



**For Sponsorship Contact:**

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PANJAB  
UNIVERSITY



UIET



GOONJ  
2023

Panjab University, established in 1882, is one of India's oldest and largest universities, and is a home to more than 15,000 students. It has 188 affiliated colleges located throughout Punjab and Chandigarh.

UIET is a department of Engineering and Technology of Panjab University. It was established in 2002 and is one of the largest department of the University. The institute holds more than 2500 students in strength.

Goonj 2023 the annual Techno-Cultural fest of University Institute of Engineering and Technology (UIET) is going to be organised by the students of the University. The spirit of the fest is to promote the cultural as well as the technical alacrity among the students. Moreover, the motive is to spread a zeal among students relieving them from the stressful schedule of an engineering atmosphere.



## ABOUT

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- Goonj 2023 the annual fest of UIET is going to be a **grandeur for the students, faculty, staff of Panjab University as well as citizens of the tricity.**
- Goonj 2023 is well said to be the **flagship event of UIET, and is now going to be more prestigious and fun filled.**
- The event will include **Coding Competitions, Mini Marathon, an E-Sports Tournament, Cultural Performances, Fun Activities, Games, Fashion Show, EDM Night and STAR Night.**
- The event will be hosting more than **10,000 people (approx.) over the span of 3 days, including the students from Panjab University as well as from other colleges.**
- The reach of the event will be to **80,000 students belonging to Panjab University and other well-known institutes of tricity.**
- Goonj 2023 has active **Instagram and Facebook accounts allowing us to reach a large number of audiences.**

# BE OUR SPONSOR

## ACCOUNT DETAILS

Bank Account Name : UTECHNOS

Bank Account Number : 10445155580

IFSC Code : SBIN0017022

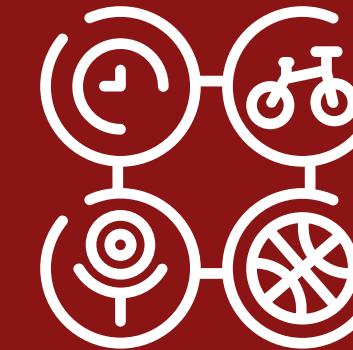
### Cash Sponsorship



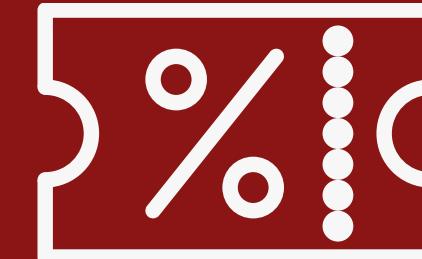
### Stalls



### Activity Sponsorship



### Vouchers/ Coupons/Goodies





Goonj 2023

# TITLE SPONSOR

250K

- Sponsorship worth **2.5 Lakhs** .
- Sponsor's Name will be prefixed to Goonj 2023 such as while announcing Goonj 2023 on stage by the anchors ("\_\_\_\_\_ presents Goonj 2023").
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- Sponsor's Name, Logo and Advertisement will be showcased on the big LED screen on stage, time to time, during various events.
- Sponsor's Name will be inscribed on **every banner and flex**. Details for banners are given below:
  - i. 4 banners 16'x8'
  - ii. 6 banners 8'x4'
- Whenever Goonj 2023 will be displayed on screen your logo will be displayed adjunctly.
- Offline publicity of the sponsor will be done through **dedicated standees of 6'x2'** which will be displayed during the flashmobs or college visits, particularly emphasized by our publicity team.
- A **VIP ready-made stall of size 12'x12'** will be provided at a prominent space.
- Sponsor's Name and Logo will be **prominent in leading newspapers and magazines**.
- Online publicity by dedicated Instagram posts along with the collective sponsor posts.
- Online publicity in the form of **Instagram reels**.
- Increased sponsor marketing by increasing Instagram reach and followers.
- Pamphlets will be displayed on all notice boards of UIET.

# CO - SPONSOR

150K



Goonj 2023

- Sponsorship worth **1.5 Lakhs**.
- Sponsor's Name will be prefixed to Goonj 2023 such as while announcing Goonj 2023 on stage by the anchors ( "\_\_\_\_\_" presents Goonj 2023).
- Sponsor's Name and Logo will be showcased on the big LED screen on stage, time to time, during various events.
- Sponsor's Name will be inscribed on **every banner and flex**. Details for banners are given below:
  - i. 4 banners 16'x8'
  - ii. 6 banners 8'x4'
- Whenever Goonj 2023 will be displayed on screen your logo will be displayed adjunctly.
- A **separate ready-made stall** of size 10'x10' will be provided to the Sponsor.
- Sponsor's Name and Logo will be **prominent** in leading newspapers and magazines.
- **Online publicity** by dedicated Instagram posts along with the collective sponsor posts.
- Online publicity in the form of **Instagram reels**.
- Increased sponsor marketing by increasing Instagram reach and followers.
- Pamphlets will be displayed on all notice boards of UIET.

# STALLS

35K

- Stalls cost Rs 35k for entire span of 3 days of the event.
- Stalls of dimensions 10'x10'.
- An electric point, power supply, 2 chairs and a table will be provided.
- Ready-Made Stalls will be provided to the sponsor at the venue.
- Sponsors are free to promote their products and services in the way they consider apt.



Goonj 2023



Goonj 2023

Education  
Partner

Media  
Partner

Sporting  
Partner

Sound  
Partner

Health and Wellness  
Partner

Fitness  
Partner

Logistics  
Partner

Event  
Partner

Travel  
Partner

Miscellaneous

**AVENUE  
PARTNERS**  
20K/Partnership

# STAR NIGHT



**GURNAM  
BHULLAR**

# PREVIOUS EVENTS



# PREVIOUS SPONSORS

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City Emporium Mall, Chandigarh



## PREVIOUS SPONSORS

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We believe in having a long-term relationship with our Sponsors. Goonj 2023 is only possible because of the valuable contributions made by our Sponsors. We ensure a happy Sponsorship by publicizing our Sponsors to the same extent as we publicize Goonj 2023.