

MARKETING BROCHURE

DYUTHI'17

About GEC,Thrissur

Government Engineering College, Thrissur (GECT) is one of the most prestigious technical education institutes in Kerala. Founded in 1957, GECT has been rated consistently among the top institutes in South India. Affiliated to the APJ Abdul Kalam Technological University, the college campus is spread over an area of 75 acres and is located at Ramavarmapuram, which is 5km from Thrissur, the cultural capital of Kerala.

GECT has mesmerized the technical community through the years with the brilliance of its fraternity and has hence earned distinction in its field. GECT takes great pride in its long and illustrious history of encouraging technical innovation and growth and of hosting several remarkable fests.

ABOUT DYUTHI

Dyuthi is the national level techno-cultural managerial fest conducted by the students of government engineering college thrissur. Dyuthi 2016 was a grand success and managed to engage the participants in gruelling tests that shook the very foundations of their knowledge. Every year the festival of Dyuthi brings with it a cornucopia of versatile events that encompasses all of the engineering trades and the managerial arena. From creating the perfect edifice to astounding the crowds with ethereal robots, Dyuthi'16 had it all.

It has always been an exquisite cultural fest laid out not just to glisten out sweat beads of the events, but also to mesmerize the participants and students alike through the night events and proshows. From tech-frenzy games to out-of-the-world entertainment, Dyuthi'16 had it all and Dyuthi '17 promises more.

This year, at Dyuthi'16, we aim to raise the bar on an event which is now an annual spectacle, created as a product of years of hard work of our seniors. This flame of innovation, that they once lit, cannot be put out. It needs to keep burning, brighter than ever. As a sponsor, you can help make this dream of ours a reality. We hope our partnership can make Dyuthi'16 a memorable experience for all involved. We believe that our alliance will help us both achieve excellence.

MAIN SPONSOR: Rs 6,00,000/-

- Dyuthi'17 will be known as GEC Thrissur presents <Main sponsor> Dyuthi'17.
- Name and logo prominently displayed on backdrop flex of the main stage, used for the highlight events of Dyuthi'17.
- Name and logo on the certificates and mementos given to participants, winners and also the acknowledgement certificates given to the judges and guests of various events of Dyuthi'17.
- Visibility in the campus - through flexes, banners and posters - at least a month before the event.
- The official website of Dyuthi'17 will prominently display the company's logo. Also, the logo will appear on the sponsorship webpage under <Main Sponsor> with a link to the company's official website.
- Name and logo on all merchandise and apparels distributed as a part of Dyuthi'17, including the official Dyuthi'17 shirt, files and copy of schedule given to the participants etc.
- All publicity materials, both online and offline, which include posters and brochures, posts on the Facebook page, app etc. will have logo and name of the company.

- Promotion of the brand during all events conducted as a part of publicity for Dyuthi'17, including social welfare campaign(last time it was “one among us”), flash mobs etc.
- Logo of the company on Dyuthi's official mascot.
- 3 stalls at various strategic locations around the campus to advertise the brand.
- 8 banners at different locations throughout the campus including on and around the main stage of Dyuthi'17, where the highlight events take place.
- Regular announcements through ‘Dyuthi Radio’, LCD displays and all other informal events.
- Exclusive features in the official trailer, promotional videos and the official after movie of Dyuthi'17.
- Provision to organize promotional events of your firm before and during the event, after discussion with our marketing coordinators.

Co-Sponsor: Rs 3,00,000/-

- Dyuthi'17 will be known as GEC Thrissur presents <Main sponsor> Dyuthi'17 in association with <Co-Sponsor>.
- Visibility in the campus - through flexes, banners and posters - at least a month before the event.
- The official website of Dyuthi'17 will prominently display the company's logo. Also, the logo will appear on the sponsorship webpage under <Co-Sponsor> with a link to the company's official website.
- Name and logo on all merchandise and apparels distributed as part of Dyuthi'17, including the official Dyuthi'17 shirt, files and copy of schedule given to the participants etc.
- All publicity materials, both online and offline, which include posters, brochures, posts on the page, app etc. will have logo and name of the company.
- 1 stall to advertise the brand on the campus during Dyuthi'17.
- Logo of the company on Dyuthi's official mascot.
- 4 banners at different locations throughout the campus including on the main stage of Dyuthi'17, where the highlight events of Dyuthi take place.
- Regular announcements through 'Dyuthi Radio', LCD displays and other informal events.

- Exclusive features in the official trailer, promotional videos and the official aftermovie of Dyuthi'17.
- Promotional events can be organized after discussion with our marketing coordinators.

Mini Marathon sponsor: Rs 2,00,000/-

- Promotion of brand as part of the social welfare campaign taken up as a part of Dyuthi'17.
- Opportunity to have brand promotion among the general public at Swaraj Round, at the heart of Thrissur.
- Promotion of the brand through media releases and coverage, along with online promotion on Dyuthi's Facebook page and website.
- Provision to display banners, put up stalls as a part of Dyuthi'17.
- Promotion in the campus throughout Dyuthi'17 by the means of announcements through 'Dyuthi Radio' and LCD displays during the event.
- Promotional events can be organized before and during the event, after discussion with our marketing coordinators.

App + Website Sponsor: Rs 80,000/-

- Ads displayed prominently on the official Dyuthi app, as well as the official website of Dyuthi.
- Link to the company's website on both the app and the website.
- Provision to distribute leaflet, display banners and set up promotional stalls during Dyuthi'17.
- Publicity through LCD display as a part of Dyuthi'17.
- Publicity through the free Wi-Fi zones as a part of Dyuthi'17.
- Promotional events can be organized before and after the event, after discussion with our marketing coordinators.

Mascot sponsor: Rs 75,000/-

- Name and logo on the official mascot of Dyuthi'17.
- Regular announcement through 'Dyuthi Radio', LCD displays and other informal events.
- Publicity through the social welfare campaign and other publicity events conducted as a part of Dyuthi.
- Online promotion of the brand through Dyuthi's official Facebook page as well as the Dyuthi website.
- Promotional events can be organized after discussion with our marketing coordinators.

Certificate Sponsor: Rs 75,000/-

- Name and logo on certificates and mementos given to the participants, winners and also acknowledgement certificates given to judges and guests of various events of Dyuthi'17.
- Logo on the official letterpad, brochures and the official Dyuthi App.
- Provision to distribute leaflets during the Dyuthi'17.
- 1 stall to advertise the brand during Dyuthi'17.
- 3 banners at different locations throughout the campus.
- Publicity through LCD display as part of Dyuthi'17.
- Promotional events can be organized before and after the event, after discussion with our marketing coordinators.

Event sponsor (for each category):

Rs 50,000 - Rs 1,50,000/-

- Event will be solely addressed as <Event sponsor> presents <Event>.
- Banners and other advertising material in the event area.
- Logo on all notices, posters, and online posts of the event.
- Provision for student interaction and promotion inside the event area.
- Logo on certificates, mementos and material inside the event area.
- Logo on official website and Facebook page.
- Announcement at regular intervals and publicity through LCD display.
- Opportunity for the company executives to be a part of the prize distribution ceremony of the event.

OTHER SPONSORSHIP AVENUES:

Food Stall: Rs 1,00,000/-

Exhibition Sponsor: Rs 60,000/- (for each category)

Wifi Partner: Rs 40,000/-

Media Partner: Rs 30,000/-

Radio Partner: Rs 20,000/-

Banner: Rs 15,000/10,000/8,000 (depending on location and size)

Stall: Rs 16,000/12,000 (depending on location and size)

Kiosk: Rs 12,000/-

Facebook URL :-

<https://www.facebook.com/dyuthigec/>

YouTube links:-

<https://youtu.be/BrnGMoBL6R8/>

<https://youtu.be/L2G6YdaVjDE/>