

SANGRAM 2013

BATTLE OF IDEAS.

Laxmi Devi Institute of Engineering & Technology



Alwar-Tijara-Delhi Highway,

Chikaani, Alwar - 301028(Raj.)

Website: [www.SANGRAM 2013.in](http://www.SANGRAM2013.in)

Email: [lietsangram 2013@gmail.com](mailto:lietsangram2013@gmail.com)

To,
Respected

Date:

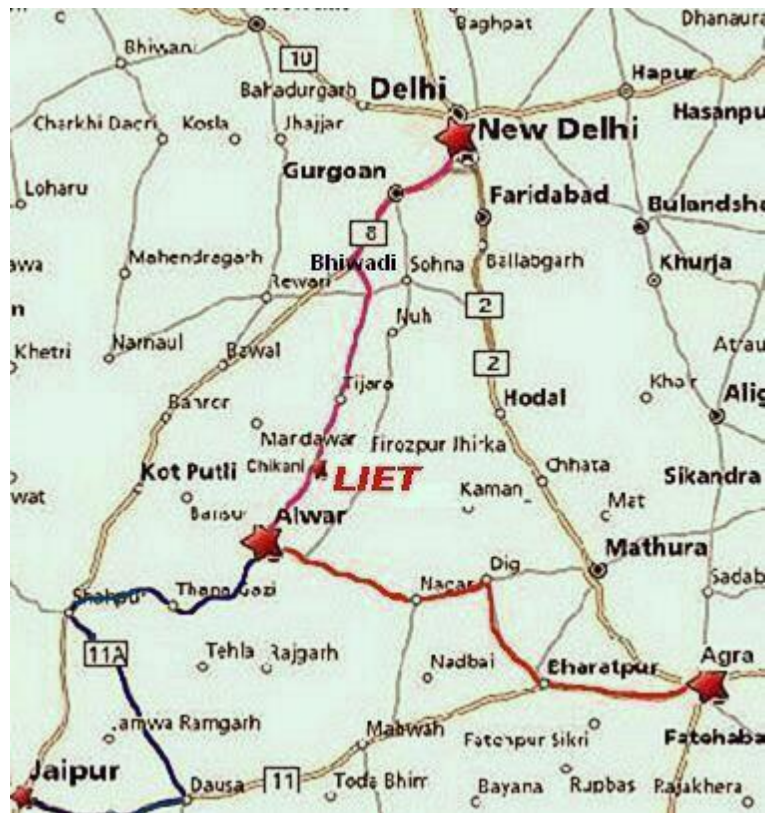
Subject: **Request for sponsorship for SANGRAM 2013, the Annual Techno management & cultural Festival of LIET.**

Respected Sir,/mam

Laxmi Devi Institute of Engineering & Technology (LIET), Alwar established by Marut Nandan Educational Society (MNES) in the year 2001, is affiliated to the Rajasthan Technical University, Kota and approved by Govt. of Rajasthan, AICTE & Ministry of HRD, New Delhi. The Objective of the institute is to develop a nucleus campus to impart quality education in various disciplines of Engineering & Technology to meet the global challenges of fast growing market and business opportunities. LIET is a TCS Accredited Institute and Nodal Centre of L&T Infotech and Infosys Technologies for Recruitment and Training. Companies like Syntel, INT Corporate, i-flex, Zensar, Wipro, etc. also provides On Campus Placements.



LIET, is situated in between Delhi and Jaipur. It is situated at run of 130 kms from Delhi (Dhola kuan) and 165 kms from Jaipur. From Delhi buses are available frequently at short duration of 15 minutes from Sarai Kale Khan bus terminal and Dhola Kuan bus stand. Buses are also available from ISBT. All these buses arrives you to CHIKANI (Alwar), where LIET is exactly situated. The buses generally takes three hours to drop you at LIET from dhola kuan. Train services are available from old Delhi Railway Station. These trains arrives you to the city, Alwar. After that any Delhi or Tijara bus arrives you to the destination, LIET There is very frequent transportation services form Jaipur. Buses are available from bus stand, Sindhi Camp. Buses are available at short duration of 30 minutes. Generally buses takes three and half hours to travel the distance to LIET.



Train services are available for the Alwar from Jaipur. All these buses and trains takes you to the city Alwar. airport are just two hours drive away i.e. at the run of 115 kms from LIET. Jaipur airport is just 3 hours 15 mins and Agra airport is 3 hours 30 mins away form LIET.

It gives us immense pleasure to inform that our institute Laxmi Devi Institute Of Engineering & Technology is organizing the annual, national level techno-management fest **SANGRAM 2013**.

It has been scheduled on first week of March 2013.

SANGRAM 2013 is the annual techno-management fest organized by the students of **LAXMI DEVI INSTITUTE OF ENGINEERING & TECHNOLOGY** in the month of March. This is a three day long extravaganza that comprises of events like technical events, robotics events, choreography, star night and many other competitions which will bring out the hidden talents of college students.

Loud music, tapping feet, excitement and an enthusiastic crowd will be the general scene at **SANGRAM**.

It will have competitions modeled to test the technical acumen, programming skills, flair for business management, dancing and other cultural abilities of the participants. It is a festival that commences weeks before the actual dates, in the form of online contests and various other social initiatives.

SANGRAM 2013 promises to give you the most competitive atmosphere to compete among the wittiest. It gives you a platform for them to showcase their technical and engineering skills and nourishes their scientific talent. Ideas and technical views are exchanged between professors and corporate giants having a gamut of experience and other personal who are the knowledge centers of the country.

SANGRAM is more like a delicacy of knowledge with the aroma of creativity plus an appetizer of determination and the thirst to be on the top. And for the dessert we have come up with some unique and kind thoughts for the facelift of humanity as whole by including exotic social and promotional events.

It is the one of its own kind youth festival scheduled to rise in the state of **warriors - Rajasthan**. We the Team SANGRAM aim to provide a platform for students from diverse and varied backgrounds to test their technical dexterity and mental abilities with the best of their counterparts from all over the country. We are striving to make a blend during this event which will bring together the scholars as an image of our country INDIA which is so diverse yet so unite. Along with providing a goldmine of activities suiting the young technical minds of today, SANGRAM is also taking the initiative to amalgamate the youth as a whole through its various cultural and youth events aimed precisely at the same.

In keeping up the tradition of SANGRAM we will make sure that we take our very own festival to new heights, glories and to earn name fame among rest of the renowned institutions dwelling all across India. And with close to 65 plus colleges in the state of Rajasthan, we term the conception of this youth fest by the students of Laxmi Devi Institute of Engineering and Technology as an achievement in which pride can be taken, and rightfully so.

To be able to give to its participants (more aptly its warriors) a fight worth acknowledging is the ultimate objective of this youth fest. Besides, SANGRAM is expected to be the mightiest of its kind that is going to witness a profusion of pure energy, sheer smartness of the mind and the flagship adverb of the youth-enthusiasm. An initiative to focus the vigour and energies of the country's youth to a purpose and mission in their lives for themselves and for the country.

During this three day event, we are expecting a turn up of thousands of students from all over the country, for which publicity and acknowledgement to target participants will be duly done.



About the Event:

SANGRAM 2013 is the official technical, cultural and youth fest to be hosted by **Laxmi Devi College of Engineering and Technology**.

It is the first of its kind youth festival of India's geographically largest state, Rajasthan. It aims at providing a platform for students from diverse and varied backgrounds to test their technical dexterity and mental abilities with the best of their counterparts from all over the country. Along with providing a goldmine of activities suiting the young technical minds of today, SANGRAM is also taking the initiative to amalgamate the youth as a whole through its various cultural and youth events aimed precisely at the same.

In keeping up the tradition of initiating firsts, SANGRAM is going to be the aboriginal youth fest taking place in the state of Rajasthan. And with close to 50 colleges in the state of Rajasthan, we term the conception of this youth fest by the students of **Laxmi Devi Institute of Engineering and Technology** as an achievement in which pride can be taken, and rightfully so.

SANGRAM 2013 is all about knowledge termed with creativity and a large reserve of determination and the thirst to be on the top. To be able to give to it's participants, more aptly it's warriors a fight worth acknowledging is the ultimate objective of this youth fest. Besides, SANGRAM is expected to be the mightiest of its kind that is going to witness a profusion of pure energy, sheer smartness of the mind and the flagship adverb of the youth- enthusiasm. An initiative to focus the vigor and energies of the country's youth to a purpose and mission in their lives for themselves and for the country.

During this event, we are expecting a turn up of thousands of students from all over the country.

SANGRAM 2013 is a three day event tentatively scheduled to be held in the first week of February. The fifth of its kind to be held at Laxmi Devi Institute of

Engineering and Technology, it has expanded from being a technical fest to being **the first youth fest to be held in the state of Rajasthan.**

The objective here is to provide a platform to showcase talent not only in the technical field, but in other areas of interest like the corporate world and the social and political front as well. Furthermore, SANGRAM also holds promise for budding talents in music, dance and other such pursuits.

The events of **SANGRAM 2013** are divided into five categories:

- ❖ **Youth events**
 - ❖ **Technical events**
 - ❖ **Cultural events**
 - ❖ **Sports events**
 - ❖ **Alumni meet**
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❖ **Youth events:**

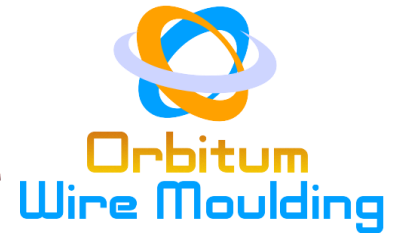
It is believed that the youth are the future of any country, and for not just any country but a country as ours, which is maturing by leaps and bounds, there need to be competent adults to whom the reigns of the country can be handed over. With this belief in mind, the youth events are designed to bring out the questions, answers and the beliefs that this generation believes in. Lead India is going to be one of the event in the youth section which serves this purpose. Not only will the participants be benefited but also the audience will gain significant insight into things they might never have given thought to.



❖ Technical events:

Events in the technical aspect have been tailored to incorporate the most basic elements of any student's technical education - the building and implementation of concepts.

Not adhering to any one sphere or area of **engineering**, the events here would deal with problems put forth to participants and the judgment criteria would be the best solutions they can offer. The events will be held in the form of either quizzes or tasks which could either be given beforehand or on the spot. Some of the events in this category are like Humanoids, Soft War, Crazy Ganit and many more.



❖ Cultural event:

To add zing and excitement to the fest, there would be special events like an inter college dance competition, performances by India's top bands, an inter college fashion show and the grand finale of sangram-2013, the jam night with a celebrity DJ spinning the music.

There would also be cultural events as a build up to the fest in the forms of street plays by the students at various public places in the months preceding the fest.





❖ Sports Events:

LAXMI DEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY strives to achieve a balance between education and sports. It is the standpoint of the institute that supplements education by affording a chance for the practitioners to take their mind off the monotony of the systematic, visits to libraries, lab and lectures. The facility provide at **LAXMI DEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY** include indoor stadium for badminton, pool and a hall for table tennis along with state- of-the-art fitness centre and an expansive ground encompassing an athletic track and courts for other outdoor games. The college has an impressive record of performance at the National and International levels. Every year sports persons are honored and encouraged with sports quota admissions, cash awards and scholarships. Budding and interested sport persons are spotted early and special training is given to them. With each passing year, **LAXMI DEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY** has turned out an increasing number of sports personalities.

❖ Alumni meet :

Alumni events are held to give your alumni an opportunity to renew friendships with other friends and batch mates. They allow your association to create and keep alumni interest in the Institute, to develop interest on the part of some alumni for active participation in chapter operations and alumni organization affairs. They can also be used celebrate a special occasion within the Institute.



SANGRAM 2013 includes events catering to different fields of specialization for the benefit of budding technocrats. We are expecting contribution from some of the renowned faces in the industry who will be delivering guest lectures. Educational & informative workshops are scheduled. With growing technology, **SANGRAM 2013** seeks to reach out to technical institutions all over the country and bring together students, industry & academia on a single forum where they can interact with one another. Our techfest enjoys enormous popularity in industry as well as educational institutions. This year things seem to augur well for reiterate performance. All this would not be possible without your support which we solicit in the form of sponsorship and participation. We promise you extensive exposure through advertisements in banners, by media partners and through our official website, www.SANGRAM 2013.in .

We hope to include you as a collaborator, a participator and an ultimate beneficiary of our sporting success. A lot of benefits will accrue you by sponsoring our events. The major sponsors for our other college festivals have been:



SPECIAL ATTRACTIONS:

- **Huge participation** in the form of approximately 2000 participants from colleges all over India.
- **Exhibition:** The events and categories will contain technical and non technical models; these can be both working and non working. Handicraft and art models are also included; posters and collage are also part of the exhibition on given topics. Students of LIET and outsiders are allowed to participate.
- **Celeb Appearance:** bollywood singer **mika** will be performing on liet stage.

EVENTS:



SPONSORSHIP DETAILS AND THE MILEAGE WE OFFER

Sponsorships for the festival are invited under the following categories:

PLATINUM SPONSORSHIP: RS.75,000/- and above.

- The sponsor's name will be **prefixed to SANGRAM 2013** and the festival will be called after the company's name.
- Two stalls will be provided to the sponsor during the festival for display of their products and services.
- The Sponsor may conduct **on-the spot events** also.
- Certificates will bear the logo of the company and a 1.5-inch tag line of your brand.
- The Sponsor will be allowed to distribute publicity material at all the venues.
- The sponsors name and logo shall also appear on all invitations, prizes, and communiqués concerned with the festival.
- Banners shall be put up at all the venues during the festival.
- Wide publicity through posters and announcements will be provided.
- Large scale publicity will also be provided through our **media partners**.
- Name of the sponsor would also appear at our official website www.SANGRAM 2013.in along with their profile and banners.
- A link will also be provided of the sponsor's website on our official website which is going to be visited by all outstation teams for registration purposes.

- Sponsor will be provided volunteers to help out with the publicity efforts of the Sponsor during the course of the festival.
 - **Regular advertisement** of the sponsor's name will be done between movie shows.
 - A cover story for the sponsor will be provided in the newsletter.
 - Apart from the above stated, the requirements of the sponsor regarding their publicity will be taken care maintaining the foundations of the college.
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GOLD SPONSORSHIP: RS.50,000/- TO RS.75,000/-

- The Sponsor will be declared the **Co-Sponsor** of SANGRAM 2013.
- One stall will be provided to the sponsor during the festival for display of their products and services.
- Sponsors name will be prefixed with **two events** of their choice.
- Name of the sponsor would be put up at the banners displayed during the festival.
- Wide publicity through posters and announcements will be provided.
- Large scale publicity will also be provided through our **media partners**.
- Banners shall be put up at all the venues during the festival.
- The Sponsor will be allowed to distribute publicity material at all the venues.
- All publications of SANGRAM 2013 will carry the name and logo of the Co-Sponsor.

- Name of the sponsors would appear at our official website www.SANGRAM2013.in along with their profile and banners.
 - A link will also be provided of the sponsor's website on our official website which is going to be visited by all outstation teams for registration purposes.
 - Banner at SANGRAM 2013 Office which will be regularly visited by the 2500 odd students for one month on regular basis.
 - The Gold Sponsor will be provided volunteers to help out with the publicity efforts of the Sponsor during the course of the festival.
 - **Regular advertisement** of the sponsor's name will be done between movie shows.
 - A cover story for the sponsor will be provided in the newsletter.
 - Apart from the above stated, the requirements of the sponsor regarding their publicity will be taken care maintaining the foundations of the college.
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SILVER SPONSORSHIP: RS.25, 000/- TO RS.50,000/-

- Sponsors name will be prefixed with **the event category** (software or hardware or informal) of their choice.
- Wide publicity would be provided through posters and announcements.
- Large scale publicity will also be provided through our **media partners**.
- Banners shall be put up at all the venues during the festival.
- Name of the sponsors would appear at our official website www.SANGRAM2013.in along with their profile and banners.

- Banner at SANGRAM 2013 Office which will be regularly visited by the 2500 odd students for one month on regular basis.
 - The Sponsor will be provided volunteers to help out with the publicity efforts of the Sponsor during the course of the festival.
 - A cover story for the sponsor will be provided in the newsletter.
 - Apart from the above stated, the requirements of the sponsor regarding their publicity will be taken care maintaining the foundations of the college.
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EVENT SPONSORSHIP: RS.15, 000/- TO RS.25, 000/-

- Sponsors name will be prefixed with **an event** of their choice.
 - Wide publicity through posters and announcements will be provided.
 - Large scale publicity will also be provided through our media partners.
 - Banners shall be put up at all the venues during the festival.
 - Name of the sponsors would appear at our official website www.SANGRAM2013.in .
 - A cover story for the sponsor will be provided in the newsletter.
 - Apart from the above stated, the requirements of the sponsor regarding their publicity will be taken care maintaining the foundations of the college.
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EVENT CO-SPONSORSHIP: RS. 5, 000/- TO RS.15, 000/-

- Sponsors name will be prefixed as a **co-sponsor of an event** of their choice.
- Wide publicity through posters and announcements will be provided.

- Large scale publicity will also be provided through our media partners.
 - Banners shall be put up at all the venues during the festival.
 - Name of the sponsors would appear at our official website www.SANGRAM2013.in.
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T-SHIRTS SPONSOR:

The company will be declared the T-Shirt Sponsor of **SANGRAM 2013** under the following conditions:

1. If the company gives an amount of Rs. 50,000/- to SANGRAM 2013

OR

2. If the company supplies a minimum of 500 Shirts of acceptable quality and of a design submitted by the organizers of SANGRAM 2013.

- The T-Shirts will feature the logo of the T-Shirts Sponsor on one of the sleeves.
- All publications leading to the festival will carry the name and logo of the T-Shirt Sponsor.
- All posters and banners that will form a part of the SANGRAM 2013 publicity campaign will carry the name and logo of the T-Shirts Sponsor.
- The T-Shirt Sponsor will be allowed to display banners during the course of the festival of SANGRAM 2013.
- The SANGRAM 2013 website will carry the name and the logo of the T-shirts Sponsor which is accessed by all participants.
- A cover story for the sponsor will be provided in the newsletter.

MEDIA SPONSOR:

For the company to be declared the Media Sponsor of **SANGRAM 2013** it will have to print **SANGRAM 2013 newsletter** and provide a minimum of three advertisements and four articles to SANGRAM 2013 as per the following details

- The advertisement should be at least of a size of **20X16** columns.
 - The days of publishing the advertisements and the articles should be in agreement with the SANGRAM 2013 Organizers.
 - The content of all the advertisements and articles will be provided by the organizers
1. The location of the advertisements and articles should be in agreement with the organizers of SANGRAM 2013.
- All publications leading to the festival will carry the name and logo of the Media Sponsor.
 - All posters and banners that will form a part of the SANGRAM 2013 publicity campaign will carry the name and logo of the Media Sponsor.
 - The Media Sponsor will be included in the newsletter, advertisements, movie slides and other promotional material of SANGRAM 2013.
 - The SANGRAM 2013 website will feature both a banner as well as the profile of the Media Sponsor, which is accessed by participants (over 5000) and more.
 - The Media Sponsor will be allowed to display banners at prominent locations during the festival.

- The Media Sponsor will get a stall on the festival grounds to display the products of the Media Sponsor to distribute publicity material.
 - The Media Sponsor will be provided volunteers to help out with the publicity efforts of the Media Sponsor during the course of the festival.
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FUN, FOOD & BEVERAGE STALLS

- Stalls will be provided to the sponsor to display his products and services (10' X 10').
- The sponsor will be given wide publicity through banners and posters around the stall.
 - **FOOD STALL :**
 - *Single Stall* – Rs.2, 500/- per day.
 - *Double Stall* – Rs.4, 500/- per day.
 - *Triple Stall* – Rs.6, 000/- per day.
 - **BEVERAGE STALL :**
 - *Single Stall* – Rs.2, 500/- per day.
 - *Double Stall* – Rs.4, 500/- per day.
 - **FUN STALL :**
 - *Single Stall* – Rs.2,500/- per day.

BANNERS:

- **SANGRAM 2013** Stage(s): Rs 5,000/-
 - College campus: Rs 3,000/-
 - College Gate: Rs 2,500/-
 - Registration Hub : Rs 2,500/-
 - Food Complex: 2,000/-
 - Key Locations: Rs 2,000/-
 - Cafeteria: Rs 2,000/-
 - Banner (8ft x 4ft) to be provided by the sponsor for the college gate and the other banners will be of size 6ft x 3ft.
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- * **Photographs of the banners will be sent to you promptly after the festival.**
 - * **Our proposal is flexible. Conditions and benefits can be changed according to your requirements and interests.**

DETAILS FOR PAYMENT:

The payment mode should be made by Cheque or Demand Draft, drawn in favor of LIET, Alwar. The ACCOUNTS office will issue receipts for the same.

We request you to generously support this endeavor.

We are looking forward to your enthusiastic involvement.

Following is the mailing address to be written on the envelope:

Laxmi Devi Institute Of Engineering & Technology.

Alwar-Tijara-Delhi Highway

Chikani, Alwar 301028.

(Rajasthan)

Ph :- 0144- 5122116

Marketing Team

(SANGRAM 2013)

Contact persons: Convener of Sangram

Mr. Man Vijay Singh (HOD ME)

09460590059

Coordinator of Sangram

Garud Choudhary (IT) 9667159831

Sanjay Singh Awana(ME) 9571961494

Anu yadav (cs) 9166050054

Bhavika Sharma (cs) 08290887514