



IIT ALLAHABAD's

# EFFERVESCENCE

ANNUAL CULTURAL FEST

MARKETING BROCHURE

# About Us

IIIT A is one of the leading illustrious institutes all over India , countless talented individuals gain experiences & attain unprecedented professional crests in their expedition.

Effervescence is the once-a-year cultural epitome of IIIT Allahabad. It's one of the most prodigious fests over colleges of North India. This carnival illuminates the essence and ethos of IIITA.

Foremost ,stage events of our festival are enkindled by famed people. Additionally, the assorted number of cultural events of belles-lettres, melody & theatricals embellishes the glowing glamour of the fest .

# About EFFE '20

Effervescence,IIIT Allahabad is among the perky and groovy cultural festivals of the north. Taking forward the legacy, Effervescence 20 immeasurably outshined the previous editions. This online version of the fest was even more enthralling and mesmerizing with top-notch performances, engaging events, and enthusiastic participation.

Despite it being an online event, the team managed to put together one of the most scintillating fests witnessed till date.Electrified aficionados carolling , pranced around to the rendition of their fav artists such as RCR ,Vishal Mishra ,Vaani Bhasin, Aryan and appreciably more.

Generous number of exceedingly accomplished shared their views and wisdom during their talk-shows. This was an up-shot of the unwavering support and inspiration from all our sponsors and associates. This edition has left everyone awe inspired and anticipating for the next version.

**EFFE '20**

EFFE '21

# FLAGSHIP EVENTS



INNOVATION



FOOTLOOSE



INCENDIARY



ALA MODE

LA'FRANZE



UNPLUGGED



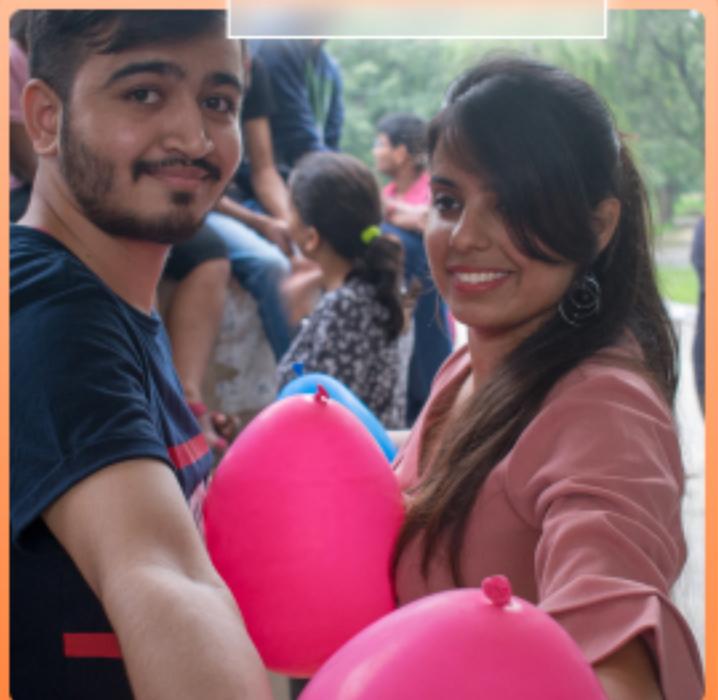
CARPEDIUM



PSYCHEDELIA



# EVENTS



BLIND DATE



TUG OF WAR



BINDASS BOL



FACE PAINT

# CELEB NIGHT



# BAND NIGHT



# EDM NIGHT



# COMEDY NIGHT



# SOCIAL CAUSE



## PLANTATION DRIVE

This social cause event contributes to the greenery of the area, as more than 1000 seeds are planted

## PRAYAS

An initiative by the students of IIIT Allahabad. In order to educate the poor people living in nearby villages

## BLOOD DONATION

One of the most successful blood donation campaigns during Effervescence with 500+ participants from across India.

## BOOK DONATION

It's a social cause event which urges all to donate old books to the poor for their good.

# BRAND POWER

## WHY SPONSOR US?



100% Non Profit Student run  
organisation



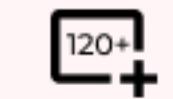
20,000+ Alumini strength



200+ Cooperation associations



100+ Year Round Events



120 Year Participating colleges



20+ Events of Corporate and Social  
Responsibility

# BRAND PRESENTATION



21,000+ footfalls per year



10,00,000+ Worth Prizes



~60,000 Likes on Facebook page



One of the biggest star night in North India



5,00,000+ Website hits



Nationwise presence in 400+ colleges



150+ Media articles,  
5+ Media Associations  
10+ Media-Persons at the event

# SPONSORSHIP DETAILS

PACKAGE	PRICE
TITLE	INR
ASSOCIATE	3 L
PLATINUM	2 L
GOLD	1 L
SILVER	75 K
BRONZE	50 K

Contact us for further details about Title Sponsorship

The donation given as sponsorship are 100% deductible. Under Section 80G and 80GGA, an approved university/educational Institution of national eminence is eligible for donation with 100% deduction without any qualifying limit.

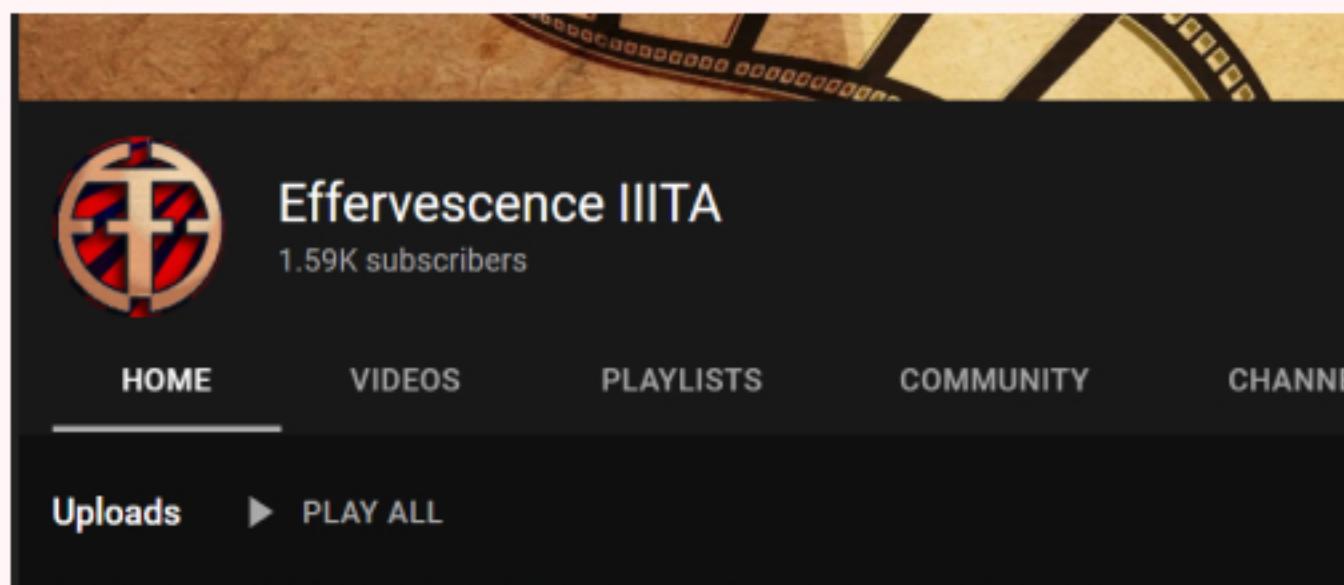
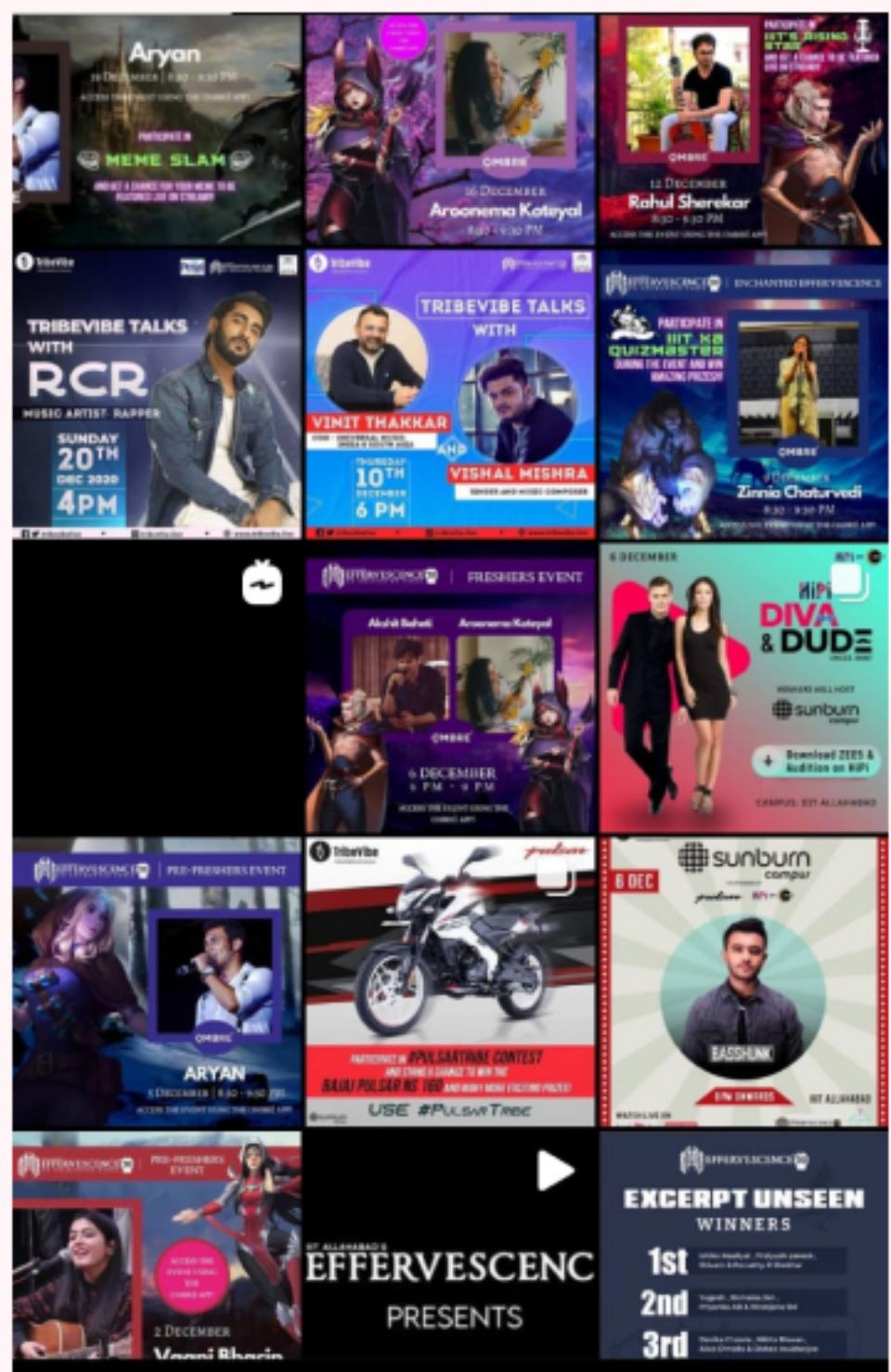
# SPONSORSHIP BRACKETS

BENEFITS	TITLE	ASSOCIATE	PLATINUM	GOLD	SILVER	BRONZE
Multiplicity Exposure	✓					
Logo on Instagram Posts/ Certificates /Invitation /Merchandise	✓					
Marketing Head/CEO to be honoured at Open and Closing Ceremonies of Event ( Virtual Stage )	✓					
Radio Mentions	✓	✓				
Permission to conduct promotional events	✓	✓				
Online Stage Branding	✓	✓				
Coverage by emcees at Regular Intervals	✓	✓	✓			
Access to Database	✓	✓	✓			

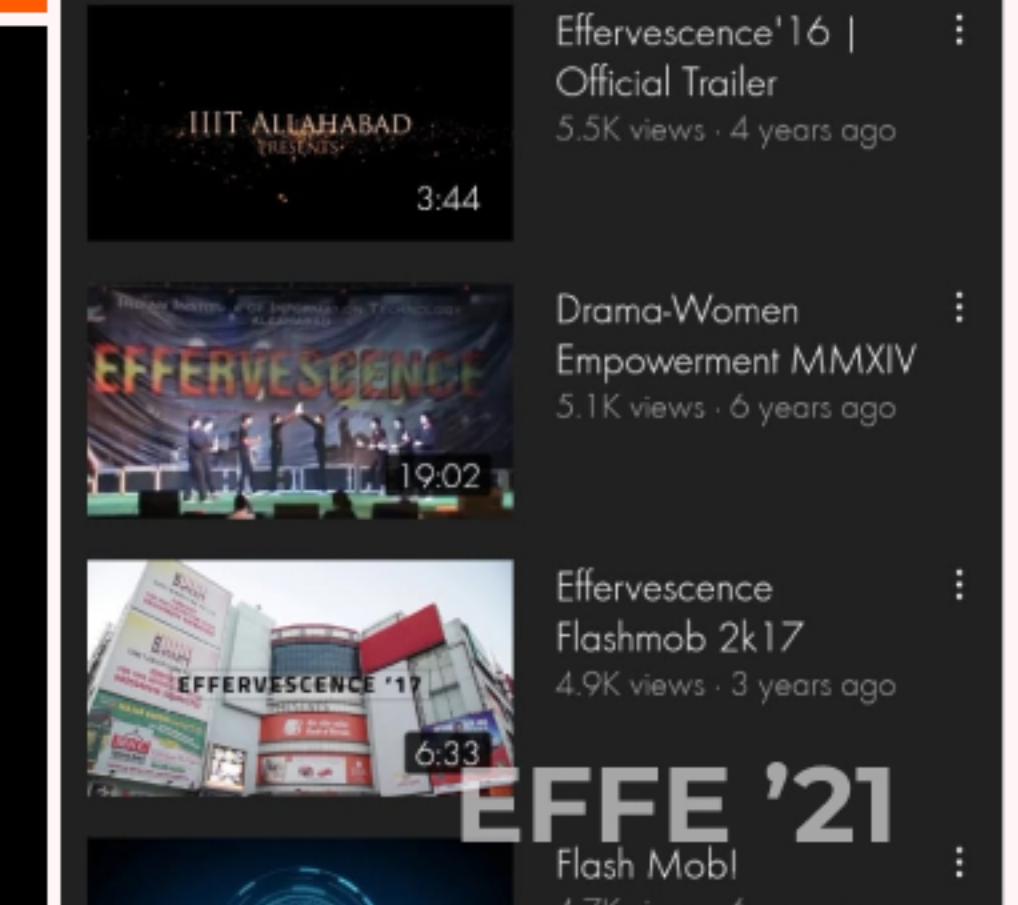
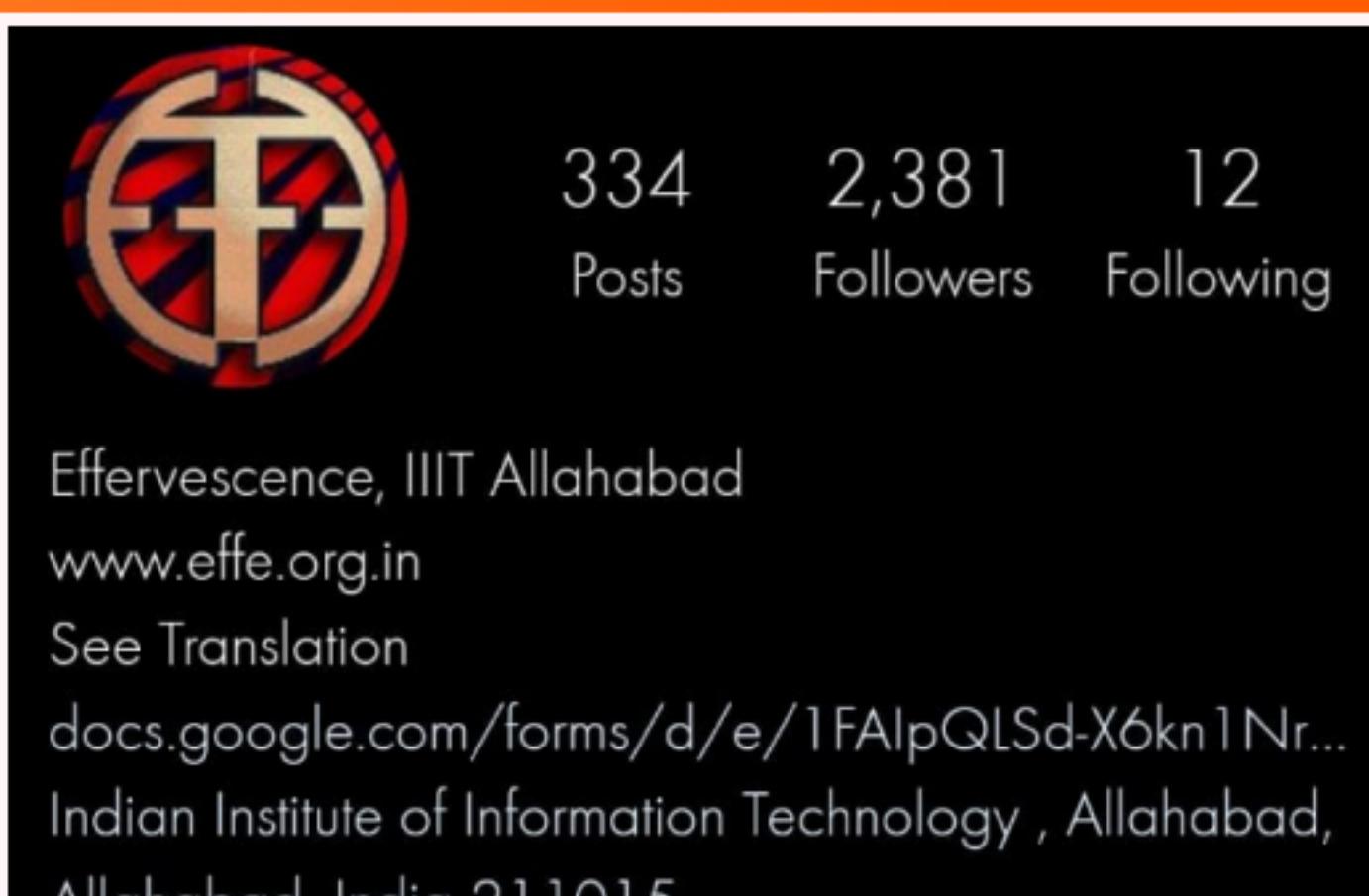
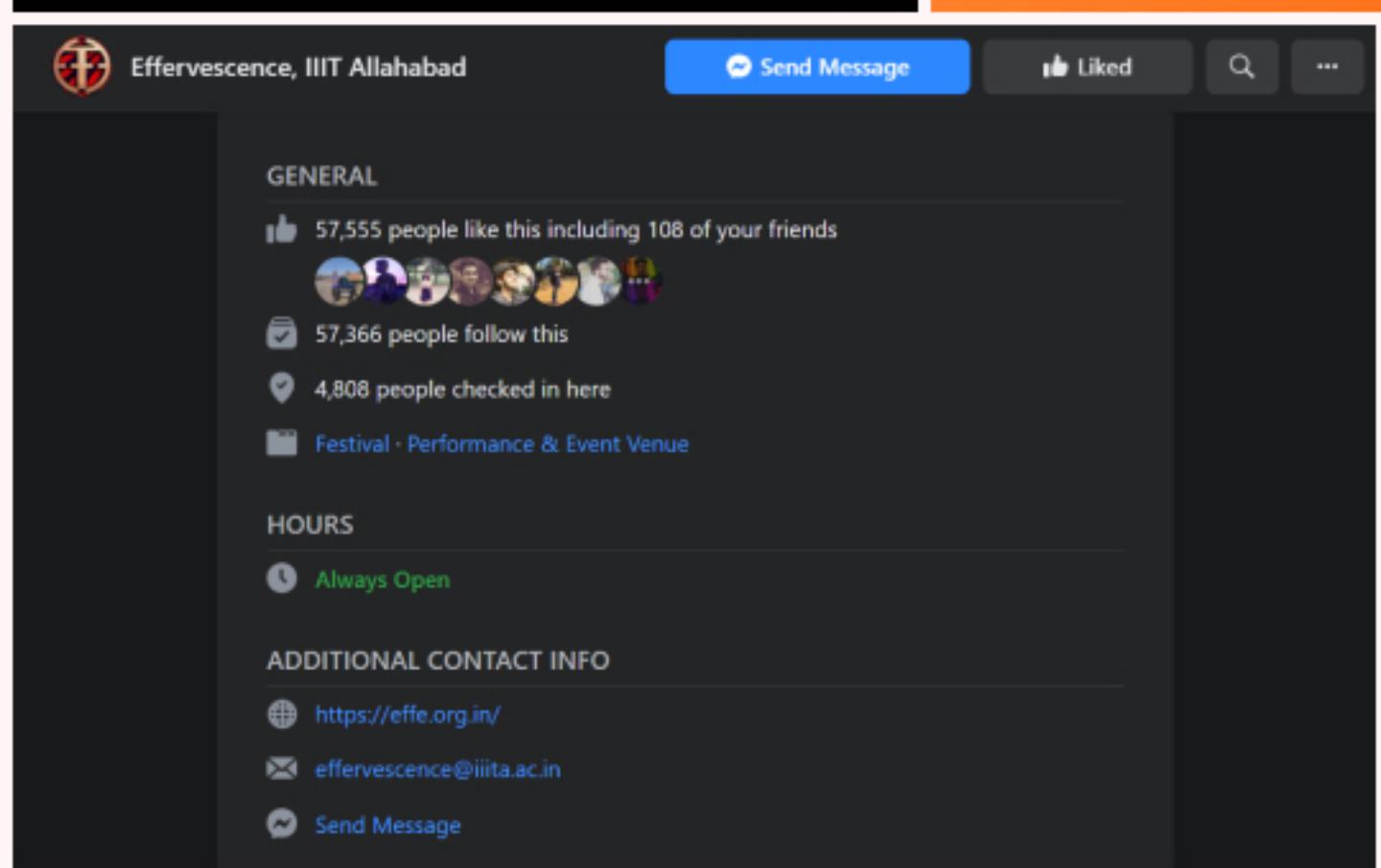
BENEFITS	TITLE	ASSOCIATE	PLATINUM	GOLD	SILVER	BRONZE
Sponsor Advertisement at Regular Intervals during Event ( ad clip to be provided by the sponsor )	✓	✓	✓			
Online One to One Interaction	✓	✓	✓	✓		
On-Campus Branding through mails and campus ambassador	✓	✓	✓	✓		
Paraphernalia through goodies	✓	✓	✓	✓		
Formal Events Sponsors	✓	✓	✓	✓	✓	
Branding through online media partners	✓	✓	✓	✓	✓	✓
Logo on official platforms on social networking sites	✓	✓	✓	✓	✓	✓
Link to company's website on EFFE'21 website/app	✓	✓	✓	✓	✓	✓

# ASSOCIATION POLICIES

1. All cheques/DDs are to be drawn in favour of 'Students Gymkhana, IIIT Allahabad'.
2. All payments will be eligible for deduction under section 80(G) of Income Tax Act, 1961.
3. Any other proposal, demand or counter offer of the sponsor may be entertained. However, decisions as to final offering rests solely with the organisers .
4. The failure to furnish one or more of the social media would purely be accidental and unintentional. In case of such failure, if any, the sponsors would not be entitled to claim compensation or bring about any other action against the organisers. It cannot be used as ground to repudiate the contract of sponsorship.



# AVENUES OF BRANDING





# AVENUES OF BRANDING

# LOGO PRESENCE





## PAST ASSOCIATES





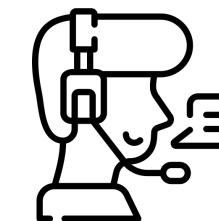
# CONTACT US



effe.org.in



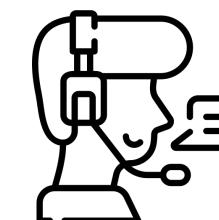
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## YASH MISHRA

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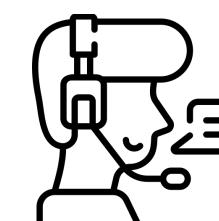
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