

*Riviera*TM
2015

SPONSORSHIP BROCHURE

About Riviera

Riviera, an Annual International Cultural and Sports Festival, is organized by VIT University. We at VIT realize that education does not occur only in the classrooms, but goes beyond. To facilitate this, VIT organizes an Annual International Sports and Cultural Carnival that strives to break every barrier, breach every limit and exceed every expectation, year after year.

It is with immense pleasure that we announce its next edition – Riviera 2015 to be held between 5th to 8th February, 2015. Each year VITians take a breather from the books and let their hair down to celebrate the true spirit of college life. With the multitude of events, games and performances, it is a fest for four days of fun and frolic. Riviera is India's first International Cultural and Sports Carnival to have obtained ISO 9001:2008 certification. Riviera has had the honour of being listed in the Guinness book of World Records for the feats – "Most number of people arm wrestling" and "Pragathi – Forming a Human Hand's image by gathering of over 3005 people. The past edition of Riviera witnessed a VITian break the world record for the most number of hours skated continuously by a margin of 33 hours. This remarkable feat took him 69 hours and 15 minutes to accomplish and the same was recorded by the Limca Book of Records.

This year we are expecting students from all over the world with total footfalls of around 30,000. It fosters to showcase the cultural and ethnic background of various communities from all over the world.

About Vit

VIT University, formerly called Vellore Engineering College, was established with the aim of providing quality higher education on par with international standards. It persistently seeks and adopts innovative methods to improve the quality of higher education on a consistent basis. VIT University imparts futuristic technical education and instills high patterns of discipline through the dedicated staff, who set global standards, making the students technologically superior and ethically strong, who in turn will improve the quality of life of the human race.

VIT University aspires to establish a system of quality assurance, which would on a continuous basis evaluate and monitor the quality of education and training imparted at the Institute, improve the teaching learning process and ultimately develop the institute as a Centre of Excellence.

Our Outreach

650+
INSTITUTES

30,000
FOOTFALLS

45+
COUNTRIES
& ALL OVER INDIA

Culturals

- CULTURALS
- RESONANCE
- ACOUSTIC VIBES
- RAAGA REGGAE
- SUPER SINGER
- FRISK FACTOR
- DANCE BATTLE
- STYLE CHECK
- MOVIE MAKING
- ART A THON
- BODY ART
- KRYPTOGRAPHY
- RADIO JOCKEY
- BROADWAY
- WHITE COLLAR
- FRINGE FURTIVE -
- BEG. BORROW. STEAL -
- RIVIERA'S GOT TALENT -
- VIT DEBATE TOURNAMENT -
- ROLE PLAY -
- STREETS -
- DRAMATYX -
- VARIETY SHOW -
- SOLO DANCE -
- TOON A FRIEND -
- SKETCH ME IF YOU CAN -
- WORD ART -
- PORTRAITURE -
- BREAK THE ICE -
- LIGHTS CAMERA ACTION! -

100+ Others

Sports

- CRICKET
- CHESS
- BADMINTON
- TABLE TENNIS
- SQUASH
- TENNIS
- VOLLEYBALL
- FOOTBALL
- THROWBALL
- HOCKEY
- HANDBALL -
- SWIMMING -
- MR. RIVIERA -
- SNOOKER -
- CRAZY SPORTS -
- STREET FOOTBALL -
- STREET BASKETBALL -
- CRICKET SUPER-OVER -
- MASS DRILL AEROBICS -
- FREE RUN -

and

"Run for a cause"

Flash Back - Pro Shows



salim sulaiman



vishal shekhar



shankar ehsaan
loy



shreya ghoshal



sunidhi chauhan



hariharan



sukhwinder singh



sonu nigam



daler mehndi



shaan



anushka manchandani



, Vijay Jesudas



Stephen Devassy



neha bhasin



kk

Flash Back - Pro Shows



malgudi subha



sivamani



kailash kher



neeraj shridhar



anuradha sriram



ranjith



sreeram chandra



suchitra



karthik



aalap raju



palash sen



chinmayi



shaktisree gopalan



devi sri prasad



raghu dixit

International and National Bands

PARIKRAMA
EUPHORIA
MOTHERJANE
JUNKYARD GROOVE
EFFECT CREW
BLIND IMAGE
ORPHANED LAND
PENTAGRAM
FIRE FLYS
ACROBATS
SUIDAKRA
CHERRIES ON A BLACKLIST

Chief Guests

KAMAL HASSAN
CHIRANJEEVI
SURYA
VIKRAM
PRAKASH RAJ
KARTHI SIVAKUMAR
AARYA
VVS LAKSHMAN(CRICKET)
BALAJI(CRICKET)
MURALI KARTHIK(CRICKET)
SAURAV GHOSHAL(SQUASH)

and many more...

TITLE SPONSOR

₹35 LAKH

EVENT WILL BE ADVERTISED AS VIT UNIVERSITY AND (MAJOR SPONSOR) PRESENTS RIVIERA 2015. ADVERTISEMENT IN MEDIA ALONG WITH FEST DETAILS.

PROMINENT ADVERTISEMENT ACROSS UNIVERSITY CAMPUS AT ALL VANTAGE POINTS. LOGO WILL BE PRINTED ON POSTERS, BANNERS, FLYERS, TICKETS, CERTIFICATES & OTHER PROMOTIONAL MATERIAL.

- PROMO VIDEO WILL BE SHOWN AT PROSHOW.
- ADVERTISEMENT ON RIVIERA 2015 WEBSITE.
- ADVERTISEMENT ON VIT COMMUNITY RADIO
- ADVERTISEMENT ON THE RIVIERA 2015 MOBILE APP.
- NAME/LOGO ON OFFICIAL EVENT APPAREL (CREST OR SLEEVE).

MEDIA SPONSOR

₹35 LAKH

-NAME/LOGO WILL BE PRINTED ON POSTERS, BANNERS, & HOARDINGS.

-COPYRIGHT TO TELECAST RIVIERA 2015. (SUBJECT TO CONDITIONS)

- ADVERTISEMENT ON RIVIERA 2015 WEBSITE.
- ADVERTISEMENT ON VIT COMMUNITY RADIO
- ADVERTISEMENT ON THE RIVIERA 2015 MOBILE APP.
- STALL FOR PROMOTION OF PRODUCT/BRAND.

COSPONSOR

₹25 LAKH

- NAME/LOGO WILL BE PRINTED ON POSTERS, BANNERS, & HOARDINGS.
- ADVERTISEMENT IN MEDIA ALONG WITH FEST DETAILS.
- PROMO VIDEO WILL BE SHOWN AT PROSHOW.
- ADVERTISEMENT ON RIVIERA 2015 WEBSITE.
- ADVERTISEMENT ON VIT COMMUNITY RADIO
- ADVERTISEMENT ON THE RIVIERA 2015 MOBILE APP.
- STALL FOR PROMOTION OF PRODUCT/BRAND.

PROSHOW SPONSOR

₹20 LAKH

- THE COMPANY WILL BE ENTITLED TO SPONSOR ONE DAY OF PROSHOWS AT THE MENTIONED AMOUNT.
- PROMO VIDEO WILL BE SHOWN AT PROSHOW.
- HOARDINGS WILL BE DISPLAYED AROUND THE STAGE AREA.
- ADVERTISEMENT ON RIVIERA 2015 WEBSITE.
- ADVERTISEMENT ON VIT COMMUNITY RADIO
- ADVERTISEMENT ON THE RIVIERA 2015 MOBILE APP.
- STALL FOR PROMOTION OF PRODUCT/BRAND.

SPORTSPONSOR ₹10 LAKH

- SPONSOR'S NAME WILL BE PRINTED ON SPORTS CERTIFICATES.
- HOARDINGS WILL BE DISPLAYED AT ALL SPORTS VENUES.
- ADVERTISEMENT ON RIVIERA 2015 WEBSITE.
- ADVERTISEMENT ON THE RIVIERA 2015 MOBILE APP.
- STALL WILL BE PROVIDED FOR PROMOTION OF PRODUCT/BRAND.

FASHIONSPONSOR ₹5 LAKH

- THE COMPANY WILL SPONSOR THE 'FASHION SHOW' RIVIERA 2015.
- SPONSOR CAN HOST A FASHION SHOW THAT WILL SHOWCASE THEIR APPAREL.
- ADVERTISEMENT ON THE RIVIERA 2015 WEBSITE.
- ADVERTISEMENT ON THE RIVIERA 2015 MOBILE APP.
- STALL FOR PROMOTION OF PRODUCT/BRAND.

CULTURAL SPONSOR ₹5 LAKH

- COMPANY WILL BE THE OFFICIAL 'CULTURAL SPONSOR' FOR THE FEST.
- SPONSOR'S NAME/LOGO WILL BE PRINTED ON EVERY T-SHIRT.
- ADVERTISEMENT ON THE RIVIERA 2015 WEBSITE.
- ADVERTISEMENT ON THE RIVIERA 2015 MOBILE APP.
- STALL WILL BE PROVIDED FOR PROMOTION OF PRODUCT/BRAND.

EVENT SPONSOR ₹2 LAKH

- THE COMPANY WILL BE ENTITLED TO SPONSOR ONE EVENT AT THE MENTIONED AMOUNT.
- COMPANY BANNERS WILL BE DISPLAYED AT THE EVENT VENUE.
- SPONSOR'S LOGO/NAME PRINTED ON EVENT CERTIFICATES.
- EXCLUSIVE PUBLICITY DURING THE EVENT.
- ADVERTISEMENT ON RIVIERA 2015 WEBSITE.
- ADVERTISEMENT ON THE RIVIERA 2015 MOBILE APP.


Coverage

THE  HINDU

DECCAN
Chronicle

THE  NEW
INDIAN EXPRESS

 **VASANTH** TV

Channel  Ufx

தீனத் துத்
DAILY  **THANTHI**
வெல்க தமிழ்

DAILY THANTHI

NEWS TODAY

கினகரன்
சுரு பதிய அனு பவம்
www.dinakaran.com

DINAKARAN

ఆంధ్రజ్యోతి

TELUGU DAILY

ANDHRA JYOTHI


தினமணி

DINAMANI

ఈనాడు

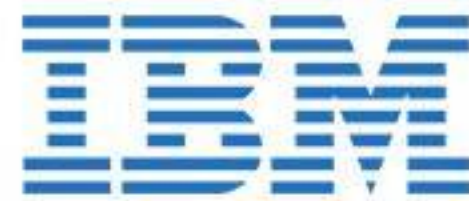
EENADU

राजस्थान पत्रिका

RAJASTHAN PATRIKA

Our Previous Sponsors









Thank You VIT we really had a memorable concert last night.

~ Salim Sulaiman



VIT Vellore, you really earned PENT4GRAM's love and respect tonight!
What an awesome crowd! :D

~ Vishal Dadlani



Prof. Sivasankaran
(+91-9994256440)



convenor.riviera@vit.ac.in
sponsorship.riviera@vit.ac.in

*Riviera*TM
2015

www.vitriviera.com