

RAGAM '16



MARKETING BROCHURE

Rising from the ashes of one of the darkest hours of REC's history, in memorandum of one of the bravest souls to walk through the halls of this prestigious institution, Ragam has come a long way from its humble beginnings. Over the course of 30 years, with the sweat, blood and tears of many an NITian being spilt, Ragam has evolved into what is, and what will continue to be, the biggest cultural extravaganza in Kerala, and one of the best college fests in the country. With its flashy proshows, cut-throat competitions, enchanting array of workshops and amazing displays of talent, the footfall continues to be on an ever increasing high. And with the bar being raised year after year, Ragam 16 promises to be bigger and better than ever before. The social initiative, Sneharagam, which is a part of this cultural fiesta also goes a long way in helping the budding engineers of the college fulfil their duty towards society by serving those in need and constructing platforms for community empowerment.

Ragam is a celebration of culture organized by the entire student community of NITC which is divided into committees for optimal operation. This structure is headed by the Cultural Affairs Secretary and features over 1000 coordinators who work day in and out to bring to life the spectacle that is Ragam. We solicit your support, by way of sponsorship, towards making this dream that is Ragam, achieve heights hitherto unconquered. I hope we can join hands to create a masterpiece which both of us will never forget.



DR.G UNNIKRISHNAN
DEAN, STUDENT WELFARE

ABOUT US

45000+
FOOTFALL

60+
EVENTS

1.41200+
MILLION
IN PRIZES
COLLEGES
COVERED IN
PUBLICITY

DAYS OF RAGAM

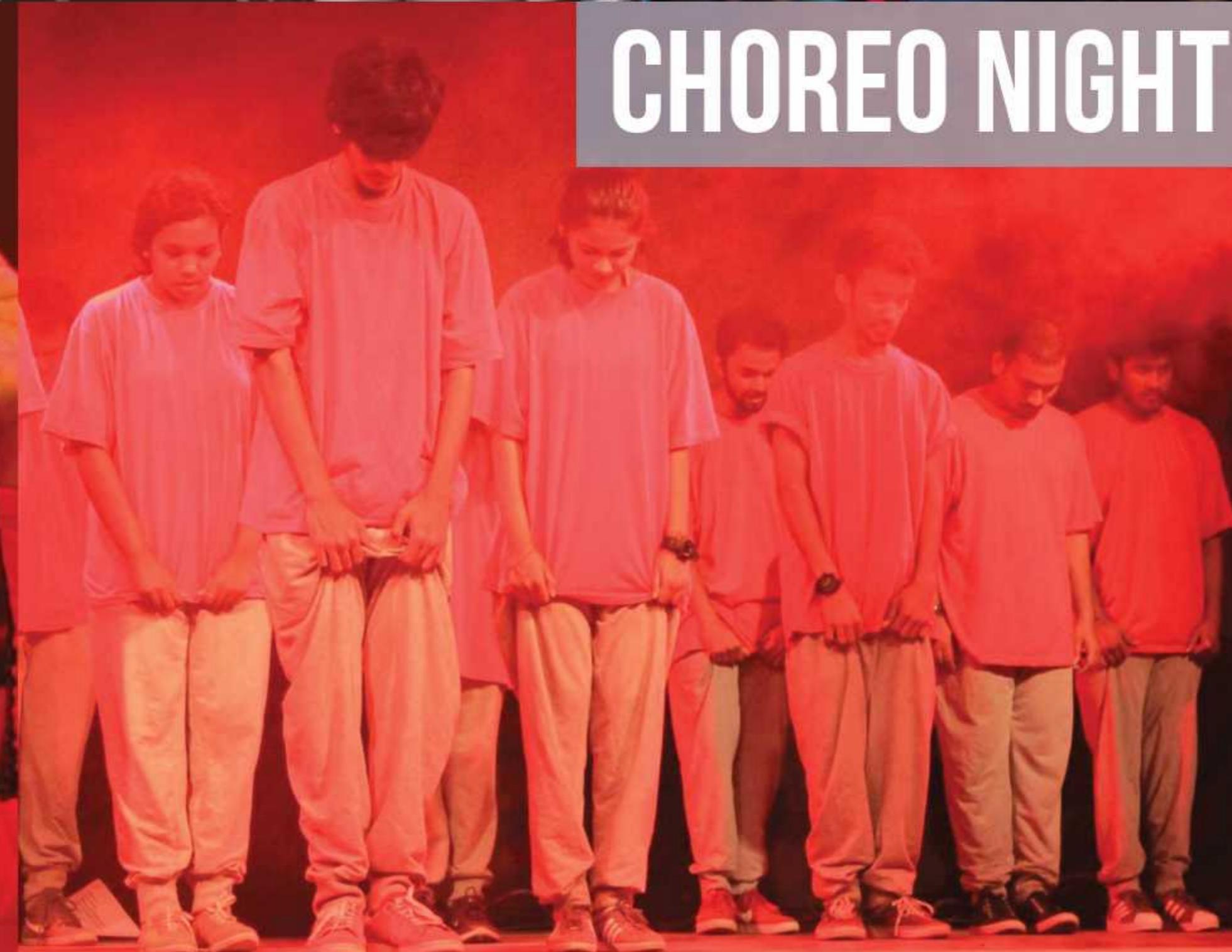
IN A NUTSHELL

COUTURE BOULEVARD

THE BIGGEST FASHION AND
DESIGNING CONTEST IN SOUTH INDIA



DRAMATICS



CHOREO NIGHT



FINE ARTS

AMPLIFIED

BATTLE OF BANDS



FURY

THE BASKETBALL TOURNAMENT

TOUGHEN UP AND STEER YOUR WAY TO EXCELLENCE AS YOU ENCOUNTER THE EVENTS
AND TACKLE THEM WITH YOUR OWN STROKES OF TALENT AND CREATIVITY!
THINK YOU WON'T BUDGE? WAIT UNTIL YOU FIND OUT.

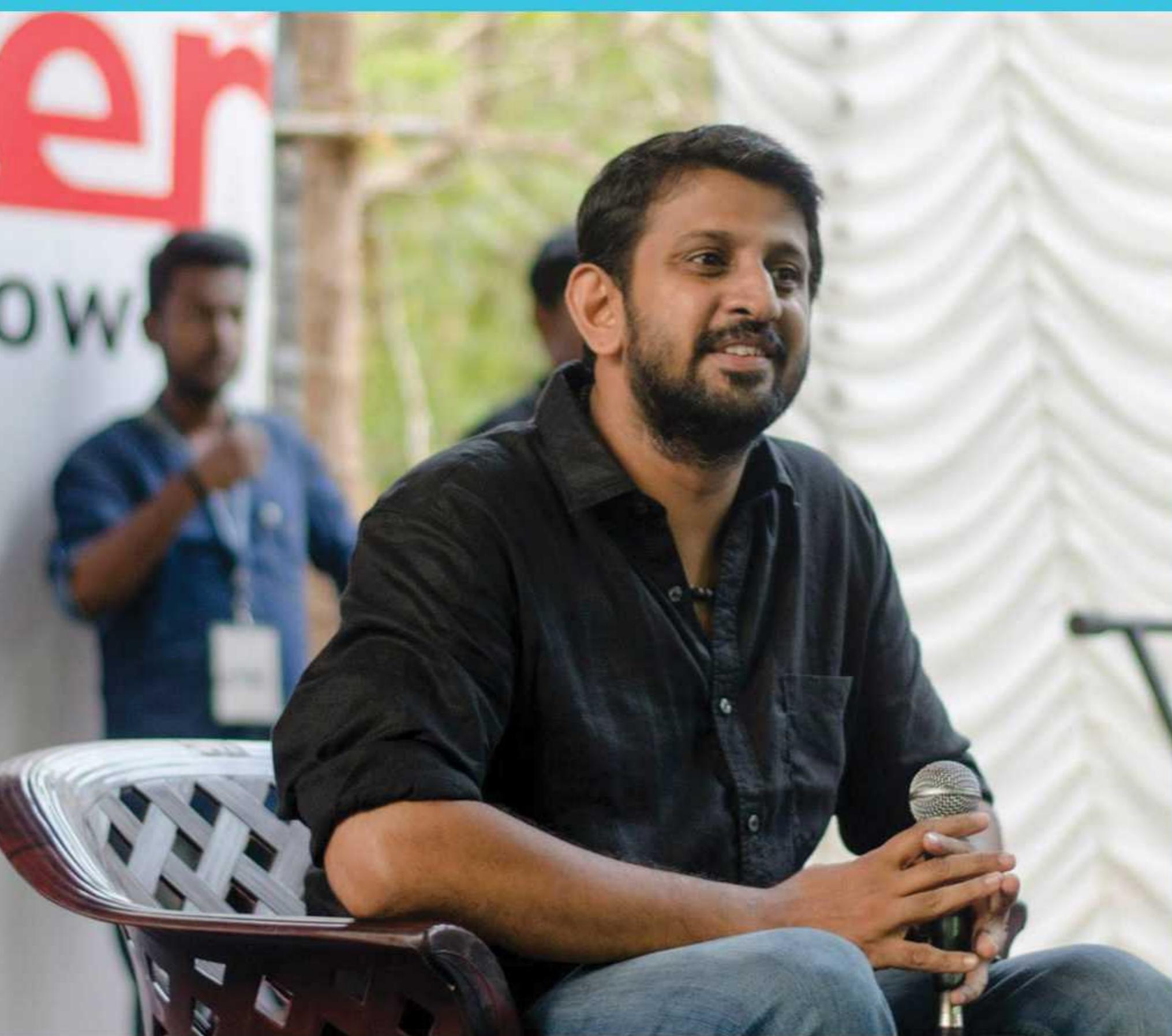
EVENTS



MR. BANANA BOOGIELOOP

WORLD-CLASS COMEDIC JUGGLER
AND ENTERTAINER FROM CANADA

STREET ARTIST FROM ARGENTINA



PRODEZZA

A UNIQUE PLATFORM DESIGNED FOR THE ENTHUSIASTIC AUDIENCE
WHO LIKES MORE THAN JUST THE ORDINARY,
WHERE TALENTS BECOME WONDERS AND WONDERS ARE CELEBRATED.

CULTURAL EVENTS ORGANIZED AS A PART OF SNEHARAGAM



SNEHARAM INAUGURATION



CHILDREN'S DAY EVENT AS PART OF SNEHARAM



SNEHARAM TEAM AT A NEARBY ORPHANAGE



A SOCIAL INITIATIVE THAT REFLECTS THE TRUE SPIRIT OF RAGAM,
THIS OUTING EXTENDS THE HELPING HAND TO DIFFERENTLY ABLED CHILDREN
GIVING THEM THE PLATFORM THEY DESERVE.

SNEHARAM



INFORMALS

LET THE CRAZIES OUT AND UNLEASH YOUR INNER SOUL,
FOR THIS STAGE IS CUSTOM MADE FOR THE UNABASHED. WITH GAMES, MUSIC, DANCE
AND WHAT NOT, INFORMALS IS WHAT'S NEEDED TO GET YOUR BLOOD FLOWING.



BENNY DAYAL TAKING A SELFIE AT RAGAM '14



LAGORI PERFORMING AT THE OAT



FARHAN LIVE! - RAGAM '14



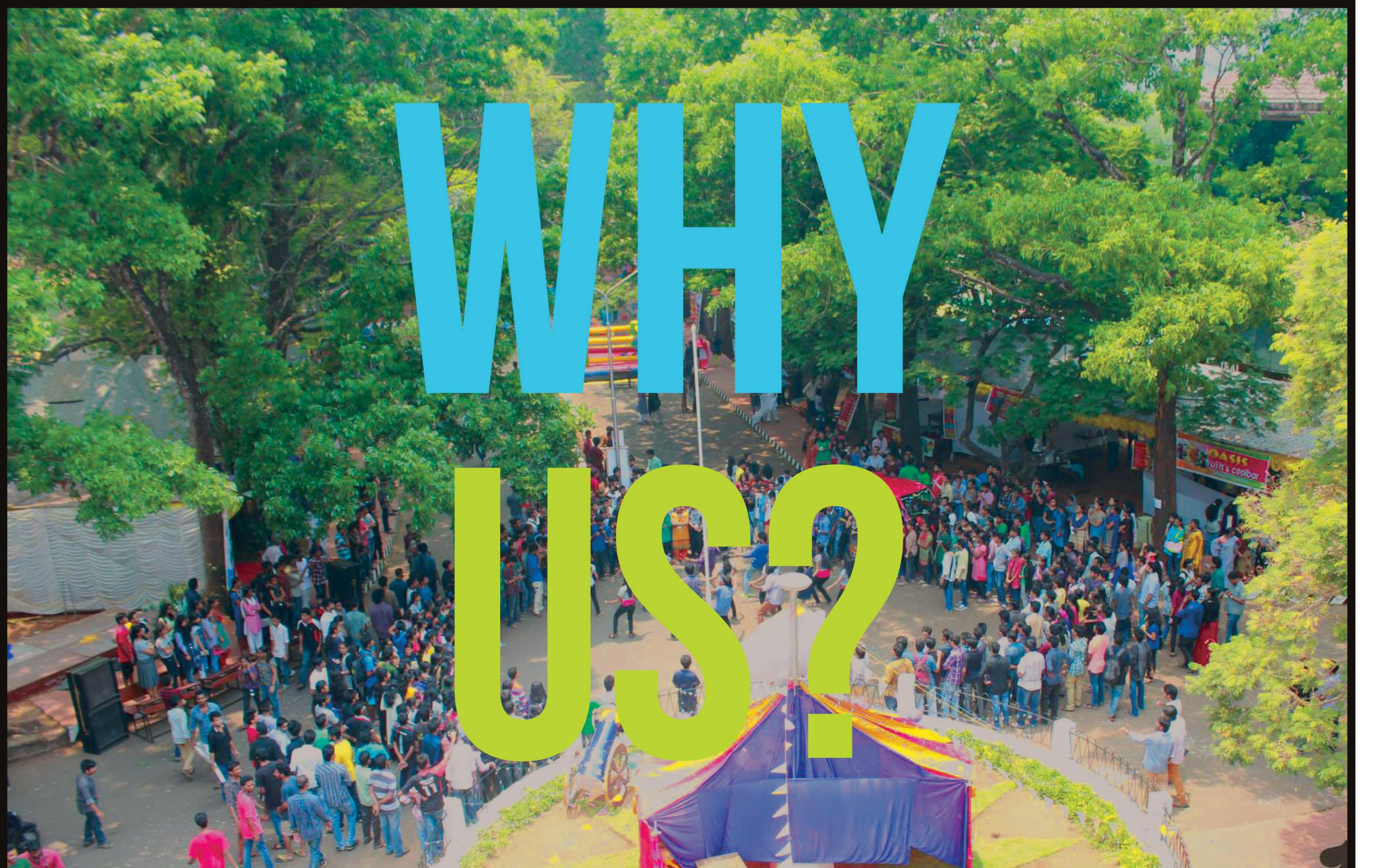
sunburn

AS THE SUN SETS, THE CROWDS START POURING IN.
THE STAGE IS SET, FOR THE APEX OF ENTERTAINMENT TO BE BROUGHT ALIVE BEFORE YOUR EYES

PRO-NITES

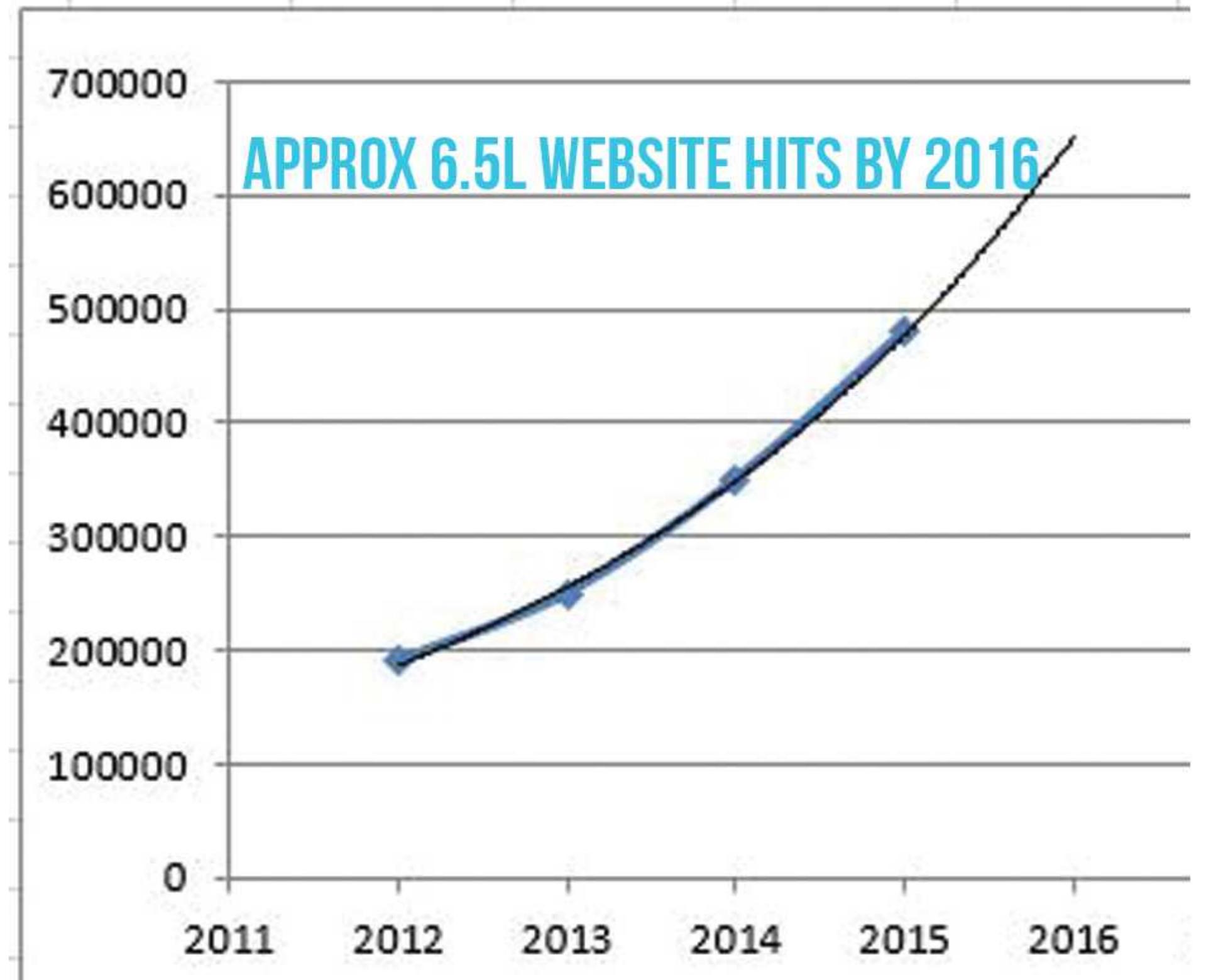


CELEBRITY LOG

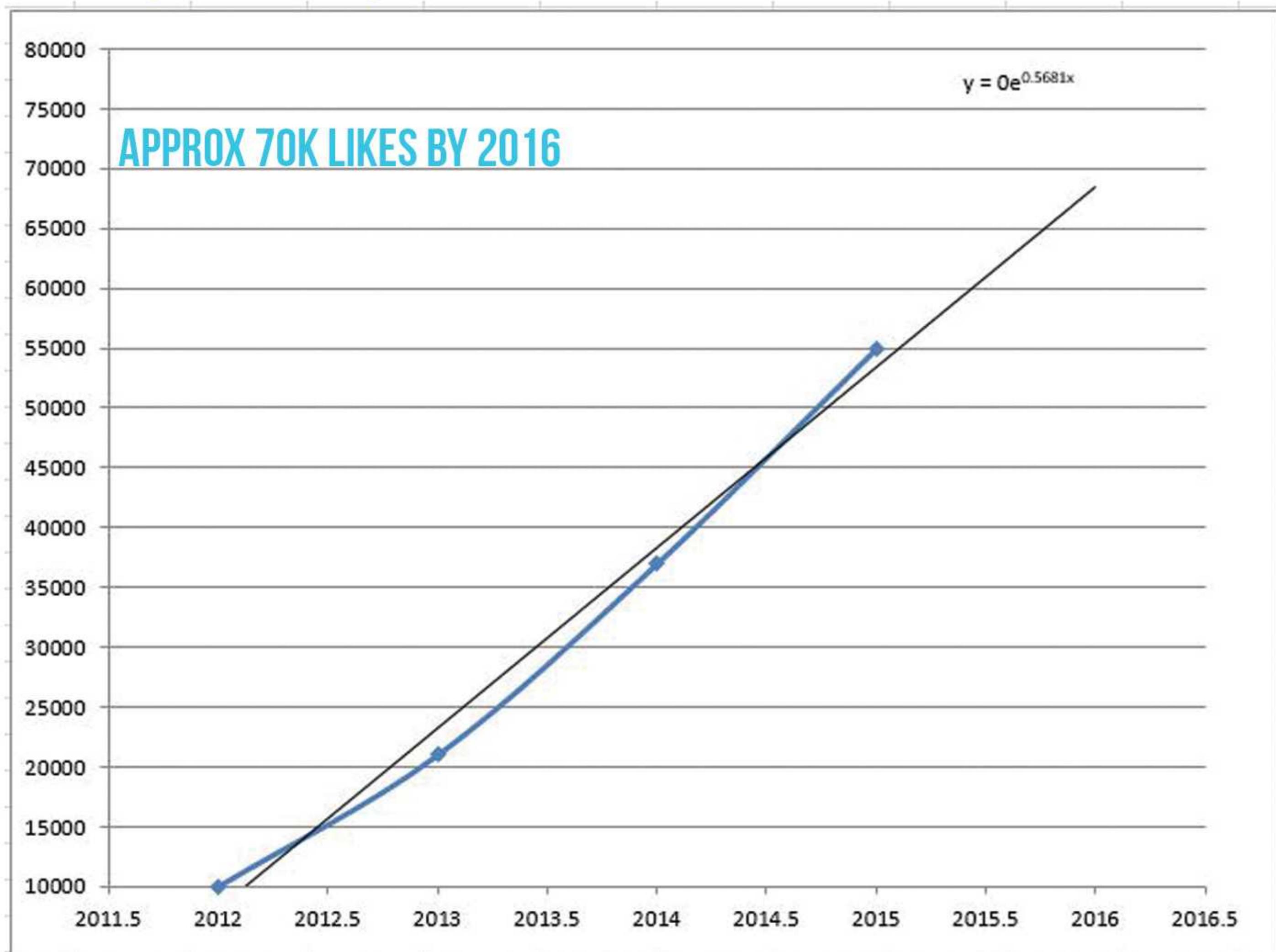


WHY
US?

WHY US?



WEBSITE HITS



FACEBOOK LIKES

TOTAL FOOTFALL

	NO. OF COLLEGES
2012	600
2013	640
2014	750
2015	850
2016	960

PROJECTIONS

PRE-RAGAM

- Sponsor logo on all posters sent to more than 1200 colleges across India
- Features on the Ragam official website, mobile app and press releases
- Active promotion in all social media handles of Ragam
- Interactive sessions with students of NIT Calicut

DURING RAGAM

- Stalls, kiosks and exclusive promotional events at prime locations inside the campus
- Sponsor logo on information booklets distributed to all visitors
- Interactive sessions with visiting crowd and regular announcements using a Public Address System
- Provision to display banners and distribute pamphlets, freebies etc
- Extensive media coverage-print and television
- Provision for exclusively branding specific locations inside the campus

POST-RAGAM

- Eternal presence on the Ragam official website and brochures of coming editions
- Features in the official aftermovie of Ragam'16 and other releases in social media
- Everlasting association with NIT Calicut and Ragam

PUBLICITY



YOUR ADS AND LOGOS DISPLAYED IN THE OUT OF CROWD CAPACITY 5000



NAME THE VENUE AFTER YOUR COMPANY NAME, LEAVE A LASTING IMPRESSION!



SHOWCASE YOUR MERCHANDISE AND REACH OUT TO THE YOUTH!

POSTERS ALL HOARDINGS
AROUND THE AROUND ALL
CITY CROWD
GATHERING SPOTS

REGULAR MENTION IN EACH POST
MENTION REACHES
IN SOCIAL MEDIA **1.2**
MEDIA LAC PEOPLE

MENTIONS IN OUR WEBSITE

SPONSOR TAGS IN ALL
POSTERS IN YOUTUBE VIDEOS
1200+ RAGAM
COLLEGES AFTERMOVIE

PROMOTIONS

**EXCLUSIVE PUBLICITY
BY ALL MEANS OF
COMMUNICATION
TO ENSURE
THE MAXIMUM POSSIBLE
REACH
FOR THE BRAND
AMONG ITS TARGET
AUDIENCE**



POSTERS AND HOARDINGS ALL THROUGHOUT THE CITY INCLUDING SHOPPING MALLS AND THE BEACH.



MAKE YOUR PRESENCE FELT WITH BANNERS AND HOARDINGS AT STRATEGIC LOCATIONS INSIDE THE CAMPUS.



Ragam, NIT Calicut

20+

This Week

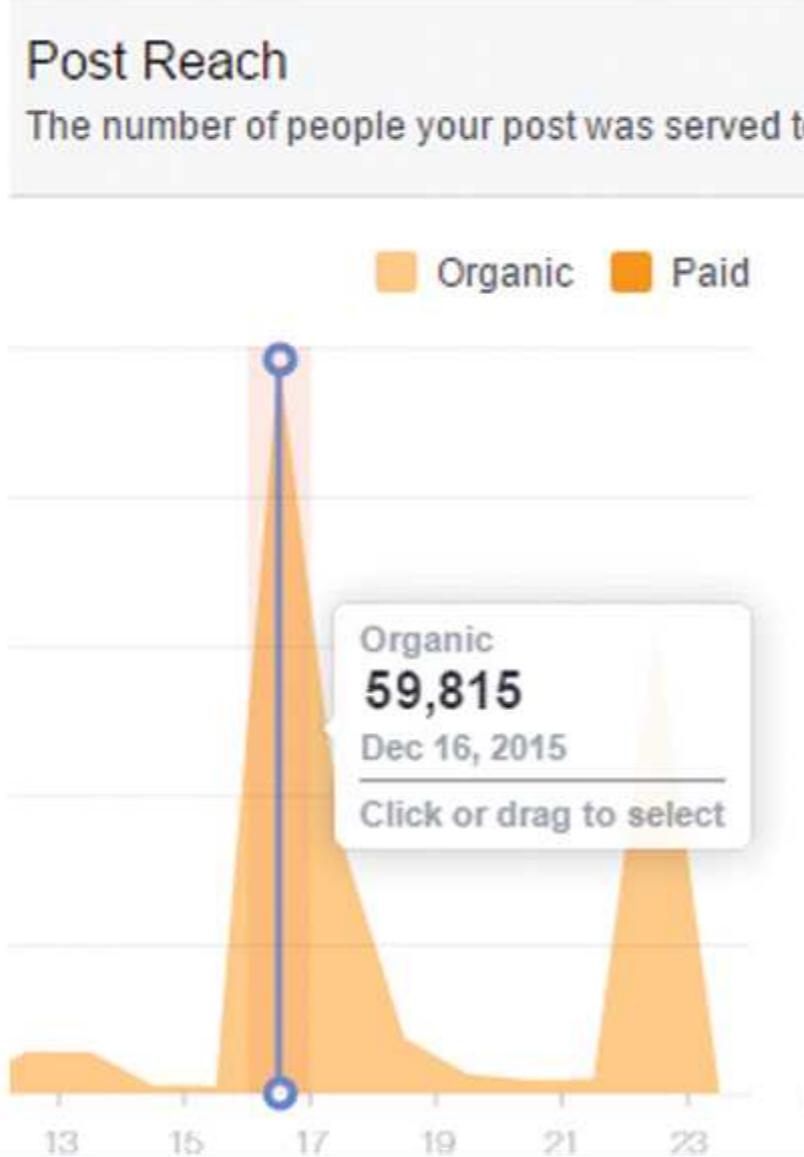
57,222

Post Reach

9,095

People Engaged

SPECIAL MENTIONS IN PRINT AND VISUAL
MEDIA. EXTENSIVE PUBLICITY THROUGH
OFFICIAL RAGAM SOCIAL NETWORKING
HANDLES



Ragam '14 - An Ode to the Forgotten



Ragam

Subscribe 1,480

+ Add to Share More

YOUTUBE REACH

18,193

405 4

PROMOTIONS



Coca-Cola



Hawalker



UL Cyber Park

FWD life
PREMIUM LIFESTYLE MAGAZINE



KAPPA TV



NOKIA
Connecting People

ENGAGE COLOGNE SPRAYS

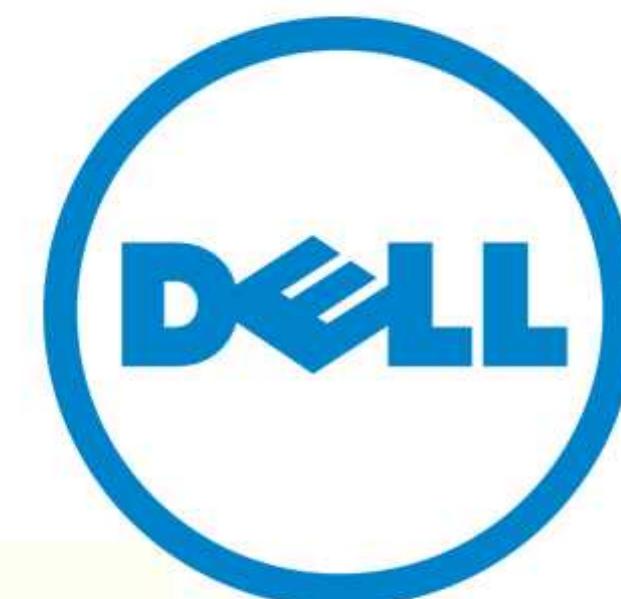
BAJAJ
Distinctly Ahead

3G
Mobile World

SUBWAY

THE WEEK

fastrack
move on



TATA Canon

Yohana computers®
Welcome to the heaven of computers
LAPTOPS | DESKTOPS | SERVERS

KTM



ASUS

OML

JET AIRWAYS



PREVIOUS SPONSORS

RGMCE NETWORK

CONVENOR

SHYAMKRISHNAN R
8281 401 025

MARKETING

MATHEWS K TOM
9446 930 717

TARUN TOM
9605 559 215

EVENTS

SOORAJKRISHNA S
9447 748 749

JOFFY CYRIAC
8714 339 365

CONTACT US