



RAGAM

MARCH 2018

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TITLE SPONSOR ₹ 8,50,000

- **RAGAM '18** will be known as "NITC presents <Main Sponsor> **RAGAM '18**".
- Premium branding in invitations and posters sent to more than 1400 colleges.
- Logo on over 7000 certificates, food coupons, all presentation articles and notices.
- Provision for interacting with students and sponsoring any two of **RAGAM '18** events or workshops of your choice, subjected to availability.
- Logo on certificates, booklets and badges for all officials, executives and participants of **RAGAM '18**.
- Enhanced outreach through logos and link on our **RAGAM'18** website and sponsor's page.
- Premium branding of your company on all our social media presence, including Facebook which has over 60,000 likes at the moment.
- Your company name will be prominently displayed in all our press conferences and news releases.
- A major location/event venue of your choice will be renamed as "<company name> <location name>" and will be labeled so in the site map as well as schedules provided both online and offline, including the **RAGAM** official app.
- An official representing your company will be among the chief guests during the inaugural and closing ceremony.
- Premium branding during **RAGAM** Nites and Outreach programs.
- Visibility in over 1400 colleges throughout India.
- Premium branding during pre-**RAGAM** advertisements and publicity campaigns.
- Premium branding in all **RAGAM** giveaways like pamphlets, notepads, official T-shirts, crew T-shirts and other **RAGAM** merchandise.
- Enhanced outreach by incorporating your corporate mascot, if any, along with the **RAGAM '18** theme.





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- Stall can be put up at any prime location of your choice within the campus for exhibiting your products, promotional activities and for interactive sessions with the participants.
- Selected events can be incorporated with your promotional activities ensuring maximum visibility to your brand.
- Banners, flexes and distribution of any advertising medium are made admissible.
- Logo of your organization on all hoardings and publicity banners.
- Maximum publicity in other ventures of **RAGAM '18** including Social Initiatives.
- Enhanced advertisement in all our videos.
- A dedicated marketing official for all queries and customer management.
- Souvenirs and mementos after **RAGAM '18**.
- Premium branding and lasting presence of your brand in all post-**RAGAM** releases including an after-movie.



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RAGAM NITES SPONSOR ₹ 5,00,000

- The **RAGAM** pro-shows will be referred to as "<Company Name> presents <Name of Proshow nite>".
- Your company name will be put in the **RAGAM** official website as the "Nites Sponsor".
- Advertisements on LCD Screen between appearances aided by offstage hosts.
- Publicity to the whole **RAGAM** crowd inside the Open Air Theatre.
- Premium Branding in posters sent to over 1200 colleges.
- Premium Branding through our Facebook page, which has more than 45000 likes and counting, at the moment.
- Regular announcements during **RAGAM** runtime, grasping the attention of all the visitors.
- Name and logo of the company will feature on all the tickets to be sold for the pro-shows.
- VIP passes for representatives of your company.
- Banners, fluxes and distribution of any advertising medium are made admissible in the premises of the Open Air Theatre.
- Regular updates about the publicity activities of **RAGAM'18**.
- Souvenirs and Mementos after **RAGAM'18**.





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POWERED-BY ₹ 4,00,000

- **RAGAM '18** will be known as NIT-C presents <Title Sponsor> **RAGAM'18** in association with <Associate Sponsor> powered by <**Powered by Sponsor**>.
- Interactive sessions with the students.
- Promotional stalls in the campus during **RAGAM'18**
- Promotional events during **RAGAM'18**
- Premium branding in all official ceremonies, press conferences and events
- Sponsorship benefits of ONE event of your choice, subject to availability.
- Sponsorship benefits of one exhibition OR one lecture of your choice, subject to availability.
- Database of participants.
- Premium Branding through:
- Banners and distribution of any advertising medium at prime locations in the NIT-C campus.
- Pre-posters, invitations and posters sent to over 1400 colleges across the nation.
- Posters in and around Calicut city for the week leading to **RAGAM'18**, and for publicity event
- The official website, Facebook page and other social media websites.
- Media releases and coverage
- Souvenirs and memento post **RAGAM'18**.
- Announcements at regular intervals
- Exclusive features in official promotional videos and after- movies.





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ASSOCIATE SPONSOR ₹ 3,00,000

- NITC presents <title sponsor> **RAGAM'18** in association with <**Associate sponsor**>.
- Premium branding in posters sent to over 1400 colleges
- Sponsor logo will appear on the **RAGAM '18** website.
- Provision for conducting lectures and discussions.
- Premium branding during **RAGAM** Nites and Outreach Programs.
- Enhanced outreach by incorporating your corporate mascot, if any, along with the **RAGAM '18** theme.
- Stalls can be put up at any prime location within the campus for exhibiting your products, promotional activities and interacting with students.
- A major location/event venue of your choice will be renamed as "<company name> <location name>" and will be labeled so in the site map as well as schedules provided both online and offline, including the **RAGAM** official app.
- Banners, flexes and distribution of any advertising medium are made admissible.
- Publicity through our media partners.
- A dedicated marketing official for all queries and customer management.
- Assured weekly reports of **RAGAM' 18** Publicity and updates.
- Souvenirs and Mementos after **RAGAM' 18**.





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OFFICIAL WEAR SPONSOR ₹ 2,00,000

- Sponsor name and logo will be featured prominently on the **RAGAM '18** official T-shirts (which will be about 5000 in nos.)
- Name and logo of your company on posters related to **RAGAM'18**.
- Premium branding of your company, through our Facebook page which has more than 60000 likes and counting, at the moment.
- Stalls can be put up at a prime location within the campus during **RAGAM'18**, for exhibiting your products, promotional activities and interacting with the crowd.
- Regular updates about the publicity activities of **RAGAM'18**.
- Souvenirs and Mementos after **RAGAM'18**.
- Long lasting presence of your company/brand name inside and outside the college in the form of **RAGAM'18** Official Wear.

PRODEZZA PARTNER ₹ 2,00,000

- All the events under Prodezza will solely be addressed as <your company> presents <event>
- Customized backdrop for your event enhancing your brand name in the venue of all the proshow stages
- Banners and posters of your company will be permitted at the all the proshow stages
- Provision for student interaction and product marketing at the venue
- Premium branding in Prodezza publicity campaigns and print posters
- Sponsor name/logo will appear on the **RAGAM** Prodezza page
- The photos of the winners of your event will be uploaded in the **RAGAM** page along with the backdrop and your brand logo, ensuring an enhanced reach and lasting publicity





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REGISTRATION PARTNER ₹ 1,50,000

- Banners, posters and any other form of advertisement will be allowed
- Name/logo of the sponsor will appear on the registration page of the **RAGAM** website, organizer and participant badges
- Brochures and pamphlets can be distributed during registration.
- Premium branding in all media and handouts issued by the **RAGAM** Registration Desk.
- Availability of data of over 3000+ participants.

COUTURE BOULEVARD ₹ 1,00,000

- The **RAGAM'18** fashion walk will be referred to as "<Company Name> presents **Couture Boulevard**'
- Your company name will be put in the **RAGAM** official website as the "Couture Boulevard Partner".
- Advertisements on LCD Screen between appearances aided by offstage hosts during Couture Boulevard. Publicity to the whole **RAGAM** crowd inside the Open Air Theatre during the show
- Branding through our Facebook page, which has more than 60,000 likes and counting, at the moment.
- Announcements during **RAGAM** runtime, grasping the attention of all the visitors.
- Banners, fluxes and distribution of any advertising medium are made admissible in the premises of the Open Air Theatre.
- Souvenirs and Mementos after **RAGAM'18**.
- Branding and lasting presence of your brand in all post-Ragam releases including an after-movie.





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CHOREO NITE ₹ 1,00,000

- The **RAGAM** DANCE FEST will be referred to as "<Company Name> presents Choreo Nite".
- Your company name will be put in the **RAGAM** official website as the "Choreo Sponsor".
- Advertisements on LCD Screen between appearances aided by offstage hosts during the Choreo nite event.
- Publicity to the whole **RAGAM** crowd inside the Open Air Theatre which attracts many of the **RAGAM** crowd.
- Branding through our Facebook page, which has more than 60,000 likes and counting, at the moment.
- Announcements during **RAGAM** runtime, grasping the attention of all the visitors.
- VIP Passes for representatives of your company.
- Banners, fluxes and distribution of any advertising medium are made admissible in the premises of the Open Air Theatre.
- Regular updates about the publicity activities of **RAGAM'18**
- Souvenirs and Mementos after **RAGAM'18**.
- Branding and lasting presence of your brand in all post-Ragam releases including an after-movie.





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SNEHARAGAM TITLE SPONSOR ₹ 1,50,000

- The initiative will be solely addressed as "NIT-C and **RAGAM'18** present <Title Sponsor> **SNEHARAGAM '18**".
- Interactive sessions with the students. Promotional stalls in the campus during **RAGAM'18**. Promotional events during **RAGAM'18**
- Premium branding in all official ceremonies, press conferences and publicity events.
- Premium branding through:
 - Banners and distribution of any advertising medium at prime locations in the NIT-C campus.
 - The official website, Facebook page and other social media websites.
 - Exclusive features in official promotional videos and after- movies.

SNEHARAGAM ASSOCIATE SPONSOR ₹ 1,00,000

- The initiative will be solely addressed as "NIT-C and **RAGAM'18** present <Title Sponsor> **SNEHARAGAM '18**" in association with <Associate Sponsor>.
- Interactive sessions with the students. Promotional stalls in the campus during **RAGAM'18**. Promotional events during **RAGAM'18**
- Premium branding in all official ceremonies, press conferences and publicity events.
- Premium branding through:
 - Banners and distribution of any advertising medium at prime locations in the NIT-C campus.
 - The official website, Facebook page and other social media websites.
 - Exclusive features in official promotional videos and after- movies.



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INFORMALS PARTNER ₹ 1,00,000

- Organization banner will be the backdrop for the Informals stage, venue for all **RAGAM** Informal events.
- Officially addressed as <**PARTNER NAME**> presents Informal event at all times.
- A kiosk will be provided for sales and marketing at a prime location on Rajpath, the college walkway.
- Official sponsor of the **RAGAM** Informals T-shirt.
- All major banners and hoardings in the city will have the organization name and logo as the Informals partner.
- Special discounts will be provided for companies ready to take up and conduct their own Informal events during **RAGAM'18**, with prior approval from **RAGAM'18** team.

GAMING PARTNER ₹ 1,00,000

- All gaming events will be addressed in the name of the company.
- Provision to put up flexes and banners at the venue.
- Product introduction sessions at the gaming venue.
- Provision for sales and marketing on campus during **RAGAM'18**.
- Name/logo of the brand on all score boards and live-streaming points.
- Premium branding through our Facebook page, which has more than 60000 likes and counting, at the moment.
- Name and logo of your company will be put up in the **RAGAM** official website as "Gaming Partner".





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CERTIFICATE & MEMENTO PARTNER ₹ 1,00,000

- The name/logo of the brand will appear on all certificates issued.
- Mementoes presented to all VIP guests, lecturers and other eminent personalities will carry the name/logo of the brand
- Premium branding at the presentation ceremony.
- Publicity merchandise may be distributed at the presentation.

BEVERAGES PARTNER ₹ 1,00,000 (Or equivalents worth)

- Unlimited number of beverage stalls can be set up
- Judges and other guests will be offered the beverage
- Co-sponsor of Informals - will reach out to the crowds by sponsoring the prizes of the games.

****Kindly note that this includes branding the product with sales. There are also provisions to set up a single stall if so preferred.**





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EVENT PARTNER ₹ 75,000

- The event will solely be addressed as <**EVENT SPONSOR**> presents <event>.
- Banners and posters will be permitted at the event venue.
- Provision for student interaction and product marketing at the venue.
- Premium branding in event publicity campaigns and print posters.
- Sponsor name/logo will appear on the **RAGAM** event page.
- Customized backdrop for your event enhancing your brand name in the venue
- The photos of the winners of your event will be uploaded in the **RAGAM** page along with the backdrop and your brand logo, ensuring an enhanced reach and lasting publicity.

MUSICAL EVENT PARTNER ₹ 75,000

- The event will solely be addressed as <**EVENT PARTNER**> presents Musical events.
- There are three musical events.
- Banners and posters will be permitted at the event venue.
- Provision for student interaction and product marketing at the venue.
- Premium branding in event publicity campaigns and print posters.
- Sponsor name/logo will appear on the **RAGAM** event page.
- Customized backdrop for your event enhancing your brand name in the venue.
- The photos of the winners of your event will be uploaded in the **RAGAM** page Along with the backdrop and your brand logo, ensuring an enhanced reach.





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EXHIBITION PARTNER ₹ 75,000

- The exhibition will solely be addressed as <**PARTNER**> presents <**Exhibition**>
- A specialized kiosk will be provided at the exhibition entrance for pamphlet distribution and publicity purposes.
- The organization can conduct interactive exhibitions.
- Extensive media coverage.
- Sponsor Name/Logo on **RAGAM** Exhibitions page.
- Posters, banners and other forms of advertising permitted in and around the exhibition venue

PROMOTIONAL STALL ₹ 65,000

- Promotional stall at attractive position during 3 days of **RAGAM**.
- Banners and posters will be permitted at the venue.
- Provision for student interaction and product marketing at the venue.
- Premium branding in event publicity campaigns and print posters.
- Sponsor name and logo will appear on the **RAGAM** Facebook page, which has more than 60000 likes and counting, at the moment.