



MADAN MOHAN MALAVIYA ENGINEERING COLLEGE, GORAKHPUR
PRESENTS

TechSRIJAN 2011

29th -31st Oct. 2011

SPONSORSHIP BROCHURE



ABOUT US

Madan Mohan Malaviya Engineering college for the last thirteen years has been patronizing and acknowledging excellence in technical skills and innovation by holding its techno-management festival techSRIJAN. Since its genesis in 1999, the festival is committed to delineate the horizon of technical excellence, and had succeeded so far. This festival had incessantly proved itself by pouring excellence in technical skills and innovations and had witnessed fanatical participation from colleges of not only state but also from all over the country.

The three - day festival is a kaleidoscope of diverse technical and managerial events, from paper presentation to robotics, from quizzes to case studies, leisure events like laser show and rock band, 3 D movies, which no budding techie can overlook.

So come and be a part of it.



P R O P O S A L 2 0 1 1

The baton is into new hands, but with the warmth intact, we present techSRIJAN 2011, the 14th edition of the annual techno-management festival of Madan Mohan Malaviya Engineering College.

techSRIJAN 2011 has several events up its sleeve. Upbeat with the successful introduction of sans carburant, abINITIO and junkyardWARS, this edition will put the minds up for some serious drilling with the onlineGAMING and model presentations for students of various schools around the city.

The event will give away prizes worth Rs. 2 lakhs. Continuing the tradition, Alumni Convention '11 is also being held in the college campus on 29th and 30th October. This event will witness about 500 alumni of the college from all corners of the globe, visiting the college and gracing the occasion as well, with their august presence during the first two days of the fest.

The growing scale and gigantic proportion of techSRIJAN has made it imperative to look for funds from alternate sources. We hereby put forth the 'proposal of sponsorship' of the event for your kind perusal. Associating with the event will surely be mutually beneficial for us.

We hope to have a lasting relationship with you all along.

Brand Recognition

- Brand promotion by logo on banners, hoardings, backdrops and other merchandising materials.
- Logo on posters sent to 200 colleges all over the country
- Showcase of the brand to around 500 alumni.



Interaction with Students and Corporate

- Brand promotion through 3500 students from across India
- Share space with professionals and corporate dignitaries from various organisation
- Opportunity to make a mark in front of around 800 school students and their peers.

Corporate Social Responsibility

- Responsibility towards fostering innovation and acknowledging excellence.
- Being a part of a social campaign to create awareness.



Publicity

- Brand promotion through
Newspaper coverage
Radio coverage
Television coverage
Internet coverage
- Logo on website all through the year
- Publicity during fest nights
- Publicity through informals desk

COMPETITIONS...

brilliant events

Junkyard War

A real test for the engineers to showcase their practical skills



abINITIO

The Rube Goldberg style event

techCONNECT

We care about the school level students and take this opportunity to expose them to the latest technologies and to the culture of an Engineering College

competitions...

REGULAR EVENTS

These events are designed to cater to the intellectual requirements of the engineering students at the national level and to provide them a platform where they can showcase their talent.



roboKRITI : Robotics Competitions

Wired

Wireless

Autonomous

hardRACHANA : Hardware Design

softRACHANA : Software Design

techNEETI : Quiz Competition

techSHILP : Designing using softwares
(VHDL, EMBEDDED System, Catia/ProE)

techPRASTUTI : Paper Presentation

brigeKRITI : Bridge Construction



competitions...

REGULAR EVENTS



Incognito : Informal Section
viz. Lan Games, College Connect

sansCARBURANT : To design a tank
that runs without any fuel.



venTURA : Business Plan Presentation

bizGYAN : Business Quiz



Guest Lectures :

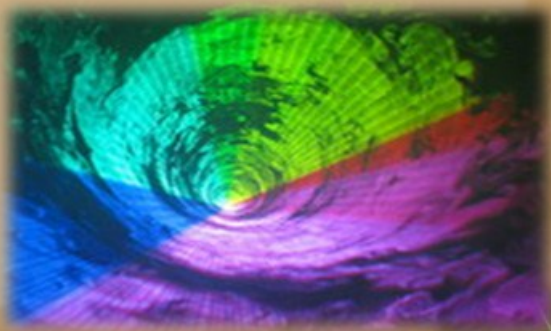
"Ethics & Values for an Engineer"

Mr. Anthony Lobo

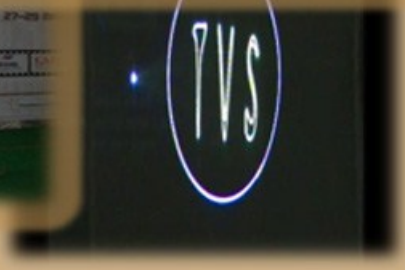
Tata Consultancy Service(TCS), Mumbai

Workshops : Various workshops are organized by
reputed companies like Robosapiens India to encourage
the practical knowhow of the latest technological trends.

FEST NIGHTS



over 7000 audiences witnessing fest nights...



sponsorship slabs

S. No.	Benifits	Title Sponsor (Rs. 2.00 lakh)	Platinum sponsor (Rs. 1.25 lakh)	Gold Sponsor (Rs.50k/75k)*	Silver Sponsor (Rs. 30k)	Prize Sponsor (Rs. 15k)
1.	Event Title	✓				
2.	Logo on					
(a)	T-Shirts	Largest	✓			
(b)	Certificates	✓	✓			
(c)	Letterheads	✓	✓			
3.	Media Releases					
(a)	Radio	✓	✓	✓		
(b)	TV	✓	✓	✓		
(c)	Prints	✓	✓	✓	✓	
4.	Website					
(a)	Logo static	✓	✓			
(b)	Logo Flash	✓	✓	✓	✓	✓

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(c)	Logo on Event Page*	✓	✓	✓ (Top)	✓	✓
(d)	Logo on Sponsors Page	✓ (Top)	✓ (Center)	✓	✓	✓
5.	Logo on Promotional materials					
(a)	Hoarding & Backdrop	✓ (Top)	✓ (Center)	✓	✓	✓
(b)	Posters	✓	✓	✓	✓	
(c)	Brochure	✓	✓	✓	✓	
6.	Event Souvenir					
	Promotional Ad	Front Inside (Colour)	Back Inside (Colour)	1 Page (Colour)	1 Page (B/W)	1/2 Page (B/W)
	Logo on Back page	✓	✓	✓	✓	✓
7.	Space for Canopy	✓	✓	✓	✓	✓
8.	Publicity during techSRIJAN nights	✓	✓	✓	✓	✓
9.	Brand Promotion from announcement Desk	✓	✓	✓	✓	✓

DOCUMENTS

- Cheque or D.D. in favor of Principal, M.M.M. Engineering College, Gorakhpur or material worth the same.
- Letter of authorization
- Publicity material:
 - Banners
 - Soft and hard copies of the logo
 - Advertisement etc.

P A S T S P O N S O R S



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