


# OUTLAWED



FEB '17

# ABOUT NUJS

A photograph of a person with dark hair and glasses, wearing a blue and white patterned shirt, playing a yellow electric guitar on stage. They are singing into a black microphone. The background is dark with some stage lights visible.

National University of Juridical Sciences (NUJS), established in 2000, is one of the three prestigious Tier I law universities in the country.

NUJS made its presence felt on an international level when it became the first Indian law university to win the Willem Vis International Commercial Arbitration Competition, Vienna (2003) and by partnering with one of London's biggest firms- Herbert Smith Freehills, LLP UK for its flagship Moot Court Competition. NUJS graduates are recruited by top Indian and global law firms each year and have also been the recipients of prestigious scholarships like the Felix Scholarship (Oxford University), the Vanderbilt Scholarship (NYU), the Chevening Scholarship, the Rhodes, and Fulbright Scholarships.

However, academic laurels are not the only celebrated aspects of NUJS. The University has nurtured legal minds with remarkable cultural and organizational talent. Apart from our cultural fest, Outlawed, conferences at NUJS have seen participation from world renowned scholars such as Prof. Mark Tushnet, Martha Nussbaum, Joseph Stiglitz and Amartya Sen; and other national dignitaries such as Dr. A.P.J. Abdul Kalam, Sh. Montek Singh Ahluwalia, and the incumbent President of India, Sh. Pranab Mukherjee.

Today, the institute with its inimitable pedagogy, its mix of co-curricular and extra-curricular activities, its placement records and its strong, well placed alumni, has developed the reputation of academic distinction and cultural excellence.

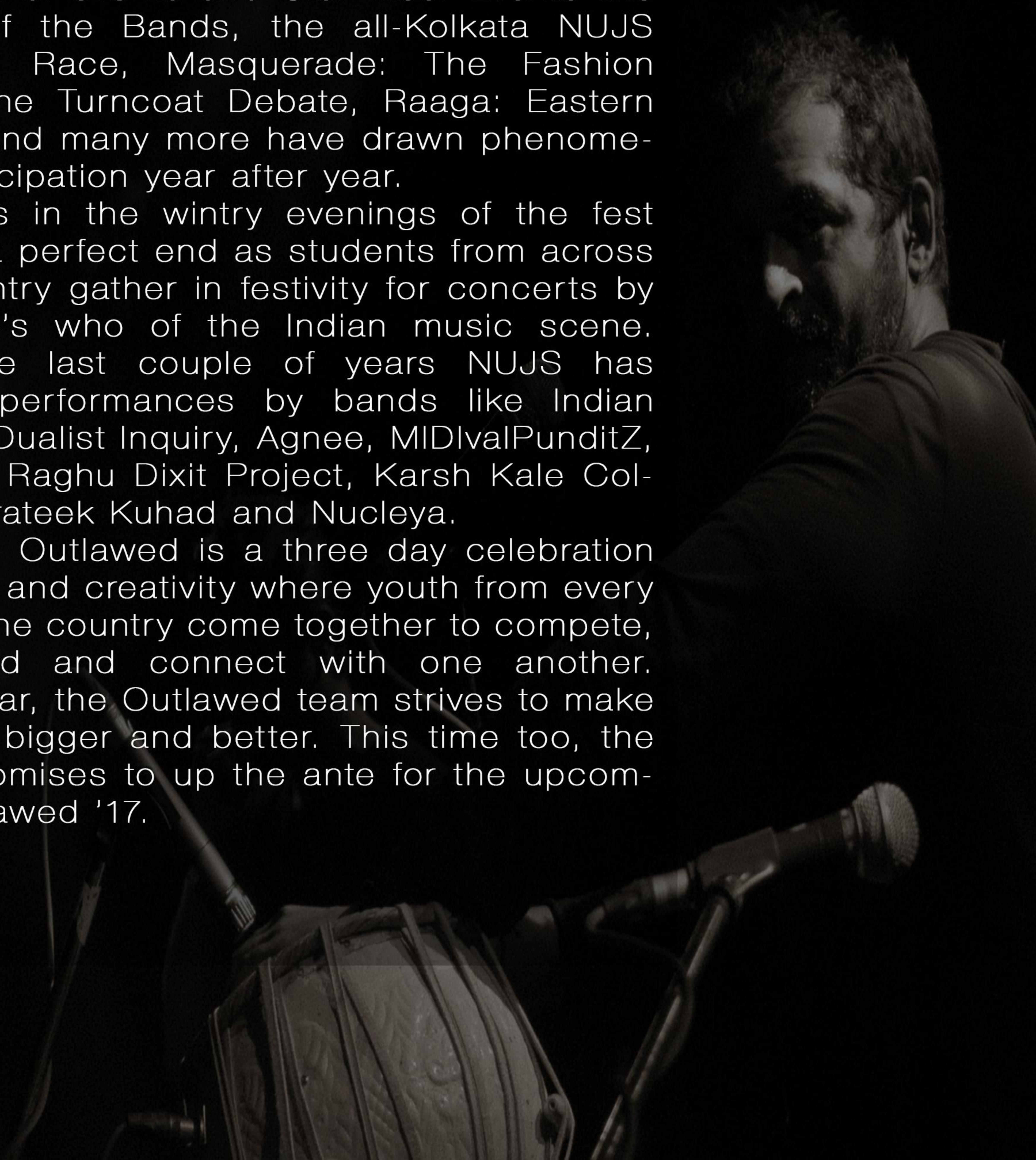
# ABOUT OUTLAWED

Since its inception in 2006, Outlawed has steadily grown into one of the largest and most anticipated cultural fests not just among the Indian law schools but also among other undergraduate colleges in Eastern India.

Outlawed comes as a package of a wide assortment of events and StarNites. Events like Battle of the Bands, the all-Kolkata NUJS Amazing Race, Masquerade: The Fashion Show, the Turncoat Debate, Raaga: Eastern Vocals and many more have drawn phenomenal participation year after year.

StarNites in the wintry evenings of the fest ensure a perfect end as students from across the country gather in festivity for concerts by the who's who of the Indian music scene. Over the last couple of years NUJS has staged performances by bands like Indian Ocean, Dualist Inquiry, Agnee, MIDivalPunditZ, Advaita, Raghu Dixit Project, Karsh Kale Collectiv, Prateek Kuhad and Nucleya.

In short, Outlawed is a three day celebration of talent and creativity where youth from every part of the country come together to compete, commend and connect with one another. Every year, the Outlawed team strives to make the fest bigger and better. This time too, the team promises to up the ante for the upcoming Outlawed '17.



A photograph of a person in a dark room, possibly a DJ booth, surrounded by glowing purple and yellow spheres. The person is wearing a dark shirt and has their hands near their face. The background is dark with some ambient light.

**3 STARNITES**

**3 DJ NIGHTS**

**30+ EVENTS**

**50+ COLLEGES**

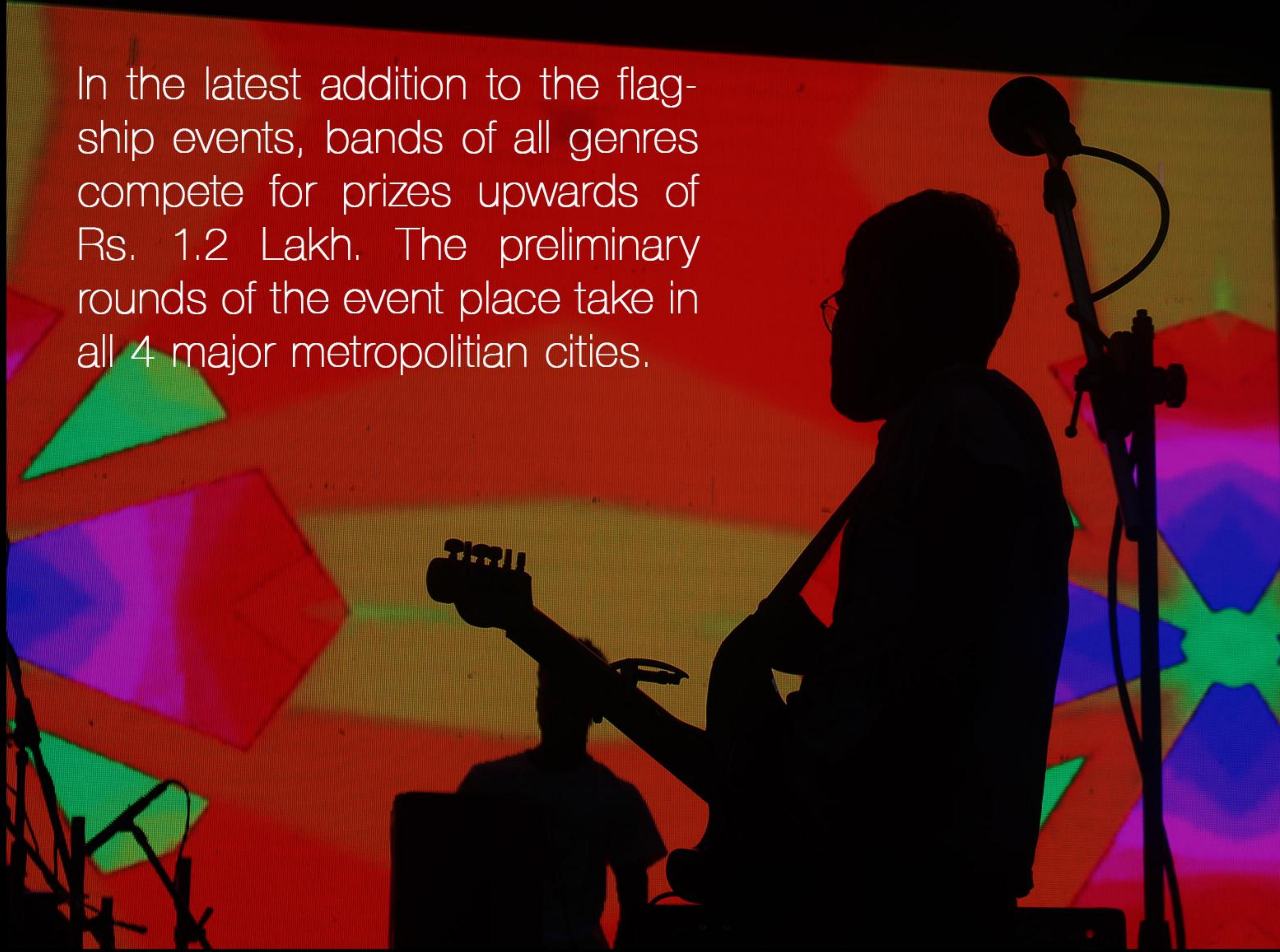
**2500+ PARTICIPANTS**

# FLAGSHIP EVENTS

From exploring the heritage city of Kolkata to showing off those dance moves, Outlawed has a plethora of events which never fails to attract immense participation from colleges throughout India. We receive maximum interest in our Flagship events which include **The Great Kolkata Race, The Dance Project, Fashionista, Vocals, Battle of the Bands, Stage Play, The Open Quiz and 60 Seconds to Fame**. Outlawed offers every participant a platform to show off what they do best through these diverse and well organized events. This has paid off in the form increased appeal of the fest and consequently the successive increase in the number of people attending the fest every year. We are expecting the upward trend in participation to continue this year as well and are working towards making the Flagship events bigger and better than ever.

# BATTLE OF BANDS

In the latest addition to the flagship events, bands of all genres compete for prizes upwards of Rs. 1.2 Lakh. The preliminary rounds of the event place take in all 4 major metropolitan cities.



# FASHIONISTA

This fashion show provides a platform to all students from different disciplines interested in designing as well as modelling to showcase their talents.



# VOCALS

In keeping with the rich musical heritage of Kolkata, this event provides a platform for performing vocal arts.



# THE GREAT KOLKATA RACE



One of the most awaited events of the fest, this race perfectly blends in the thrill of a treasure hunt along with the visual treats the City of Joy offers.

# DANCE PROJECT

The Dance Project attracts participation from the finest dance course across college and gives them a platform to showcase their talents.

एस बी बी जे  
S B B J

STATE BANK OF BIKANER & JAIPUR  
स्टेट बैंक ऑफ बीकानेर एण्ड जयपुर

Presents

## Dance Project

OUTLAWED'14



# STAGE PLAY

The theatre event of Outlawed showcases acting skills of the students. Stage Play is open to all themes.




# THE OPEN QUIZ

In addition to the cultural events, Outlawed also offers a brain-racking general quiz.

## 60 SECONDS To FAME

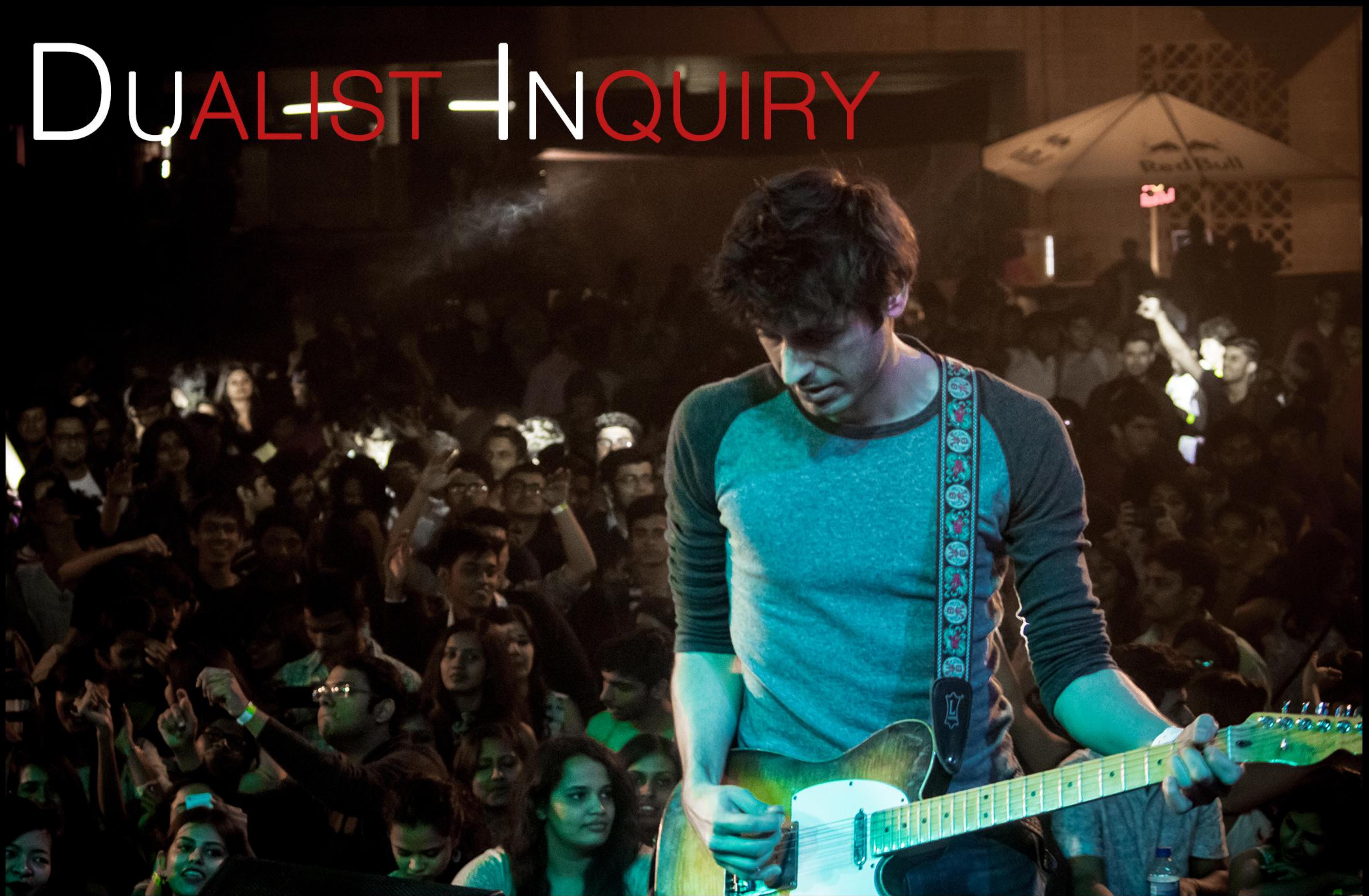
The performances involve anything from dancing, singing, standup, mimicry, etc. Anything that entertains!

# STAR NITES



The mood of the entire fest is made even better by the Outlawed StarNites which has previously seen stellar performances by artists like Indian Ocean, MIDivalPunditz, Indus Creed, Raghu Dixit Project, Advaita, Junkyard Groove, Ganesh Talkies and Fire on Dawson. Outlawed'16 saw an exceptional line-up for its StarNites consisting of Prateek Kuhad, Karsh Kale Collectiv, Dualist Inquiry and Nucleya. The StarNites are awaited by all participants most eagerly and serves as a great incentive for the fans to be part of our fest. The famous and talented musicians performing at Outlawed pull up a huge audience, and people from all around India come to attend these shows. This edition of Outlawed is about to take the StarNites to the next level by bringing in the best artists in India and beyond on its stage.

# DUALIST + INQUIRY



# NUCLEYA



# KARSH KALE COLLECTIV



# PRATEEK KUHAD



# MEDIA COVERAGE



## NUJS raised the bar with Outlawed



There were participants all the way from Lucknow, Bhubaneswar and Tiruchirappalli, pushing up the attendance count to 1,500!

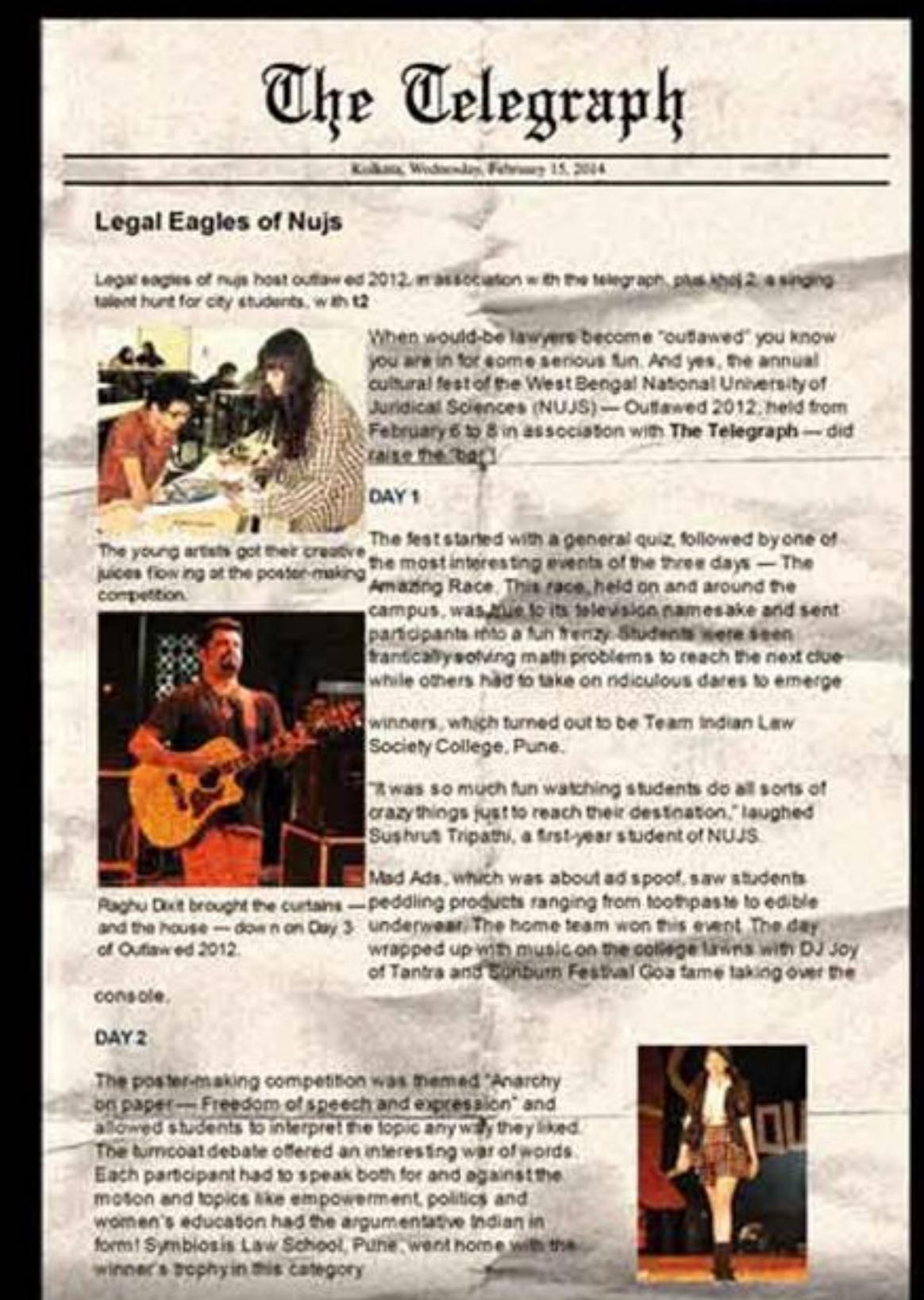
- *The Telegraph*



## Legal Eagles

The annual cultural fest of the West Bengal National University of Juridical Sciences (NUJS) – Outlawed, held from 6th to 8th February – did raise the “bar”!

- *The Telegraph*



# WHY SPONSOR US

## THE NATIONAL REACH.

OUTLAWED is unparalleled in Kolkata in terms of the 'national level' participation that this fest attracts. Colleges from all parts of the country including some of the most renowned colleges like Lady Shri Ram College and Miranda House (Delhi University), Symbiosis (Pune), NALSAR (Hyderabad), NLSIU and Christ college (Bangalore), SOEL and IIT Madras (Chennai), RMNLU (Lucknow), GNLU (Gandhinagar), HNLU (Raipur), NLU (Jodhpur), St. Xavier's(Mumbai) IIM Kolkata etc. have regularly participated in OUTLAWED.

## ASSOCIATION WITH 'NUJS'

NUJS being one of the most elite and prestigious institutions in the country is well known in national as well as international legal circles. The name of the institution itself is therefore a weighty 'deliverable' and association with OUTLAWED, NUJS's flagship cultural fest is bound to give our sponsors an edge over all others, especially if the target age group is 17- 25 years.

# ACCESS TO AIRTIME AND ADVERTISING SPACE

## RADIO AND NEWSPAPERS

In the past few runs, OUTLAWED has managed to secure air time, for both publicity and coverage, with radio networks like Radio Mirchi, Power FM, Big 92.7 FM, Friend's FM etc and with newspapers like Telegraph, TOI and the Statesman. This gives sponsors of popular events at OUTLAWED access to air time and advertising space in newspapers, in addition to the on campus deliverables.

## ONLINE PRESENCE

In addition to mainstream advertising space, being a premier law school in the country, NUJS events are regularly covered by popular sites such as [www.legallyindia.com](http://www.legallyindia.com), [www.lawctopus.com](http://www.lawctopus.com), twenty19, Know-a-fest, and reputed legal newsletters such as Bar&Bench, thus, giving our sponsors access to online advertising possibilities without extra costs.

# DEMOGRAPHICS

Law school students represent an extremely targeted, affluent, and upwardly mobile cross section of the population.

- Age range: 17 to 25.
- Career prospects: Excellent (most law schools have excellent placement records).
- Gender: Almost evenly distributed.
- Have high disposable income.
- Heavy users of the internet, mobile phones, and other electronic devices.
- Frequent travelers on both domestic and international routes.
- Major purchasers of electronics, luxury, and branded products.
- Enjoy fine dining, arts & culture, sports and other recreational activities.



# THE OUTLAWED INITIATIVE

Through the Outlawed Initiative, we seek to give back to the society. As the educated citizens of this country, we feel bound to lend our helping hand to initiatives meant to empower citizens and give them shelter and identity. We believe that Outlawed provides an efficient platform for addressing key social issues as it sees participation of enthusiastic youth from across the country.

With its seeds sown in 2012, the Outlawed Initiative is still a growing plant. And yet, from its small, humble beginnings, the idea has persisted and grown larger and more ambitious year after year. What started primarily to further the cause of free and compulsory education for every Indian child guaranteed by the Constitution of India, the Initiative has, in subsequent years, expanded to focus on multiple other causes.

In the past, Outlawed has partnered with Greenpeace to support its 'Junglistan' campaign, which aims to protect India's forest reserves from incessant coal mining driven invariably by corporate greed. We have also had the honour of being associated with 'Make a Difference' (MAD) - an organisation which seeks to empower underprivileged kids through education. Moreover, to battle the problem of blood shortage, the Outlawed Initiative has, year after year, organized highly successful blood donation drives in the university.

In this edition of Outlawed, we seek to go one step further and expand the avenues of social responsibility under the Outlawed Initiative. For starters, we shall further the cause of educating the under-privileged children of the society by continuing our association with organisations such as MAD. We also intend to partner with various Kolkata based NGOs for multifarious causes, but particularly for organising a No Tobacco Campaign to sensitise students, staff and the locals. Furthermore, a Go Green Campaign is also scheduled to be organised as a part of the Outlawed Initiative.

# SPONSORSHIP AVENUES

Apparel Partner

Beverage Partner

Design Partner

Hospitality Partner

Media Partner

News Partner

Online Partner

Publicity Partner

Radio Partner

Telecom Partner

Travel Partner

\*Note: Indicative List

Cost of Stall - Rs 25,000

# SPONSORSHIP OPPORTUNITIES

	TITLE SPONSOR*	CO-SPONSOR	STAR NITE SPONSOR#	ASSOCIATE SPONSOR	FLAGSHIP EVENT SPONSOR	EVENT SPONSOR^
Sponsorship Amount	12 Lakhs	7 Lakhs	5-6 Lakhs	3 Lakhs	1.5 Lakh	75,000
Fest Association	✓	✓	✓ During StarNite	✗	✓ During the Flagship Event	✓ During the Event
Media Ads Print, Radio & Online	✓	✓	✓ StarNite Specific	✓	✓ Radio and Online only	✓ Online only
Banners On Campus, in prominent locations	✓ 8 locations	✓ 5 locations	✓ 7x5ft; 2 locations	✓ 6x4ft; 2 locations	✓ 1 location	✓ 1 location
LED Display On Main Stage	✓ 8 Times a day on all 3 days	✓ 5 times a day on all 3 days	✓ During StarNite	✓ 2 times a day on all 3 days	✓ During the Flagship Event	✓ During the Event
Backdrop Display On Main Stage	✓	✓	✗	✓	✗	✗
Visibility Posters & Promotional Invites Sent to over 100 colleges in India	✓	✓	✓	✓	✓	✗
Stalls	✓ 10x12ft	✓ 10x12ft	✓ 10x12ft	✗	✗	✗
Display On Main Entrances	✓	✓	✗	✗	✗	✗
Association during Prize Distribution	✓	✗	✗	✗	✓	✓

# TAILORED SPONSORSHIPS

## Amount: [40,000-1.5 Lakhs]

Apart from the aforementioned modes of sponsorships, we're also open to profiles that might best suit your company's idea in the best way possible.

\*The Fest shall be publicized as  
TITLE SPONSOR

Presents  
OUTLAWED '17  
In Association With  
CO-SPONSOR(s)

#The StarNite shall be publicized as  
STARNITE SPONSOR

Presents  
BAND NAME

^The Event shall be publicized as  
EVENT SPONSOR

Presents  
EVENT TITLE

**Note:** The amount is negotiable for any other kind of advertising. Please contact the organizers for more information regarding the sponsorship package that you would like to avail, as it will be tailor made as per your requirements.

# PREVIOUS YEAR SPONSORS



Good people to bank with



Crompton



# LETTER FROM THE VICE CHANCELLOR

To Whomsoever It May Concern

Subject: An appeal for sponsorship of the NUJS Cultural Festival  
OUTLAWED, 2017

Dear Madam/Sir,

The student community of the National University of Juridical Sciences (NUJS) organises a three-day long cultural festival in the University campus tentatively in the first week of February each year. This extravaganza, titled OUTLAWED is aimed to bring about a synergy of creative talent from various parts of the country in a competitive and yet harmonious atmosphere. Over the years, OUTLAWED has emerged as an eagerly awaited college festival by students all over the country.

The finances that the student community has to arrange in order to achieve success in such an endeavour are however, also substantial. As a result, the student body, through representatives, has resolved to raise sponsorship for funding the festival. Since, a festival of such a magnitude deserves all the support that the administration can give, the university has given its approval for raising sponsorship for the same.

I would be grateful for any help and support that your organisation can extend in this regard. It would be our pleasure to host you at the festival. The details of the sponsorship have been attached forthwith.

Thanking you in anticipation,

Prof. Dr. P. Ishwara Bhat

Vice-Chancellor

National University of Juridical Sciences (NUJS),  
Kolkata

# CONTACT US

## PRESIDENT

Arjun Agarwal

[arjunag@nujs.edu](mailto:arjunag@nujs.edu)

7703040452

## FEST COORDINATORS

Satya Jha

[jhasatya@hotmail.com](mailto:jhasatya@hotmail.com)

8337030969

Akshath Mithal

[akshathmithal@gmail.com](mailto:akshathmithal@gmail.com)

7044207307

Ishan Pradeep

[ishpradeep@gmail.com](mailto:ishpradeep@gmail.com)

7044536486

## TREASURER

Mustafa Rasheed

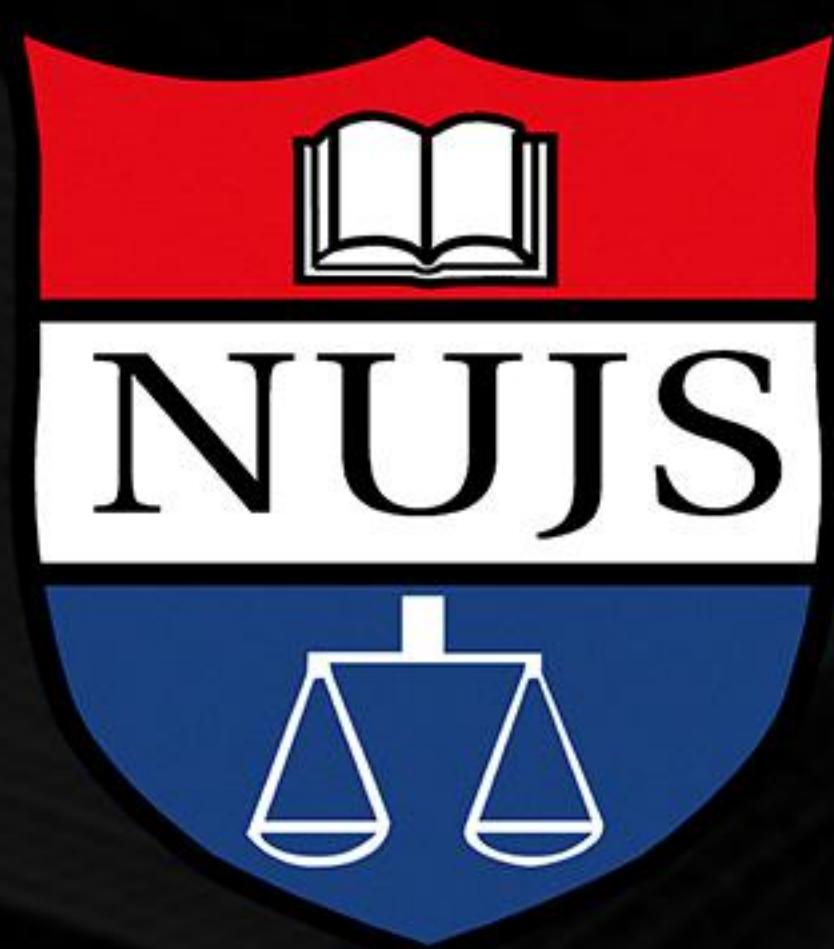
[mustafarasheed09@gmail.com](mailto:mustafarasheed09@gmail.com)

8017413009

[www.nujsoutlawed.in](http://www.nujsoutlawed.in)

[www.nujs.edu](http://www.nujs.edu)

e-mail : [outlawed@nujs.edu](mailto:outlawed@nujs.edu)



**The West Bengal National University of Juridical Sciences**  
Plot No.12, LB Block, Dr. Ambedkar Bhavan, Sector III,  
Salt Lake City, Kolkata, West Bengal - 700098