

UNIVERSITY COLLEGE OF ENGINEERING KARIAVATTOM

RENUZA 2K24

INTER COLLEGE TECHNO CULTURAL FEST

JULY 3,4 & 5



UNIVERSITY COLLEGE OF ENGINEERING KARIAVATTOM



ABOUT UCEK

University College of Engineering Kariavattom (UCEK), the pride of the Kariavattom campus spread across **400 acres**, boasting **32 departments**, is a breeding ground for future engineers, that nurture intellect. UCEK, the center of innovation, neighbors the IT hub **Technopark**, and **UST Global**, and features the **Greenfield International Stadium** just a peek away, state-of-the-art labs, and seasoned faculty.

UCEK stands as a symbol of academic heritage and eminence.

What sets us apart is our success in holistic development, demonstrated by our alumni network and notable **National** and **International Communities** such as **IEEE**, **NSS**, and **FOSS CELL**. Other communities such as **IEDC**, **GDSC**, **Mulearn** and **TinkerHub** have made significant contributions to what makes UCEK proud. Graduates excel in prestigious companies, reflecting the immaculate knowledge earned from here, and encouraging international exposure that shines on the global stage.



ABOUT RENVNZA

RenvnZA '24, the **Techno-Cultural Odyssey** of the University College of Engineering, Kariavattom (UCEK), brings together kindred spirits to explore the uncharted realms of a technological and cultural utopia. This spectacular event features tech-manic workshops, intense competitions, exciting recreational activities, and mesmerizing cultural programs by renowned artists.

It's more than just a fest; it's an incredible journey into the heart of innovation and creativity.

As we weave technology with a hint of cultural activities, stay witness to this synergy connecting with visionary minds, and turn into one of UCEK's legacy, redefining the boundaries of possibility.

This year, RenvnZA will be conducted on the **3rd, 4th, and 5th of July**. Join us for three days of unparalleled innovation and excitement.

OUR EVENTS

THE SPECTACLE

The Cultural Vertical of RenVnza will encircle the diverse forms of self-expression ranging from dance & music to vocals & speech.

TECH ARMADA

The Technical Vertical of RenVnza will boast an armada of Technical Workshops, Talk Sessions, Seminars, Ideathons, Coding Competitions, Robotics, AR/VR, and much more

CLASH OF TITANS

Sports is the one unique activity where people come closer than ever before. Participate in tournaments of Badminton, Football, Cricket, Volleyball, and much more.

REIMAGINING LEARNING

Talk sessions, Seminars, Workshops, and engaging interactions of contemporary phenomena throughout the three days of enlightenment.

OUR EVENTS

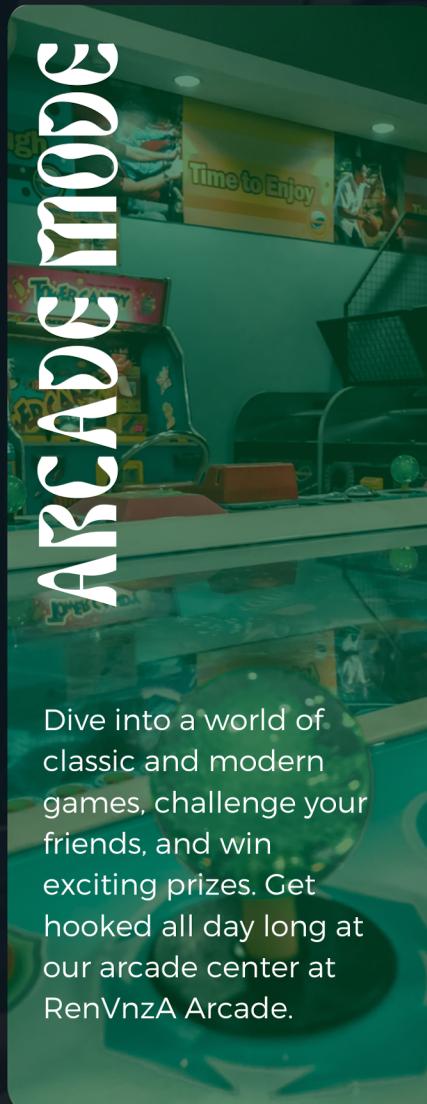
THE GASOLINA

Feel the thunder of engines and monsters at the brass Automobile display of goliaths at RenVnzaAutoshow.



ARCADE MODE

Dive into a world of classic and modern games, challenge your friends, and win exciting prizes. Get hooked all day long at our arcade center at RenVnza Arcade.



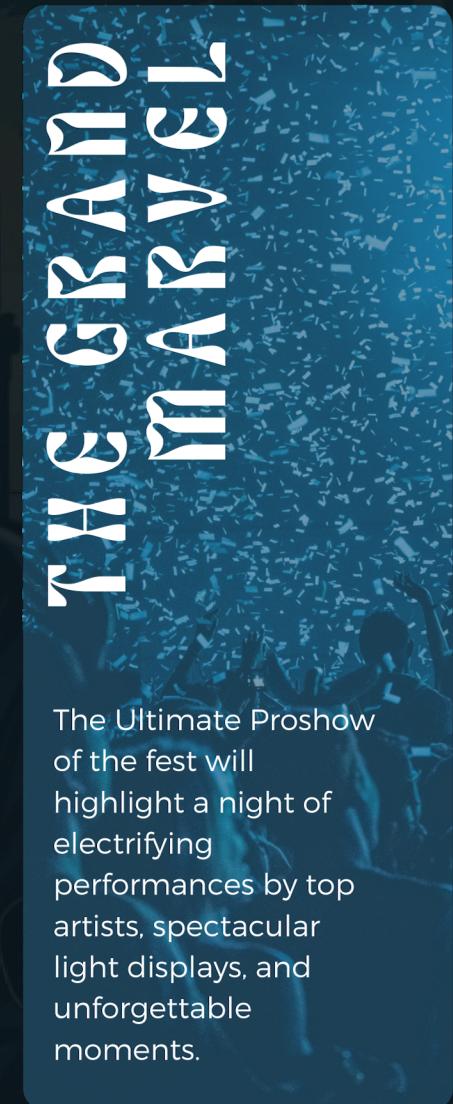
THE GLANCE

A grand exhibition of pure creativity, ranging from technology to art, the RenVnzaExpo will converge on all the leading innovations and geniuses of the young community.



THE GRAND MARYEL

The Ultimate Proshow of the fest will highlight a night of electrifying performances by top artists, spectacular light displays, and unforgettable moments.



SUNNY

ICE







WHY SPONSOR US?



20K+
FOOTFALL



50+
EVENTS



1.5M+
PRIZE AMOUNT



20+
INDUSTRY
EXPERTS



UPTO
10000 HRS
WATCH TIME



50+
COLLEGES

WHAT WE OFFER

BEFORE EVENT



HOARDINGS



OFFLINE
PUBLICITY



MOBILE APP
BRANDING



WEBSITE
BRANDING



TEASER



PRESS
RELEASE



POSTERS



SOCIAL MEDIA
MARKETING

DURING EVENT



BANNERS



VIDEO
FOOTAGES



TICKETS



STALLS



SITES AD



ID



CROWD
INTERACTION



CERTIFICATES



ON-SITE
EXPOSURE

AFTER EVENT



AFTER MOVIE



MERCH



MEDIA ASSETS
RIGHTS



BRAND REACH



SOCIAL MEDIA
EXPOSURE



MEMENTO



WEBSITE
EXPOSURE



Renvnza 2024

Looking for
a Deal?

DELIVERABLES



DIAMOND PACKAGE

TITLE SPONSOR - 7 LAKH

- SOCIAL MEDIA MENTIONS AS <**BRAND**> **RENVNZA'24**
- **NAME & LOGO** ATTACHED WITH TITLE & TITLE SPONSOR
- REGULAR **ANNOUNCEMENTS** IN BETWEEN EVENTS
- **PROMINENT LOGO PLACEMENT** ON ALL EVENT MATERIALS
- **SPECIAL INTERACTIVE** SESSION WITH THE AUDIENCE DURING THE OPENING CEREMONY & **MOMENTUM** RECEIVED FROM **CHIEF GUEST**
- **VIDEO AD** DISPLAYED ON LED DURING MAIN EVENT
- **DEDICATED BOOTH** SPACE FOR PRODUCT DEMONSTRATIONS, BRAND ACTIVATIONS, RECRUITMENT ACTIVITIES, ETC.
- OPPORTUNITY TO SPONSOR A **SPECIFIC EVENT** OR COMPETITION
- LOGO ON **OFFICIAL MERCH**
- OVERALL **ONLINE & OFFLINE** PROMOTION
- **VIP** ACCESS AND **VIP ID**
- **RADIO, MEDIA, AND ARTICLE** PROMOTION
- **STUDENT MARKETING**
- **RIGHTS** TO RE-USE EVENT'S **MEDIA ASSETS**.

PLATINUM PACKAGE

POWERED BY SPONSOR - 5 LAKH

- SOCIAL MEDIA MENTIONS AS **POWERED BY <BRAND>**
- **NAME & LOGO** ATTACHED WITH POWERED BY TAG
- LOGO PLACEMENT ON ALL **EVENT MATERIALS**
- REGULAR **ANNOUNCEMENTS** IN BETWEEN EVENTS
- **MOMENTUM** RECEIVED FROM THE CHIEF GUEST
- **VIDEO AD** DISPLAYED ON LED DURING MAIN EVENT
- **DEDICATED BOOTH SPACE** FOR PRODUCT DEMONSTRATIONS, BRAND ACTIVATIONS, RECRUITMENT ACTIVITIES, ETC.
- OVERALL **ONLINE & OFFLINE** PROMOTION
- **VIP** ACCESS AND **VIP ID**
- **STUDENT MARKETING**
- **RIGHTS** TO RE-USE EVENT'S **MEDIA ASSETS**.

GOLD PACKAGE

ASSOCIATE SPONSOR - 3 LAKH

- SOCIAL MEDIA MENTIONS AS **ASSOCIATE SPONSORS <BRAND>**
- **LOGO PLACEMENT** ON ALL EVENT MATERIALS
- **MOMENTUM** RECEIVED FROM CHIEF GUEST
- **ANNOUNCEMENTS** IN BETWEEN EVENTS
- **VIDEO AD** DISPLAYED ON LED DURING MAIN EVENT
- OVERALL **ONLINE & OFFLINE** PROMOTION
- **STUDENT MARKETING**
- **RIGHTS** TO RE-USE EVENT'S **MEDIA ASSETS**.

SPONSORSHIP TARIFF

	DIAMOND [7 LAKHS]	PLATINUM [5 LAKHS]	GOLD [3 LAKHS]
EVENT PARTNERSHIP	●	●	●
RADIO & ARTICLE PROMOTIONS	●	●	●
AUDIENCE INTERACTIONS	●	●	●
VIP ACCESS	●	●	●
STALLS / KIOSKS	●	●	●
LED WALL AD	●	●	●
OFFLINE PROMOS	●	●	●
WEBSITE MENTIONS	●	●	●
POSTERS & BANNERS	●	●	●
SOCIAL MEDIA MARKETING	●	●	●

SINGLE DELIVERABLES

SPONSORED EVENTS

70K

GASOLINA

60K

AURORA
NIGHT

80K

TECH
ARMADA

60K

ARCADE
MODE

50K

CLASH OF
TITAN

SINGLE DELIVERABLES

SPONSORED EVENTS

- EVENT SPONSOR OF <EVENT NAME>
- LOGO DISPLAYED ON LED DURING <EVENT NAME>
- LOGO PLACEMENT ON ALL EVENT MATERIALS
- EVENT SPONSORS BANNERS AND PRODUCT PROMOTION DURING THAT EVENT
- VIDEO AD DISPLAYED ON LED DURING <EVENT NAME>
- VIP ACCESS & SPECIAL INTERACTION WITH AUDIENCE OF <EVENT NAME>
- DEDICATED <EVENT NAME> HOTSPOTS WILL BE GIVEN TO SPONSORS FOR STALLS AND OTHER PROMOTIONS
- LOGO ON PRIZES AND CERTIFICATES FOR THE WINNERS OF <EVENT NAME>
- EXTRA COVERAGE IN AFTER VIDEO OF <EVENT NAME>

SINGLE DELIVERABLES

STALLS/KIOSK [30K]

- STALLS AT ATTRACTIVE PLACES TO ATTRACT ATTENDEES
- BANNERS AND POSTERS WILL BE PERMITTED
- STUDENT INTERACTION & PRODUCT PROMOTION

PROMO VIDEO [15K]

- PROMO VIDEO [15K]
- PROMO VIDEO FOR PRODUCT ENDORSEMENT WILL BE DISPLAYED ON LED THROUGHOUT EVENT

PROMO BANNER [10K]

- PROMO BANNER WILL BE PUT STRATEGICALLY ACROSS CAMPUS

COMMUNITY PARTNERS



TinkerHub
UCEK





RENVNZA JKJU

GET IN TOUCH WITH US

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