



भारतीय सूचना प्रौद्योगिकी संस्थान गुवाहाटी
INDIAN INSTITUTE OF INFORMATION TECHNOLOGY GUWAHATI



Annual Cultural Fest
YUVAAN'24

March 2 - 3 2024

SPONSORSHIP PROPOSAL

Fueling growth through partnership ➤

Insights



Yuvaan is the annual cultural festival of the Institute. Even though the event was held physically in 2023 after a two year gap due to Covid, it is only the 2024 event which is going to be the full-fledged physical event post-Covid. The organisers have started planning for the event early, and this is a good recipe for success. I expect them to maintain their enthusiasm in the months ahead. For the success of such an event, we need wide participation from the students on campus. We need to attract participants from our neighbouring Institutes in Guwahati and Shillong. Finally we need companies to sponsor the event with financial support. Organisers are, I am sure, looking into all these aspects. I wish to appeal to potential sponsors to please consider providing financial support for this event. You will be able to improve the visibility of your organization among the leaders of tomorrow. I wish **Yuvaan** 2024 all success.

- **Prof. Gautam Barua**

Director
IIIT Guwahati



I extend my best wishes to the upcoming cultural extravaganza of our institute: **Yuvaan** 2024. Our annual cultural festival promises to be an event like no other, filled with creativity, talent, and vibrant energy. **Yuvaan** is not just a festival; it is a celebration of our diverse cultures, talents, and passions. It provides us with an incredible opportunity to showcase our artistic abilities, revel in the joy of unity, and create unforgettable memories together. As the Associate Dean of Student Affairs, I am immensely proud of the talent and enthusiasm displayed by our students, and I have no doubt that this year's **Yuvaan** will be a grand success.

- **Dr. Rakesh Matam**

Associate Dean of Student Affairs
IIIT Guwahati

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भारतीय सूचना प्रौद्योगिकी संस्थान गुवाहाटी **Indian Institute Of Information Technology Guwahati**

IIIT Guwahati, established in 2013, is an esteemed technical institute known for its excellent faculty and state-of-the-art amenities on campus. The institute offers undergraduate, postgraduate, and doctoral programs in various fields of engineering and technology. With its prestigious Institute of National Importance status by the Indian Parliament, IIIT Guwahati has a strong placement track record, Top NIRF ranking and innovation - startup culture. IIITG Has grown in Huge Number to Emerge as One of the Top IIIT'S Across the Nation with a 1000+ student community. IIITG strives to be attentive to academic needs of every student. It has a diverse student community from almost every state of our country. The cultural vibrancy of the institution is also highly regarded.

Yuvaan!

Yuvaan, the annual cultural festival of IIIT Guwahati has played host to multitude of talented scholars and media moguls. Although, several fests are organized across India over the year, the grandeur of Yuvaan is majestic as a celebrated package of art, culture, expression with an overflow of excitement and energy. With sparkling aspirations, sterling accomplishments and bubbling enthusiasm, Yuvaan is a hub of the young and creative minds across the nation and receives a footfall of over 3,000 from across the length and breadth of the country.

YUVAAN intention is to enrich the awareness about different aspects of Indian Heritage with special focus to the North East Art and Culture thus inspiring the young mind to imbibe the values embedded in it. It seeks to inspire youth through experiencing the mysticism embodied in the rich and heterogeneous cultural tapestry of Indian Heritage, with a hope that the beauty, grace, values, and wisdom embodied in these arts will influence their way of life and thinking and inspire one to become a better human being.

The festival includes a number of events, competitions, pro-shows, informal activities, and highly anticipated cultural pronites. To further the scale of Yuvaan and the delight of its participants, special talks by highly eminent speakers and cultural workshops are featured. Yuvaan is the manifestation of the very spirit that IIITG fosters, i.e. it is the expression of creative excellence and technical prowess. It is also a jubilant celebration of cultural diversity and creative richness. From art to music to dance to writing - Yuvaan has every platform a creative soul could ask for, and even more.

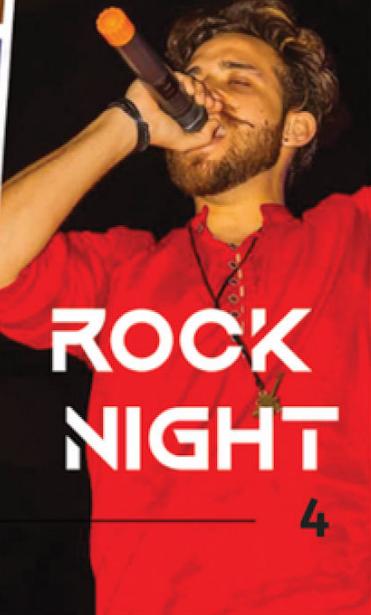


PRONITE

CLASSICAL AND LITERARY NIGHT



NORTHEAST CHOREO NIGHT



Speaking Arts & Drama

Stand Up Comedy / Poetry

Debate

Stage Play

Extempore

Dance

Solo Dance

Group Dance

Duet

Folk / Classical Dance



Assam Attractions

Husori Hype

Pitha Palate

Kamrupa Flair

Xuror Xondhiya



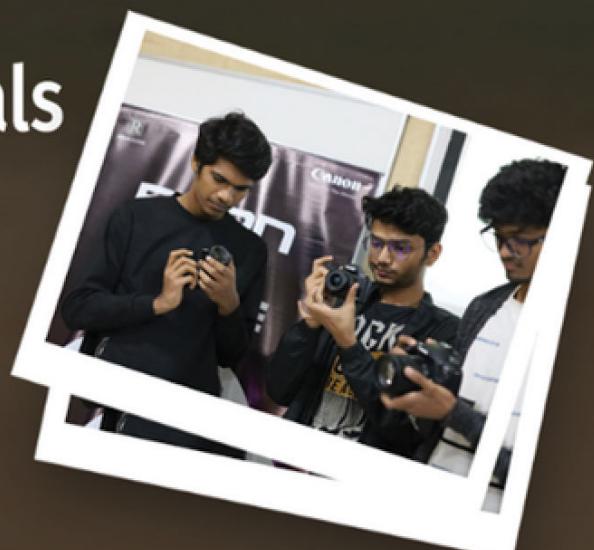
Photography & Specials

Treasure Hunt

Album / Film Making

Flash Mob

Model United Nations



Past Events

MUSIC

Battle of Bands Rap & Beat Boxing
Instrumentals Classical Singing



Literary & Fine Arts

Painting & Sketching Quiz
Creative Writing Modelling



Magic and Lifestyle

Cosplay Talent Hunt
Life in a Minute Fashions



& many more....

ARTISTS LINEUP

(Yuvaan 2019-23)



Sabrina Terence
(DJ - Germany)



Spreading Roots
(Blues/Hard Rock Band)



Achurjya Borpatra
(Singer)



Yaniv Biton Mr Black
(Actor | Singer | DJ – Israel)



Gaurav Gupta
(Stand-Up Comedian)



Pratyush Choubey
(Stand-Up Comedian)



Malkauns
(Music Band)



Nikhil Paul George
(Bollywood Singer)



Roopchanda Sarma
(Assamese Film Actress)



Shyamalima Das
(Assamese TV Actress)



Tinat Atifa Masood
(Writer & Actor)



Pragyan Sundar Gogoi
(Indian Footballer
NorthEast United FC)



Debanjan Bhattacharjee
(International Sarod Artist)



Bharat Sundar
(Carnatic Musician)



Amandeep Singh
(Poet & Comedian)

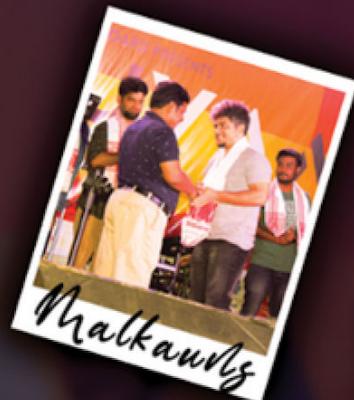


Bicky Dutta (Bickx)
(DJ - Sivasagar, Assam)



*Loved your college & the crowd behavior.
It was wonderful to sing at TTIT Guwahati.
This shall be one of my most memorable shows.*
-Achurjya Borpatra (Singer)

*We had a blast performing at TTIT Guwahati
for Yuvaan 2022. Thanks for the outstanding
hospitality! See you soon!*
- Malkauns (Band)



As the media partners of the sensational TTIT Guwahati Cultural Fest, GPlus had the incredible opportunity to witness a whirlwind of creativity, talent, and exuberance all under one roof! We're excited to see what the future holds for this talented bunch, and we'll be there every step of the way, ready to capture the next burst of creativity!
- Guwahati Plus (News Media)

TTITG organizes some great events of culture in Guwahati. Your showcase of North East India at Yuvaan 2022 was magnificent. We are happy to support you and await the future editions.
- PRAG News (Television Media)



TESTIMONIES

YUVAAN IN NEWS

3/7/23, 12:12 PM

Assam: IIIT Guwahati to host two-day cultural fest on Saturday and Sunday

3/7/23, 12:15 PM

IIIT Guwahati's YUVAAN'23 to Start from Saturday



NORTHEAST NOW



Top Stories Live TV Pratidin Exclusive Assam North-East National World Edus

inoj Pego Max, Please Save Me! Assam Youth before Being Chopped into Pieces in UP | Noted Scholar In

Assam

Assam: IIIT Guwahati to host two-day cultural fest on Saturday and Sunday

by NE NOW NEWS
March 3, 2023 7:50 pm



Guwahati: The Indian Institute of Information Technology edition of Yuvaan, its annual cultural fest.

The two-day Yuvaan 2023 festive extravaganza will be held at Tech City on the outskirts of Guwahati.

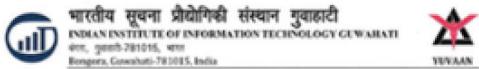
One of the significant cultural festivals of Northeast India, which showcases the dawn of North East India in Global Cultural spheres.

<https://inenow.in/north-east-news/assam/assam-iiit-guwahati-to-host-two-day-cultural-fest-on-saturday-and-sunday>

Assam

IIIT Guwahati's YUVAAN'23 to Start on Saturday

One of the significant cultural festivals of Northeast India, the theme of this year's festival is "Sunrise," which showcases the dawn of North East India in Global Cultural spheres.



PRESS COMMUNICATION

IIIT Guwahati's YUVAAN'23 To Kick Off Tomorrow

3rd March, 2023 Guwahati

The Indian Institute of Information Technology Guwahati (IIITG) is all set to host the Fifth edition of Yuvaan, its annual Cultural fest. Yuvaan 2023 will be a two-day long festive extravaganza, scheduled to take place on 4th and 5th of March 2023 at IIITG campus in Tech City, Bongaigaon. One of the significant cultural festivals of Northeast India, the theme of this year's festival is "Sunrise," which showcases the dawn of North East India in Global Cultural spheres. The festival aims to celebrate cultural diversity of the North East specifically, and the National -Global cultural ethos. Participants from all over India are expected to attend the fest.

The festival will include 10+ events, 20+ competitions, pro-shows, informal activities, and highly anticipated cultural programs. EDM sensations DJ Bickx, The Maikaus Band, and North East Cultural troops from Sualkuchi will perform at the festival.

To further the scale of Yuvaan and the delight of its participants, it is going to feature special talks by highly eminent speakers and workshop on photography by Canon.

Yuvaan is the manifestation of the very spirit that IIITG fosters, i.e. it is the expression of creative excellence and technical prowess. It is also a jubilant celebration of cultural diversity and creative richness. From art to music to dance to writing – Yuvaan has every platform a creative soul could ask for, and even more.

Yuvaan'23 is powered by O9 India Ltd in association with State Bank of India, Assam Petro-Chemical Ltd., connected by G Plus and exclusively covered by PRAG NEWS. The festival is partnered with Central Bureau of Communication, Regional Office, Guwahati, North East Handicrafts and Handlooms Development Corporation, Ally Guwahati, Wissen Monk, Swaglok, Shakti Brothers, 4Aces Retail Private Limited - Royal Enfield and Edit Beauty Salons.

Regards,
Team Yuvaan



প্রযোজিতি সংস্থা যুবান
Information Technology Guwahati



Technology Guwahati (IIITG) is all set to host the Cultural fest, Yuvaan 2023 will be a two-day long take place on Saturday and Sunday at IIITG

vals of Northeast India, the theme of this year's fest is the Dawn of North East India in Global Cultural spheres. The festival aims to celebrate cultural diversity of the North East specifically, and the National -Global cultural ethos. Participants from all over India

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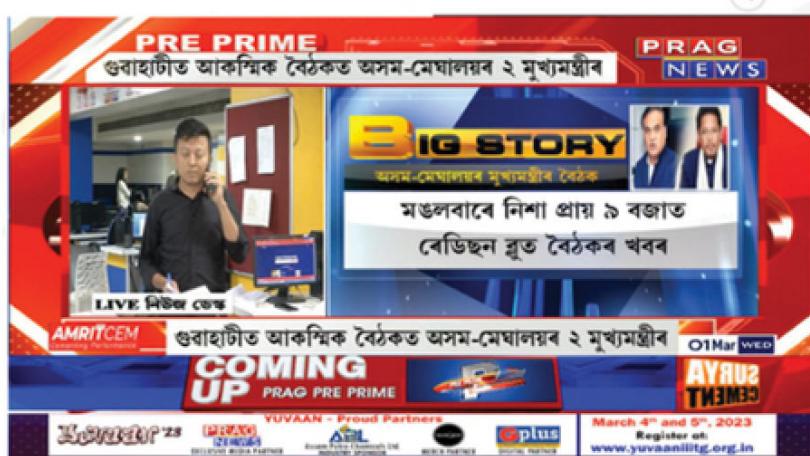


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AFTERNOON PRIME

অনুষ্ঠান উদ্বোধন করে অধ্যাপক-অধ্যাপিকাই

PRAG NEWS



STATS

Strengths of Yuvaan

The Star Power

15+ National and International Artists at 5 editions of Yuvaan



The Diversity

Participation of students from 50+ Colleges and schools across the Country at Yuvaan.



The Connect

Live interaction with 1000+ student participants across India.



The Footfall

2K+ Footfall in Yuvaan 2023



The Events

20+ Events under various Cultural Genres



SOCIAL IMPRESSIONS



3.5K +

Reach through IIIT Guwahati & Yuvaan's LinkedIn



5.5K +

Reach through IIIT Guwahati & Yuvaan's Facebook Page



40.1K +

Reach through IIIT Guwahati & Yuvaan's Website



2.6K +

Reach through IIIT Guwahati & Yuvaan's Instagram Page



1K +

Reach through IIIT Guwahati & Yuvaan's YouTube

Why Sponsor Yuvaan?

Publicity through banners, flexes, information booklets, flyers and other paraphernalia.



Extensive reach of Yuvaan posters to over 300 national institutes & corporate patrons across the country.



Publicity of sponsor brands through articles and advertisements in national dailies, digital portals, magazines, news channels, & event social networking sites etc.



Discussion Sessions by the sponsors which helps them realizing the mindset of the students, fest audience and hence understand each other.



On campus branding, platform for launching new products and technology demonstration during the festival amongst 2k odd participants, IIITG students, professors and general public.

Previous Sponsors



बैंक ऑफ बडौदा
Bank of Baroda



ऑयल इंडिया लिमिटेड
(भारत सरकार का उद्यम)
Oil India Limited
(A Government of India Enterprise)



Purbashree



उ.पू.ह.वि.नि.
NEHDC



TATA
CONSULTANCY
SERVICES



ROYAL ENFIELD



Kuber Techno Craft
GUWAHATI, ASSAM (INDIA)



Never Stop Living



SHREE
GAUTAM GROUP
EXPERIENCE > COMMITMENT > QUALITY



SP Singla Constructions
Pvt. Ltd.
Building Infrastructure for future.

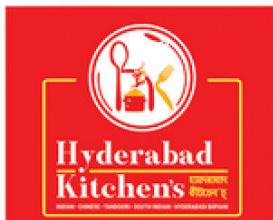


PRAG
NEWS

Gplus
GUWAHATI'S FOREMOST MEDIA NETWORK



Tripura Times



B1R
BASKIN • ROBBINS™

& many more....

PERKS



TITLE SPONSOR

Brand Name Above Fest Title

Full Page Cover Ad in Souvenir

Logo & Links in Website

Social Media Promotion

Banners & Selfie Booth

Corporate Stall & Signage
(10ft. x 12ft.)

Brand Logo In City Hordings

Brands in Fest TV/Print Aston/Ad

Logo Branding

Pre Event & Stage Showcase

Student Interaction Event

Fest Passes

₹ 5 Lakh & Above

* Sponsor Benefits to be extended and amended as per the requirements of the partners.

CO-TITLE SPONSOR

Brand Name Beside Fest Title

Half Page Souvenir Ad

Logo & Links In Website

Social Media Promotion

Banners & Selfie Points

Corporate Stall
(10ft. x 12ft.)

Brand Logo In City Hoardings

Brands in Fest TV/Print Aston/Ad

Logo Branding

On Stage Presentation

Fest Passes

₹ 2.5 Lakh & Above

* Sponsor Benefits to be extended and amended as per the requirements of the partners.

PLATINUM

Brand Name Below Fest Title

1/4 Page Souvenir Ad

Logo & Links In Website Brands in Fest TV/Print Aston/Ad

Social Media Promotion

1 Banner & 1 Selfir Stand

On Stage Presentation

Fest Passes

₹ 1 Lakh & Above

* Sponsor Benefits to be amended as per the requirements of the partners.

GOLD

Brand Name At Bottom

1/4 Page Souvenir Ad

Logo & Links In Website

Social Media Promotion

1 Banner

Corporate Stall
(10ft. x 8ft.)

Fest Passes

₹ 75k & Above

* Sponsor Benefits to be amended as per the requirements of the partners.

SILVER

Logo & Note in Souvenir

Logo & Links in Website

Social Media Promotion

₹ 35k & Above

Corporate Stall
(10ft. x 6ft.)

Fest Passes

Logo in Souvenir

Social Media Promotion

BRONZE

Fest Passes

₹ 20k & Above

* Limited Benefits to be amended as per the requirements of the partners.

PARTNERSHIPS



IN KIND PARTNERSHIP

May include brand coupons,
promotional merchandise, and
prizes money.



MEDIA PARTNERSHIP

Collaboration with the media
to promote events and provide
coverage for our fest.



FOODSTALL PARTNERSHIP

Electricity and Customizable
stall for 2 days business.

Team Message

Yuvaan for us is not only an event but a journey to define ourselves, find our paths and most of all, to take back something from it as a team. Our vision for this event was to lay down a platform where students, faculties, participants as well as sponsors could interact and lay down a foundation of a nurturing relationship for the future, stronger than just that of a paper. Last time we achieved that by getting together a team of dedicated, hardworking and smart students who made it their personal mission to make this festival a grand success, which it was. So we would like to thank every single team member of Yuvaan and volunteers to make this event an annual enigma.

Contact

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Ms. Shreya Gupta

Ms. Rallabandi Sindhu

Public Relations Team Heads

Mr. Tashyab Raj

Mr. Prateek

Faculty Coordinators - Cultural Board

Dr. L. David Lal

Mr.Ashutosh Pandey

(President - SGC,IIITG)
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