

IET DAVV

AAKSHANK

SPONSORSHIP PROPOSAL



Institute of Engineering and Technology

Devi Ahilya Vishwavidyalaya, Indore

About Us

Institute of Engineering and Technology is acclaimed and respected as a knowledge centre par excellence. The foundation was laid over 18 years ago and it gives pleasure to pronounce our institute as one of the premier institutions for engineering education in central India. At IET, everyone is important and special. We believe big thinking precedes great achievements, and this is the spirit that keeps us going on. We strive to develop great performers in a self-balanced and self-confident way to ensure a brilliant future in anything we choose to do in our life. IET has successfully achieved its motive of bringing together the students of different branches and years together, breaking all the limits. It prides upon its immense workforce and manpower owing to record-trembling recruits. Everyone is marked as equal opportunities to voice their opinions without any hesitation.

"Huge aspirations define the heights of great success."

Aakshank
let's dance

About Us

Aakshank 2015

Reachout of over
200+ Colleges



Sponsored and partnetered
with over 20+ national
and local brands.



Unprecedented outdoor,
print, electronic and
social media promotion.



Footfall of over
15000+ students from
across the state



30+ Events over various
genres like DJ Night,
Informals and Cultural events.

The background of the image is a low-poly, geometric pattern composed of various shades of gray triangles and polygons, creating a faceted, crystalline effect. A solid black horizontal band runs across the center of the image, serving as a backdrop for the text.

STARNITES



K. Mohan



Agnee performing live at IET



STARNITES



Kailash Kher



Kailasa performing live at IET

STARNITES



STARNITES



STARNITES

The image features a background composed of a complex, low-poly geometric pattern in various shades of gray. A solid black horizontal band runs across the center of the image, serving as a backdrop for the text.

INFORMALS



STUNTMANIA





burma bridge



paintball



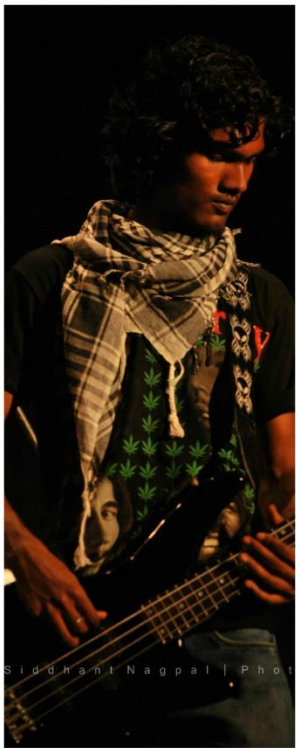
zorbing



The image features a background composed of numerous overlapping triangles in various shades of gray, creating a low-poly, crystalline effect. A solid black horizontal band runs across the center of the image, serving as a backdrop for the text.

CULTURAL EVENTS





MEDIA COVERAGE



THIS YEAR

01 STARNITE (PROBABLE)

- EUPHORIA
- SONA MOHAPATRA
- JAVED ALI
- PALAK MUCHHAL

02 DJ NIGHT

OFFICIAL EDM EVENT FOR
BEATS AND BASS

03 INFORMALS

AMALGAM OF FUN LOVING EVENTS

04 CULTURALEVENTS

A PANACHE OF COLORS AND EXTRAVAGANZA

WHY SPONSOR US ???

Institute of Engineering & Technology, Devi Ahilya Vishyavidyalaya has a proud record of conducting a high-profile annual cultural fest, namely **Aakshank**, every year. We have been successful in striking a deal with various **local and nation brands**. The strategic partnership has proved to be **mutually-beneficial** to both sides of the table.

The event is generously covered by both, **print and electronic media**, providing a brilliant stage for the brands to enhance their market value. Having their names linked up to the event, the brands can easily lure the fruits of reaching a targeted audience, all at one go.

With our unique publicity platform to strengthen your brand image we reach out to a large number of people. We ensure intensive publicity of the sponsors in more than **200 colleges and over 1 lac people across the state across all age groups**. We aspire to create long-lasting associations that deliver real business benefits for our partners, including heightened brand awareness, brand promotion and nurturing a customer base.

Welcoming over **15,000 attendees last year**, Aakshank has gradually grown into **Central India's biggest cultural fest**, staging an eclectic collection of programmes like Star Night, Drama, Fashion Show, Stunt-Mania, Informals(Zorbing, Paint-Ball, Hot-Air Balloon, Burma-Bridge), Rock Band performances all precisely stuffed in a package of four days.

With the rousing expectations from its attendees, beating last years' standards is never an option. It's something that is the only constant to maintain. Keeping up with this thought we plan to **grow bigger, better and set new benchmarks**.

SPONSORSHIP TITLES

TITLE SPONSOR

OUTDOOR

1. The sponsor will be publicized as "<Title Sponsor> and IET DAV presents Aakshank2016".
2. Publicity in correspondence to over 200 colleges across nation.
3. Promotion of sponsor in Flash Mobs at public places which will be conducted daily, two weeks prior to the fest.
4. Print media and online media promotion of the sponsor.

LOGO

5. Sponsor's logo will be included on hoardings all across Indore and few major cities.
6. Promotional posters will bear sponsor's logo.
7. Logo (with link and brief description) will be displayed on Aakshank's official website.
8. Sponsor's logo on AV screen throughout the night events.

EVENT

9. An entry gate outside the campus will be dedicated specifically to the Title Sponsor.
10. Stalls (15X10 sq. feet) would be provided to the Title Sponsor for promotional activities during the two day event.
11. Banners of Title Sponsor will be put adjacent to the stage and all across the campus.
12. Advertisement video before Pronight and DJ Night on respective days.
13. Interactive session of 15-20 minutes with the audience during the day events.
14. A 10 minutes duration to directly interact with the audience before the Pronight.

INR 6 LAC

CO-SPONSOR

OUTDOOR

1. The sponsor will be publicized as "Aakshank2016 Co-Sponsored by <sponsor's name>".
2. Publicity in correspondence to over 200 colleges across nation.
3. Promotion of sponsor in Flash Mobs at public places which will be conducted daily, two weeks prior to the fest.
4. Print media and online media promotion of the sponsor.

LOGO

5. Sponsor's logo will be included on hoardings all across Indore and few major cities.
6. Promotional posters will bear sponsor's logo.
7. Logo (with link and brief description) will be displayed on Aakshank's official website.

EVENT

8. Stalls (15X10 sq. feet) would be provided to the Co-Sponsor for promotional activities during the two day event.
9. Banners of Co-Sponsor will be put adjacent to the stage and all across the campus.
10. Advertisement video before Pronight and DJ Night on respective days.
11. Interactive session of 15-20 minutes with the audience during the day events.

INR 4 LAC

POWERED BY

OUTDOOR

1. The sponsor will be publicized as "Aakshank 2016 powered by <sponsor's name>".
2. Publicity in correspondence to over 200 colleges across nation.
3. Promotion of sponsor in Flash Mobs at public places which will be conducted daily, two weeks prior to the fest.
4. Print media and online media promotion of the sponsor.

LOGO

5. Sponsor's logo will be included on hoardings all across Indore and few major cities.
6. Promotional posters will bear sponsor's logo.
7. Logo (with link and brief description) will be displayed on Aakshank's official website.

EVENT

8. Stalls (15X10 sq. feet) would be provided to the sponsor for promotional activities during the two day event.
9. Banners of Sponsor will be put adjacent to the stage and all across the campus.

INR 2.5 LAC

PREVIOUS SPONSORS



freecharge



vodafone



PREVIOUS SPONSORS



PREVIOUS SPONSORS



An ISO 9001:2008 Certified Company



THE GLOBALIZERS



PRISTINE
InfoSolutions



TESTIMONIALS

Student clubs play an important role in development of any college. **Aakshank** is the backbone of IET's cultural scenario.

-- Dr Sanjiv Tokekar, Director
IET DAVV

lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum lorem ipsum
lorem ipsum

--lorem ipsum
lorem ipsum

Had a great time at IET. Smoothly organised and great crowd.

-- Ankit Fadia, Well-Known
Hacker

A well organised and co-ordinated event and performed with a smile till the end.

-- K.Mohan, Agnee

It felt great to perform at IET. Hope to come back soon !!!

-- Gajendra Verma

THE TEAM

MARKETING AND SPONSORSHIP

Anshul Thapa
+91-9752202986

Akash Namdev
+91-7389589538

Sanket Awasarkar
+91-8982310872

Divyesh Jindal
+91-9009561632

Jasmeet Ajmani
+91-8871960472

Shubham Sharma
+91-9752118853

Rachit Khanna
+91-9098021458

Varnit Agarwal
+91-9406956800



aakshank@ietdavv.edu.in



www.iet.dauniv.ac.in/aakshank