



The Literary and Debating Club
NIT Calicut



SAHITI

THE LITERATURE FEST

NIT CALICUT EST. 2023



In Collaboration with:

**The Centre for Cultural and Art Relations
NIT Calicut**

CENTRE FOR
CULTURAL AND ART RELATIONS

In Collaboration with:

**The Centre for Holistic Teaching and Learning
NIT Calicut**





Step Into the Spotlight of
Literature
and
Debate

January 11 & 12 - 2025





Why NITC

Situated in Kozhikode, the UNESCO City of Literature, NIT Calicut combines academic excellence with cultural richness. A premier institution fostering innovation and creativity, NITC offers a thriving ecosystem to explore literature, arts, and technology. Its diverse and inclusive community makes it the ideal venue to celebrate and expand the horizons of literary and cultural endeavors.

Why LnD

The Literary and Debating Club at NIT Calicut is where ideas spark, words flow, and debates ignite! A powerhouse of creativity and intellect, LnD brings together the quirkiest minds to battle it out on stage, pen down brilliance, and laugh over the best puns. It's more than a club—its diverse and inclusive community makes it the ideal venue to celebrate and expand the horizons of literary and cultural endeavors.



WORKSHOPS



Dive into exciting workshops led by passionate speakers, crafted with help from our college's brilliant home teams and faculty!

We're bringing in top professionals to host hands-on sessions and fun-filled activities for college and school students alike. Whether you're looking to learn something new or just have a blast, these workshops have you covered!





LECTURES



Get ready for inspiring talks from renowned speakers, sharing insights aligned with their expertise in captivating lectures tailored to excite and engage our audience. We're also hosting celebrated authors, storytellers, and thought leaders to spark lively discussions and debates on trending topics. These sessions promise to be thought-provoking, fun, and perfect for anyone eager to explore new ideas!



Sahiti Parliamentary Debate



The flagship event of Sahiti is the Parliamentary Debate, a place where wits will clash and passionate speakers will engage in an exchange of ideas, opinions and facts. It promises to be a captivating battleground of words, both for novices looking for a challenge, and for veteran debaters eager to demonstrate their expertise.



CULTURAL EVENTS

Various competitions ranging from the domains of writing, poetry, elocution, improv and drama will be conducted to engage students of all age groups in the fields of literature.



Sunset By The Main, a cultural event by LnD, will serve as the closing finale to conclude each day with a delightful mix of music and positive energy.



Street play performances and flash mobs, will offer a unique blend of artistic expression, social messages, and entertainment, engaging the community.



Books, Bites, and Beyond

- **Book Reading Sessions:** Book reading sessions by authors offer a unique opportunity for readers to connect directly with the creative minds behind their favorite works.
- **Panel Discussions:** Panel discussions involve a group of experts or knowledgeable individuals engaging in a conversation on a specific topic.
- **Book stalls:** As a literature festival, a book exhibition is indispensable. Find your next companion at Sahiti!

- **F&B stalls:** Enjoy a variety of food and beverages at our eco-friendly stalls. Thoughtfully curated menus ensure diverse options for you to enjoy!
- **Merchandise:** Take home exclusive souvenirs like T-shirts, tote bags, and bookmarks. Celebrate the event with stylish keepsakes designed to cherish memories
- **Flea Market:** Discover a vibrant marketplace offering unique items like clothing, artwork, and more. Explore and shop artistic creations to enrich your festival experience!



Books, Bites, and Beyond





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National Institute of Technology Calicut

Presents

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Sponsor With Us

Title Sponsor

Debate Competition Sponsor

Associate Sponsor

Workshop Sponsor

T-Shirt Sponsor

Food and Beverage Sponsor

Partner With Us

EdTech Partner

Study Abroad Partner

Publisher Partner

Art and Cultural Society
Partner

Merchandise Partner



Pre-Sahiti



City Publicity



Website
Branding



Social
Media

During-Sahiti



Kiosks



Certificates



ID cards



Crowd Interactions



NITC Ads



Video Footage



Banners

Post-Sahiti



Aftermovie



Social Media



Brand Reach





Workshop Sponsor

- **Session Branding:** Logo placement on banners, posters, and digital promotions for all workshops.
- **Exclusive Recognition:** Named as the "Official Workshop Sponsor" in all announcements and schedules.
- **Audience Interaction:** Opportunity to address attendees at the start of workshops.
- **Custom Sessions:** Option to host or co-host a workshop aligned with your brand's domain or expertise.
- **Promotional Materials:** Distribute brochures, flyers, or branded merchandise during the workshops.

Title Sponsor

- **Top-Tier Branding:** Exclusive recognition as the "Title Sponsor," with the event named after your brand (e.g., "Sahiti 2024 Presented by [Your Brand]").
- **Prominent Logo Placement:** Featured on all marketing materials, event banners, and social media platforms.
- **Exclusive Rights:** Naming rights for key event zones or stages.
- **Custom Activations:** Dedicated stalls, exclusive branding on merchandise, and opportunities to host special sessions or contests.
- **Media Coverage:** Highlighted in all press releases, digital campaigns, and post-event coverage.



Branding on all T shirts, Hoodies and
wearable merchandise.



Continuous promotion after the event
through merch sales.

T-Shirts

Hoodies

Tote bags

Custom Stationary

Printed material



Showcase your brand as our exclusive
merchandise partner! Gain visibility,
connect with a dynamic audience, and
leave a lasting impression with merchandise
that embodies the event's vibrant spirit.



Merchandise Partner





Merchandise Partner

- **Exclusive Branding:** Features Logo on all official event merchandise like stationaries, tote bags and bookmarks.
- **Exclusive Rights:** Designating the partner as the "Official Merchandise Partner" to sell specific products (e.g., books, bookmarks, themed apparel).
- **Sales Collaboration:** Option to co-sell branded merchandise with Sahiti.
- **Event Tie-Ins:** Branding on fest-exclusive items, such as wristbands, badges, or attendee kits.

Study Abroad Partner

- **Workshops and Seminars:** The opportunity to conduct sessions on study abroad topics like scholarships, application processes, and career opportunities.
- **Student Consultations:** On-site counseling or free evaluation sessions for prospective applicants.
- **Brand Recognition:** Logo featured prominently on posters, banners, and brochures.





Food and Beverage Sponsor

- **Customized Stalls:** Set up branded food and beverage stalls at key event locations for high visibility.
- **Exclusive Branding:** Logo placement on food coupons, menus, and fest-related materials.
- **Engagement Opportunities:** Host fun food challenges or sampling sessions to engage attendees.
- **Exclusive Rights:** Designate the sponsor as the “Official Food & Beverage Partner.”
- **Promotion:** Mention in all event schedules, posters, and social media related to refreshments.

Debate Sponsor

- **Prize Sponsorship:** Recognition as the official sponsor of prize money for debate winners and runners-up.
- **Event Branding:** Logo prominently displayed on debate banners, certificates, and awards.
- **Audience Engagement:** Opportunity to present awards and engage with participants during the event.
- **Brand Presence:** Featured mentions in debate-related social media posts and event recaps.
- **Collaborative Sessions:** Option to sponsor debate workshops or panel discussions to highlight your brand's support for intellectual discourse.



Art and Cultural Society Partners

- **Session Hosting:** Sponsor or co-host workshops, exhibitions, or performances.
- **Brand Showcase:** Banners and branding at all sponsored sessions.
- **Direct Interaction:** Opportunities to set up a stall, exhibit, or kiosk to engage directly with a niche audience interested in literature, arts, and culture and Highlight your brand's support for art and creativity.
- **Platform for Initiatives:** Showcase the society's ongoing projects, programs, or heritage preservation efforts.





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See you there!





Contact us!

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