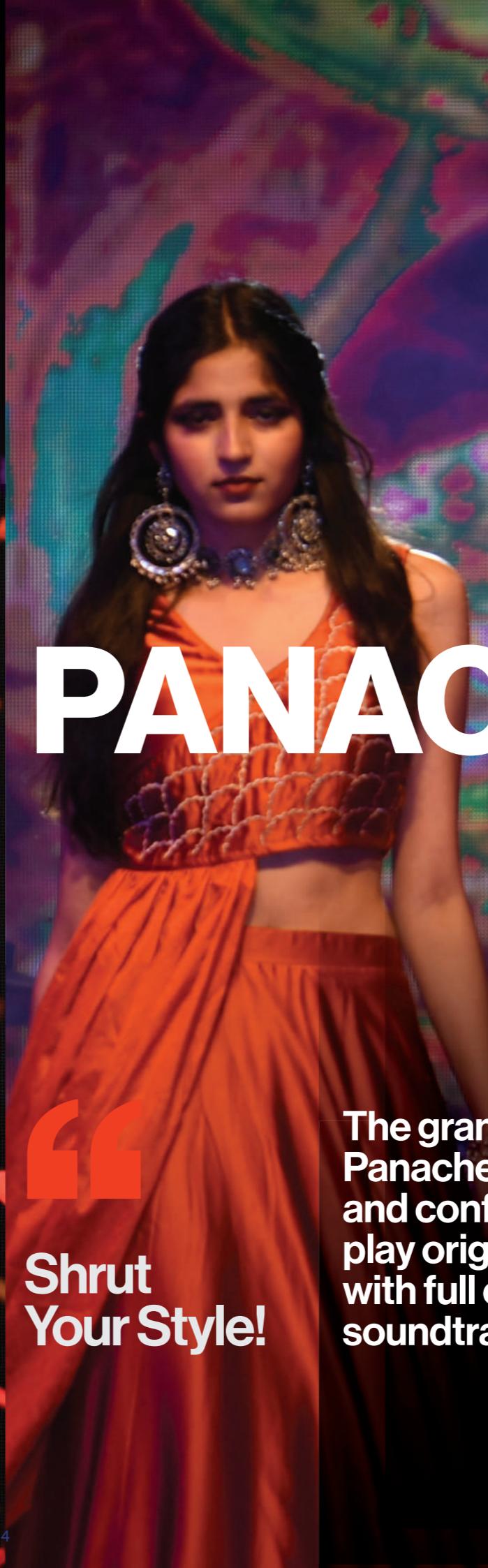
FLAGSHIP EVENTS

Sabrang 2025's flagship events are the highly anticipated, inter college group events that take place on stage.

We offer a magnificent opportunity for participating institutions nationwide to display their talent across spheres of fashion, music and dance.

This time, we strive to make these events even better, supported by unparalleled technical support, professional setups, a deep commitment to cultural awareness, accomplished panel members and an intrinsic focus on sustainability and unity as the driving force behind our fest.

We are looking to celebrate excellence and create an unforgettable experience.



“
**Shrut
Your Style!**



The grandest runway event of Sabrang, Panache is where elegance, charisma, and confidence collide. Teams will display original collections or concepts with full choreography, soundtrack, and fashion narratives.

“

Where
Rhythms Clash
And Moves
Ignite!

DANCE **BATTLE**

ONE-ON- ONE & CREW VS. CREW

Dancers compete individually and in teams in a high-energy dance face-off.

DIVERSE DANCE STYLES:

Features hip-hop, free-style, krumping, and fusion styles.

BEYOND JUST DANCING:

It's about commanding the floor—showcasing presence, creativity, and dominance.

HIGH- STAKES BATTLE:

An elimination format keeps the competition fierce and exciting.

BAND **JAM**

A showdown of student bands performing original compositions and covers.

From rock and indie to classical fusion, Bandjam is the sonic pulse of Sabrang.

Bands are judged on creativity, technical prowess, audience engagement, and stage presence.

“
Prepare For
A Sonic
Showdown!



“

Where Drama
Comes Alive on
the Streets!

SUTRADHAR

Let The Music Set
Your Soul Ablaze!

SINGING PALOOZA



Nukkad Natak is not
just a performance;

it is a celebration of
creativity and ex-
pression with actors
bringing stories to
life.

Welcoming you all to the street play,
a famous part of our tradition that
combines elements of drama, music,
and dance for spreading enjoyment
amongst the masses.



Singing Palooza is a thrilling music
extravaganza where talented
students showcase their vocal
abilities.

It's a celebration of melodious
voices, captivating performances,
and passionate singing.

Join us for an unforgettable
evening of music and talent!

Genres include: Bollywood, Indie,
Western Classical, and more.



The Road to **Sabrang**

WHY SPONSOR US?

An exciting opportunity for extensive brand exposure as a three day event is your canvas for opportunities. It's an opportunity to be part of a prestigious, high-energy cultural fest that engages thousands of young, dynamic individuals.

EXTENSIVE MEDIA COVERAGE:

Sabrang 2025 promises wide reaching media exposure through extensive coverage across print, digital, and social platforms.

UNPARALLELED VISIBILITY:

With an ever-growing audience, Sabrang attracts students, influencers, and young professionals from across the country, offering extensive brand.

HIGH-ENERGY, INTERACTIVE EVENT :

With carnival-style fun, immersive experiences, and electrifying performances, Sabrang offers a dynamic and engaging environment for brands to create memorable interactions with attendees.

5,00,000 TITLE **SPONSOR**

BRANDING:

Your brand will be showcased as “Sabrang 2025 – Presented by [Brand Name]” across all platforms.

Most prominent logo placement on all event materials – including banners, brochures, ID cards, certificates, digital creatives, and the main stage backdrop.

Exclusive top-row positioning in all press releases, website, and email communications.

Logo placement across stage panels, posters, T-shirts, and digital creatives with medium prominence..

ENGAGEMENT & ACTIVATION:

Premium stall space at the heart of the venue for brand engagement, sampling, or lead generation.

Your brand name will be announced as the Title Sponsor in all major stage events and competitions.

Option to sponsor a flagship event (e.g. Star Night or Fashion Show) with co-hosting rights.

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VISIBILITY & REACH:

8+ dedicated social media promotions (posts, stories, reels) with brand tags and interactive CTAs.

Exclusive shout-outs from our event’s official handles across Instagram, LinkedIn, and Yt.

Custom sponsor reel integration into our official aftermovie.

PRIVILEGES:

10 VIP passes for the fest.

On-stage felicitation with certificate and token of appreciation.

Opportunity to include branded goodies in the fest kits.

3,50,000 COPowered BY **SPONSOR**

BRANDING:

Brand will appear as “Co-Powered by [Brand Name]” on all digital and on-ground assets.

Logo placement across stage panels, posters, T-shirts, and digital creatives with medium prominence.

ENGAGEMENT & ACTIVATION:

Premium stall space at the heart of the venue for brand engagement, sampling, or lead generation.

Your brand name will be announced as the Title Sponsor in all major stage events and competitions.

Option to sponsor a flagship event (e.g. Star Night or Fashion Show) with co-hosting rights.

VISIBILITY & REACH:

5–6 featured social media promotions with reels and interactive posts.

Name mention in newsletters, ticket pages, and website footer.

Part of post-event sponsor collage reel.

PRIVILEGES:

6 exclusive passes.

Felicitation on the final day with certificate.

Option to include branded vouchers or samples in welcome kits.

2,500,000 ASSOCIATE **SPONSOR**



IN KIND **SPONSOR**

BRANDING:

Brand logo will appear on select digital materials, merchandise, and venue signage.

Recognition as “Associate Sponsor” on posters, certificates, and backdrops (lower tier placement).

ENGAGEMENT & ACTIVATION:

Optional shared stall space based on availability.

One-time stage acknowledgment during a major event.

Branding at specific venues (e.g., food zone, exhibition area).

VISIBILITY & REACH:

3–4 social media shout-outs and tags.

Acknowledgment on the official website and ticketing platform.

Mention in sponsor carousel post after the event.

PRIVILEGES:

4 general passes.

Sponsor appreciation certificate.

Access to post-event media and performance highlights.

WE ALSO WELCOME NON-MONETARY CONTRIBUTIONS THAT HELP US REDUCE COSTS AND ENRICH THE FEST EXPERIENCE.

IN-KIND SPONSORS RECEIVE VISIBILITY EQUIVALENT TO THEIR CONTRIBUTION, INCLUDING LOGOS, ON-STAGE MENTIONS, STALL SPACE (WHERE RELEVANT), AND SOCIAL MEDIA SHOUT-OUTS.

WE'RE OPEN TO EVENT SPONSORS FOR OUR FLAGSHIP EVENTS.

- Product sampling or giveaways.
- Printing and merchandise.
- Photography/videography services.
- Food and refreshment sponsorship.
- Trophies and certificates.

A close-up photograph of a person with curly, reddish-brown hair singing into a black microphone. The person is wearing a patterned shirt. The background is dark with some red and blue lighting.

Sabrang 2025

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