

Marketing Brochure

8th - 10th NOVEMBER



Sara
Santiini

THE LOCAL
TRAIN

SUKHWINDER
SINGH

FARHAN
LIVE

ZEPHYR
TONE



A Tropical Extravaganza

ABOUT US

Punjab Engineering College (Deemed to be University)
Sector-12, Chandigarh, 160012



Feel the adrenaline rush through Chandigarh and every student in North India as the festival of the year, PECFest arrives. From prospective participants to the sponsors, from the faculty to the students, excitement brims and anticipation mounts as PECFest 2019 inches closer.

A place of exploration for many, a winning stage for even more – each year PECFest has managed to draw out large numbers of enthusiastic participants in this extravaganza.

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50,000+ FOOTFALL
43,000+ FACEBOOK FOLLOWERS
6,000+ APP INSTALLS
1,300+ YOUTUBE INSTALLS
8,000+ PARTICIPANTS

As engineers, we don't just make tall claims, we support them with numbers. The numbers for PECFest have always been impressive and 2018 was no less. Online publicity reached impressive numbers increasing from 1.4k to 167k shares.

The PEC campus, abuzz with activity and enthusiasm, is a sight to behold, especially during the widely popular cultural nights of modelling and dance competitions. The "Star Night" where PEC hosts a musical sensation, is the major crowd-puller every year.

www.pecfest.in
www.facebook.com/pecfestofficial/



Sara Santini (2018)



The Local Train (2018)

LIVE CONCERT



Fazal The Band (2018)



Zephyrtone (2017)



Indian Ocean (2016)

SUKHWINDER SINGH



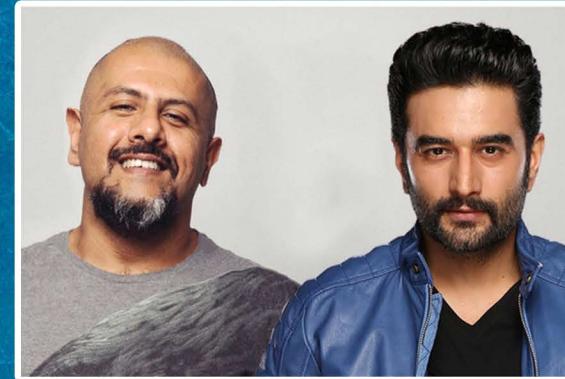
PECFEST 2018



Farhan Akhtar (2017)



Amit Trivedi (2016)



Vishal Shekhar (2015)



Kumar Vishwas (2014)

STAR
NIGHT

GROOVZ

Dance to the Rhythm!
Group Dance Competition



BHANGRA THEQUE

Unleash your inner Punjabi!
Bhangra Competition



GLITTERATI

Own the Runway!
Fashion Show Competition



TECHNICAL SESSIONS



Walter Lewin
PECFEST 2014



Wing Commander
Satyam Kushwaha
PECFEST 2017

Vivek Prakash
PECFEST 2017



TED X
PECFEST 2014

GUEST SPEAKERS



Yahya Bootwala
PECFEST 2017



Simarpreet Singh
PECFEST 2016



Sankalp Kohli
PECFEST 2017



Terribly Tiny Tales
PECFEST 2016



Balbir Singh
PECFEST 2016

TECHNICAL EVENTS

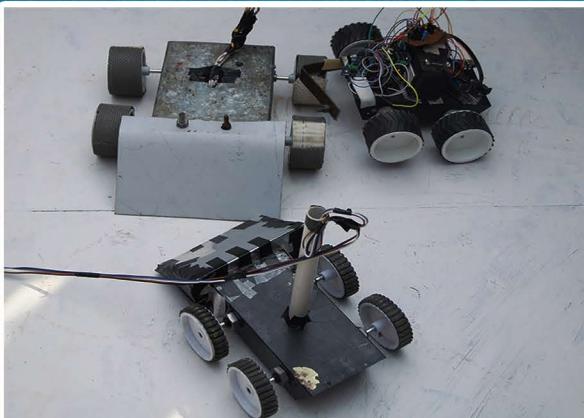
Do you have what it takes to engineer a better world to live in?

Do you have it in you to ease human suffering or reduce human effort? Can you take a multidisciplinary approach to real-world problems and present the best solution?

The technical societies in Punjab Engineering College host a multitude of events that test and reward you on these and many other grounds. PECFest offers a plethora of opportunities to explore, discover and enhance your talent, skills and interests. Visionary ideas and technical competency to implement those ideas in reality, are on full display. The environment is conducive to growth while also being charged with fierce challenges.



CONCRETE CANOE



ROBO WARS



F1 PIT STOP



AQUA JET



STREET DANCE



CROCHET



POT PAINTING

CULTURAL EVENTS

"All the world's a stage..." if you abide by and embody this phrase, if you come alive as the curtain is raised or if your idols are musical and cinematic geniuses, the stage at PECFest 2019, is set for you. With a wide array of events aiming to test your musical prowess, dancing capabilities , street and theatre acting abilities and artistic tendencies - there's something for everyone. PECFest 2019 promises more of the same so that the countless students that walk into PECFest can have the time of their lives.



DRAMA RAMA

SPONSORSHIP ROLES

PECFest has a strong history of delivering an outstanding educational, cultural, social and life-long experiences to students from around the country. With sponsors like Honda for PECFest 2017, the biggest techno-cultural fest of north India is surely an event to look out for . Many big names like Colors, VH1, Comio, Hero Cycles and countless others haven't hesitated to be a part of PECFest.

PECFEST 2019

Punjab Engineering College (Deemed to be University) presents <TITLE SPONSOR> PECFEST 2019 Powered by <POWERED SPONSOR>, Co-Sponsored by <CO-SPONSOR>, In association with <ASSOCIATE SPONSOR 1> , <ASSOCIATE SPONSOR 2>

INDIVIDUAL ROLES

<EVENT TITLE SPONSOR> presents EVENT In association with <EVENT
ASSOCIATE SPONSOR>

GENERAL SPONSORS

In addition we are open to strategizing roles such as Telecom Partner, Health Partner, After Video Partner, Education Partner, Travel Partner, Social Initiative Partner etc.

NEWS CLIPPINGS



DELIVERABLES

TITLE SPONSOR

The name of the sponsor will be inseparable from the fest's name as follows: <Title Sponsor> presents PECFEST 2019 powered by <sponsor> co sponsored by <co-sponsor> and in association with <print partner>, <media partner> and <radio partner>.

- Backdrop: The title sponsor would be given a logo on the flex backdrop on the main stage as mentioned above during all the events and night performances.
- Standees will be put up to highlight and display the sponsor name on the main stage.
- Welcome gate: A huge dropdown from the top of the 3 storey institute building featuring the name of the title sponsor will be put up.
Stall shall be provided at the venue to the title sponsor.
- Announcement of the names of the main sponsors by the comperers/show hosts at regular intervals throughout the day.
- Provision will be made to put banners in the college premises(if provided by the sponsors).
- 20 standees at the primary locations of the fest such as main stage and main entrance.
- An extensive road show that includes large college crowd will move throughout the city with your name highlighted.
- Internet publicity will be provided through PECFest website.

POWERED BY

The fest name will be associated with your company. <Title sponsor> presents PECFEST 2019 powered by <sponsor> co sponsored by <co sponsor>.

- Backdrop: The Sponsor would be given a logo on the flex backdrop of the main stage as mentioned above during all the events and the translights.
- Stall shall be provided at the venue to the sponsor.
- Provision will be made to put banners in the college premises (if provided by the sponsors).
- Standees during every technical event and at the primary locations of the fest such as main stage and main entrance.
- Internet publicity will be provided through PECFest website.

CO SPONSOR

The name of the sponsor will be inseparable from the fest name as follows: <title sponsor> presents PECFEST 2019 powered by <sponsor> co sponsored by <co sponsor> .

- Backdrop : the sponsor would be given a logo on the flex backdrop on the main stage as mentioned above during all events and night performances.
- Standees will be put up to highlight and display the sponsor name on the main stage.
- Dropdown : a huge dropdown from the top of a 3 storey building featuring the name of the sponsor will be put at entrance of the fest area.
- Pamphlets and invitations to the fest to be sent to all the colleges and the popular joints across the tricity.
- Paraphernalia will be done through appurtenance like pens, mugs, caps etc(if provided by the sponsor).
- Stall shall be provided at the venue to the sponsor.
- Announcement of the names of the sponsor by the comperers/show hosts at regular intervals throughout the day.
- Provision will be made to put banners in the college premises(if provided by the sponsors).
- 10 standees at the primary locations of the fest such as main stage and main entrances.

TECHNICAL SPONSOR

The sponsor's name will be associated with every technical event that happens during PECFest 2019.

- Backdrop: The Sponsor would be given a logo on the flex backdrop of the main stage as mentioned above during all the events and the translights.
- Stall shall be provided at the venue to the title sponsor.
- Provision will be made to put banners in the college premises(if provided by the sponsors).
- Standees at the primary locations of the fest such as main stage and main entrance.
- Internet publicity will be provided through PECFest website



DETAILS

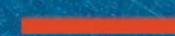
| TITLE SPONSOR INR 18 LAKH * | POWERED BY SPONSOR INR 15 LAKH* | CO SPONSOR INR 12 LAKH* | DRIVEN BY SPONSOR INR 7 LAKH* | PRO NIGHT INR 7 LAKH* | TECHNICAL SPONSOR INR 7 LAKH* | CULTURAL NIGHT INR 6 LAKH* | ASSOCIATE SPONSOR INR 6 LAKH * |
|--|------------------------------------|----------------------------|----------------------------------|--------------------------|----------------------------------|-------------------------------|-----------------------------------|
| 1. Logo on main poster, banner and backdrop flex | ==== | ==== | ==== | ==== | ==== | ==== | ==== |
| 2. Logo LED on the main stage | ==== | ==== | ==== | ==== | ==== | ==== | ==== |
| 3. Logo on all promotional videos | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 4. Standees on main stage | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 5. Welcome gate branding | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 6. Logo on passes of PECFest | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 7. Permission to conduct promotional events | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 8. Permission to conduct customized contests | ==== | ==== | ==== | ===== | ===== | ==== | ==== |
| 9. Permission to display product at strategic location | ==== | ==== | ==== | ===== | ===== | ==== | ==== |
| 10. Access to the college database | ==== | ==== | ==== | ===== | ===== | ==== | ==== |
| 11. Logo in PECFest ads in newspaper and magazines | ==== | ==== | ==== | ===== | ===== | ==== | ==== |
| 12. Logo on opening page of PECFest website | ==== | ==== | ==== | ===== | ===== | ==== | ==== |
| 13. Logo on official platforms social networking sites | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 14. Link to company's website on PECFest website | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 15. Advertisement through Projectors | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 16. Coverage by Emcees at regular intervals | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 17. Coverage through news and entertainment channel | ==== | ==== | ==== | ===== | ===== | ==== | ==== |
| 18. Bluetooth/wifi Advertisement inside the campus | ==== | ===== | ===== | ===== | ===== | ==== | ==== |
| 19. Logo on the dropdown from a 3-storey building | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 20. Publicity during roadshow | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 21. Interactions with students through seminars | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 22. Stall in the fest areas | ==== | ==== | ==== | ===== | ===== | ==== | ==== |
| 23. Announcements by Emcees at regular intervals | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 24. Permission to put up promotional banners/posters | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 25. Standees in fest area | ==== | ==== | ==== | ==== | ===== | ==== | ==== |
| 26. VVIP Passes | ==== | ==== | ==== | ==== | ===== | ==== | ==== |

LEGEND

Inclusive



Exclusive



*Exclusive of GST

CSR CORPORATE SOCIAL RESPONSIBILITY

At PECFest, we sincerely believe that "With great power comes great responsibility"

At a point in human existence where the world struggles for survival, we understand that each bit counts. We realize the effect our actions have on the society and environment as a whole, regardless of our daily efforts for gratification. The world is one careless step further from chaos, hanging at the tip of its balance, with its finite stack of resources and diminishing morality.

We are aware of the scale we operate at, so we are responsible for society and its welfare, in a way any other organisation is. To that effect, PECFest can proudly claim to have worked with some of the most influential change-makers out there, be it Men Against and Discrimination (MARD), stemming from the genius of Farhan Akhlar, or People for the Ethical Treatment of Animals (PETA), an international phenomenon. We actively seek to make a real change out there, harnessing the youth power and determination we possess in abundance. For us, at PECFest, the social issues are of supreme importance, and we aim to stand out from the crowd for yet another edition, with a louder voice and a stronger presence.

"You know you are on the right path, doing something right, when the power that's out there as afraid of the change you are going to make..."

BE KIND TO ANIMALS



PeTA



#EQUALITY IS
COMMON SENSE



VISIBILITY TO SPONSOR



STALLS

FOOD STALLS

INR 40,000*

- 15x15 feet
- Basic infrastructure. like electricity, table, chair etc
- Online publicity



CORPORATE STALLS

INR 40,000*

- 10x10 feet
- Basic infrastructure. like electricity, table, chair etc
- Online publicity

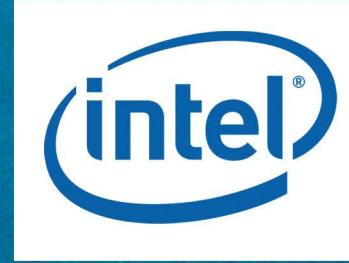


PREVIOUS SPONSORS



* Exclusive of GST

PREVIOUS SPONSORS





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