

# MARKETING BROCHURE



**PEC  
FEST**  
A RETROGRADE  
rebellion





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# A B O U T

Elevating the spirit of innovation and artistic expression, PECFEST 2024 stands as a pinnacle of techno-cultural brilliance. Rooted in a legacy of excellence, we craft an unparalleled experience that seamlessly marries culture with cutting-edge technology. As the paramount annual extravaganza of North India, PECFEST is a dynamic convergence of creativity, intellect, and pure enjoyment.

What truly sets us apart is our unwavering commitment to pushing boundaries. From captivating talks by visionary pioneers to electrifying musical performances by top-tier artists, every moment is designed to ignite inspiration. The canvas of PECFEST unfurls with a rich tapestry of talents, where diverse voices resonate in harmony.

Uniting a vibrant community of over 50,000 enthusiasts from all corners of the country, PECFEST creates a symphony of shared passion. Embrace the pulse of the future, where tradition meets innovation, at PECFEST 2024. Join us and become a part of this remarkable journey, where creativity knows no bounds.



 8k+  
Participants

 43k+  
Facebook Followers

 21k+  
Website Impressions



 1.7M+  
Instagram Impressions

 13k+  
YouTube Impressions

 1.8k+  
YouTube Subscribers



70k+  
Footfall



230k+  
Reel Audience  
Reached



# STAR NIGHTS

6

# LIVE CONCERTS

7

# LAYOUT



# COMEDIANS

8

9



# BHANGRA THEQUE

MR. & MISS  
PECFEST



GLITTERATI



10

11

# TECHNICAL EVENTS

Innovation and resources are the necessities to thrive for technophiles, but something equally important is a platform where you can exhibit and compete. A platform that inspires you; something that puts you on the map. Throughout the years, at PECFEST, we get the brightest minds of the nation to go head-on in the greatest modern wizardry combats. where some journeys culminate, some take shape while some barely begin.



# CULTURAL EVENTS

Harmony lies in the diversity. Cultural identities are our nation's pride and they unite into a creation so dreamlike where your thoughts can safely wander off in an unfathomable space. Celebrate this soulfulness at PECFEST, where the best cultural performances and events await to enchant your minds.

# TECHNICAL SESSION



WALTER LEWIN  
FORMER PROFESSOR AT  
MIT



GAURAV SEN  
TECH YOUTUBER



SAMAR SINGLA  
FOUNDER OF JUGNOO  
& JUNGLEWORKS



YUVRAJ TOMAR  
FORBES 30U30, ENTREPRENEUR,  
FORRUNER IN IOT & NOCODE



ANKUSH SINGLA  
FOUNDER OF  
CODING NINJAS



ATUL MEHTA  
SVP AT RAZORPAY



VIVEK ATRAY  
MOTIVATIONAL SPEAKER



SUMRIT SHAHI  
AUTHOR, SCREENWRITER,  
MOTIVATIONAL SPEAKER



ADHITYA IYER  
SPEAKER, COLUMNIST, AUTHOR  
OF 'THE GREAT INDIAN OBSESSION'



KHUSHWANT SINGH  
STATE INFORMATION COMMISSIONER-  
PUNJAB, BEST SELLING AUTHOR



RIJUL ARORA  
HUMAN TECHNOLOGY  
ADVOCATE



KUNAL NANDWANI  
FOUNDER & CEO  
UTRADE SOLUTIONS



NEHA JAIN  
HUMAN TECHNOLOGY  
ADVOCATE



SATYAM KUSHWAHA  
WING COMMANDER



# CELEBRITY ENGAGEMENT



YAHYA BOOTWALA  
POET



GAURAV GUPTA  
COMEDIAN



VAINKA  
STORY TELLER



GURPREET GHUGGI  
ACTOR & COMEDIAN



PARVINDEER SINGH  
COMEDIAN



ROHIT SARAF  
ACTOR



ZAKIR KHAN  
COMEDIAN



ABHISHEK UPMANYU  
COMEDIAN



VISHAL TYAGI  
COMEDIAN



RAHUL DUA  
COMEDIAN



ARUN SINGH  
DIGITAL CONTENT CREATOR



GAGAN ARORA  
ACTOR



# SPONSORSHIP ROLES

Sponsoring Pecfest presents a remarkable opportunity for companies to align their brand with a renowned and impactful event. Several esteemed sponsors from various sectors have contributed to the success of Pecfest in the past. Companies like Goldmedal, Sparx, IBC, Redchief, Canva, Bonkers Corner, Quark city, and Uncle Jacks have recognized the immense potential in supporting this event. These previous sponsors have played an instrumental role in making Pecfest a complete success. Through their financial support, resources, and expertise, they have enabled a plethora of activities that bound workshops, seminars, cultural showcases, and competitions.

## PECFEST 2024

Punjab Engineering College (Deemed to be University) presents <Title Sponsor? PECFEST 2024-2025 Powered by <Powered Sponsor>, Co-Sponsored by <Co-Sponsor>, in Association With <Associate Sponsor 1>, <Associate Sponsor

## INDIVIDUAL ROLES

<Event Title Sponsor> presents Event in Association With <Event Associate Spon-

## GENERAL SPONSORS

In addition, we are open to strategising roles such as telecom partner, health partner, after video partner, education partner, travel partner, social initiative partner etc.



## PECFEST IN NEWS

# DELIVERABLES OF TITLE SPONSOR

## TITLE SPONSOR

The name of the sponsor will be inseparable from the fest's name as follows:

<Title Sponsor> presents PECFEST 2024 powered by <sponsor> co sponsored by <co-sponsor> and in association with <print partner> , <media partner> and <radio partner>.

## HIGHLIGHTS

- Main Stage Backdrop: Your logo prominently displayed on the flex backdrop during all events and night performances, making your brand inseparable from the festival's energy.
- Grand Welcome: An impressive drop-down feature showcasing "TechFusion" from the top of our 3-story institute building, creating a stunning visual spectacle.
- Exclusive Stall: A dedicated stall area at the festival venue, providing a premium space to engage with the audience and showcase your offerings.
- Continuous Recognition: Our emcees and show hosts will regularly announce and highlight the names of our main sponsors throughout the day, ensuring constant visibility.
- Branding Banners: Prominent banners strategically placed across the college premises to maximize exposure and reinforce your brand presence.
- Striking Standees: Eye-catching standees at key festival locations, including the main stage and entrance, enhancing your brand's visual impact.
- Citywide Roadshow: Join our expansive citywide roadshow, capturing the attention of large college crowds as your brand becomes an integral part of the city's excitement.
- Digital Reach: Extensive social media publicity through PECFEST's official Facebook, Instagram, Twitter pages, and our dynamic PECFEST.
- Creative Souvenir Essence: Making every moment memorable by adding a personal touch through unique festival paraphernalia such as pens, mugs, caps, etc (provided by the sponsor).

# DELIVERABLES OF POWERED BY SPONSOR

## POWERED BY:

The fest name will be associated with your company. <Title sponsor> presents PECFEST 2024 powered by <sponsor> co-sponsored by <co sponsor>.

## HIGHLIGHTS

- Prominent Backdrop: Logo shines on main stage backdrop and trans lights, ensuring maximum visibility during all events.
- Media Excellence: Preferred logo inclusion in PECFEST commercials, newspapers, magazines, and an impactful campus building display.
- Stall Showcase: Dedicated stalls at the venue amplify your presence, garnering coverage on news and entertainment channels.
- Interactive Promotions: Conduct tailored contests and events with our support, enhancing brand engagement.
- Strategic Standees: Positioned at prime locations like the main stage and entrance, standees ensure widespread brand exposure.
- Digital Reach and Roadshow: Leverage internet publicity via the PECFEST website and official social media. Roadshow banners on vehicles extend your reach



# DELIVERABLES OF CO-SPONSOR CO-SPONSOR

The name of the sponsor will be inseparable from the fest name as follows:  
<title sponsor> presents PECFEST 2024 powered by <sponsor> co-sponsored by  
<co sponsor>.

## HIGHLIGHTS

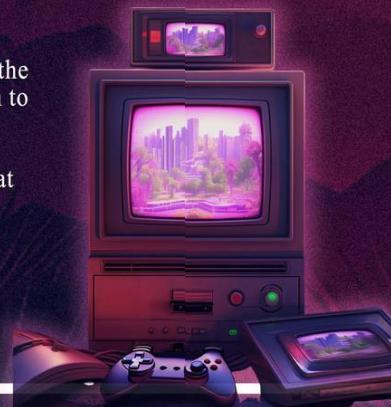
- **Graced with Backdrop of Excellence :** The sponsor would be given a logo flex backdrop on the main stage during all events and night performances.
- **Sponsor Influence and Community Outreach:** Reaching beyond the boundaries from our festival's co-sponsor to across the Tricity. Our partnership brings together cultures and communities.
- **Elevate the Brand Presence by Standee Showcasing:** A standee will be put up to exhibit the sponsor name on the main stage
- **Interactive Promotional Events:** Sponsors will have the opportunity to conduct interactive promotional events during PECFEST, engaging directly with the attendees.
- **Stall Presence:** Sponsors will be provided with a stall at the venue, allowing them to showcase their brand and interact with visitors.
- **On-Stage Announcement:** Sponsor names will be announced at regular intervals by show hosts on the main stage, ensuring continuous visibility and recognition.
- **Print Media Exposure:** Sponsor names would be included in the promotional materials, such as pamphlets and invitations, showcasing the journey of the fest.
- **Community Engagement:** PECFEST invites colleges and popular establishments across the Tricity to participate, fostering a sense of unity and vibrancy within the community.
- **Connectivity:** The sponsors will be allowed to engage with the students and promote their brand and will increase outreach among students.
- **Digital Footprint Amplification:** Sponsors will enjoy prominent visibility on the PECFEST's official website and social media platforms, expanding their reach to an online audience before, during, and after the event.
- **Product Showcasing:** Sponsors can showcase their latest products or services at designated stalls within the venue, offering attendees a hands-on experience.

# DELIVERABLES OF TECHNICAL SPONSOR TECHNICAL SPONSOR

The sponsor name will be associated with all technical events during the fest.

## HIGHLIGHTS

- **Logo Placement on Backdrop:** The sponsor's logo would be prominently displayed on the flex backdrop of the main stage during all technical events happening throughout PECFEST 2024-25. This ensures high visibility and association with the festival's technical activities.
- **Stall at the Venue:** The sponsor would be provided with a stall at the festival venue. This stall can be used to showcase the sponsor's products, services, or any promotional material. It provides an opportunity for direct engagement with the festival attendees.
- **Banners in College Premises:** If the sponsor provides banners, they will be displayed within the college premises. These banners would further enhance the sponsor's brand exposure and reach among the festival participants and college community.
- **Standees at Primary Locations:** Standees featuring the sponsor's branding would be strategically placed at key locations of the festival, such as the main stage and the main entrance. This ensures that the sponsor's presence is highlighted in prominent areas where most attendees gather.
- **Internet Services via PECFEST Website:** The sponsor's association with the festival would extend to the online sphere as well. Internet services for festival-related activities would be provided through the PECFEST website.



# DELIVERABLES OF CORPORATE PARTNER

The partner name will be associated with all events during the fest.

## HIGHLIGHTS:

- Logo on main stage: The brand's logo will be prominently displayed on the main stage backdrop during a featured event, ensuring excellent visibility and a strong audience connection.
- Stall at the Venue: A designated stall offers a chance to exhibit products or services, creating direct interaction with festival-goers.
- Banners and Standees Placement: Banners and standees will be positioned in high-traffic areas across the campus, ensuring the brand reaches a broad audience.
- Title Sponsorship for Major Events: Title sponsorship of events like Bhangra Theque, Glitterati, Groovz, and others guarantees prominent exposure and connections with a diverse crowd.
- Digital Reach: The brand will benefit from online exposure through the PECFEST website and social media, engaging a wider audience before the event.

# DELIVERABLES OF PARTNER

The sponsor name will be associated with all events during the fest.

## HIGHLIGHTS:

- Logo on Main Stage: The sponsor's logo will be prominently displayed on the main stage backdrop during all key PECFEST 2024-25 events, ensuring maximum visibility and brand connection.
- Stall at the Venue: A dedicated stall can be set up at the festival, allowing for the display of products, services, or promotional material. This provides an excellent opportunity for direct interaction with festival-goers.
- Banners & Standees: The sponsor can place banners and standees in prime locations around the campus and main event areas, guaranteeing brand exposure in high-traffic zones.
- Digital Reach: The sponsor's brand will be showcased across PECFEST's website and social media channels, reaching a larger online audience through extensive digital promotion.



## **D E T A I L S**

1. NAME OF THE BRAND INSEPARABLE WITH THE NAME OF PECFEST 2024
  2. STATIC AND DYNAMIC LOGO ON LED BACKDROP, MAIN POSTER & BACKDROP FLEX
  3. LOGO ON THE MAIN STAGE
  4. LOGO ON ALL PROMOTIONAL VIDEOS
  5. LOGO BRANDING IN FRONT OF STAGE
  6. INITI 3D LOGO ON TOP OF TRUSS
  7. DIGITAL STANDEES & STANDEES ON & AROUND MAIN STAGE
  8. LOGO ON VVIP PASSES
  9. VVIP AREA BRANDING
  10. 3D LIT BLOCK IN VVIP AREA
  11. VVIP AREA ACRYLIC LETTERS INSTALLATION
  12. EXCLUSIVE STALL (10FT X 10FT) IN VVIP AREA
  13. LOGOS ON VVIP INVITATIONS TO ALL THE DIGNITARIES
  14. WELCOME GATE BRANDING
  15. PROMOTIONAL VIDEOS ON MAIN STAGE (LED BACKDROP)
  16. BRAND SPECIFIC MARKETING ON SOCIAL MEDIA OF PECFEST
  17. EMCEES & SHOW HOST ANNOUNCEMENT AT REGULAR INTERVALS
  18. SOCIAL MEDIA PUBLICITY
  19. LINK TO COMPANY'S WEBSITE & SOCIAL MEDIA HANDLES ON PECFEST WEBSITE & SOCIAL MEDIA ACCOUNTS
  20. PERMISSION TO CONDUCT PROMOTIONAL EVENTS
  21. EVENT SPECIFIC SPONSORSHIPS OF EVENTS CONDUCTED ON PECFEST
  22. PERMISSION TO CONDUCT CUSTOMISED CONTESTS

**TITLE SPONSOR** INR 12 LAKHS\*

**POWERED BY SPONSOR** INR 8 LAKHS\*

**CO SPONSOR** INR 5 LAKHS\*

**DRIVEN BY** INR 6 LAKHS\*

**TECHNICAL SPONSOR** INR 6 LAKHS\*

**ASSOCIATE SPONSOR** INR 4 LAKHS\*

# DETAIL S

- 23. PERMISSION TO DISPLAY PRODUCT AT STRATEGIC LOCATION**
  - 24. 10FT X 10FT CORPORATE STALL/15FT X 15FT/ 25FT X 25FT DEDICATED RAW SPACE IN MAIN ARENA**
  - 25. LOGO BRANDING ON PGI-PEC ROAD**
  - 26. LOGO ON OPENING PAGE OF PECFEST WEBSITE**
  - 27. PUBLICITY IN ALL THE PUBLICITY COLLABORATIONS OF PECFEST**
  - 28. CITYWIDE ROADSHOW COVERING MAJOR CROWDED SPOTS OF CHANDIGARH**
  - 29. MINI STAGE BRANDING**
  - 30. BARRICADE BRANDING**
  - 31. MEDIA COVERAGE ( RADIO, NEWSPAPER)**
  - 32. COLLEGE FLASHMOBS**
  - 33. TRADITIONAL BRANDING ACROSS TRICITY**
  - 34. LOGO ON DROPDOWN FROM A THREE-STORY BUILDING**
  - 35. PERMISSION TO PUT UP BRANDING MATERIAL ACROSS CAMPUS**
  - 36. HOARDINGS (15FT X 10FT)**
  - 37. DANGLERS ACROSS THE CAMPUS**
  - 38. 16FT X 8FT BRAND INSTALLATIONS**
  - 39. FRAMED DROPPONS (10FT X 5FT)**
  - 40. PROMOTION ON NOTICE BOARDS & PROMINENT LOCATIONS OF CAMPUS**
  - 41. MINI MARATHON COVERING PROMINENT LOCATIONS OF CHANDIGARH**
  - 42. VVIP PASSES FOR ALL DAYS OF FEST**
  - 43. COLLEGE ALUMNI AND STUDENTS DATABASE**
  - 44. INTERACTIONS WITH STUDENTS THROUGH SEMINAR**

The image features a grid of 6 columns and 20 rows of green checkmarks and red dashes. The columns represent different sponsorship categories: Title Sponsor, Powered by Sponsor, Co-Sponsor, Driven By, Technical Sponsor, and Associate Sponsor. The rows represent individual entries or items. A green checkmark indicates that a specific item is covered by that sponsor, while a red dash indicates it is not. In the bottom right corner, there is a small graphic of a beach truck and palm trees.

# CSR CORPORATE SOCIAL RESPONSIBILITY

At PECFEST, we sincerely believe that the best way to predict the future is to create it. We believe in caring for the future. We are aware that the greatest threat to our planet is the belief that someone else will save it. So it is our social responsibility to step forward and care for the society's changing needs.

For us sustainability is no longer about doing less harm. It's about doing more good. Equality for us is not regarding different things similarly, it is regarding different things differently.

When the wind of change blows, instead of building walls we believe in building windmills. And windmills we have built.

We at PECFEST, are proud to claim that we have worked with some of the most influential change makers out there , be it, Men against discrimination (MARD) curbing from the intellect of Farhan Akhtar or People for the Ethical treatment of animals (PETA) a global manifestation. Over the years, we have acknowledged the ever-changing demands of the society and wholeheartedly decided to embrace them.



Distributed by the State Humane Office  
MADISON, WISCONSIN



# VISIBILITY TO SPONSORS



# VISIBILITY TO SPONSORS



# STALLS

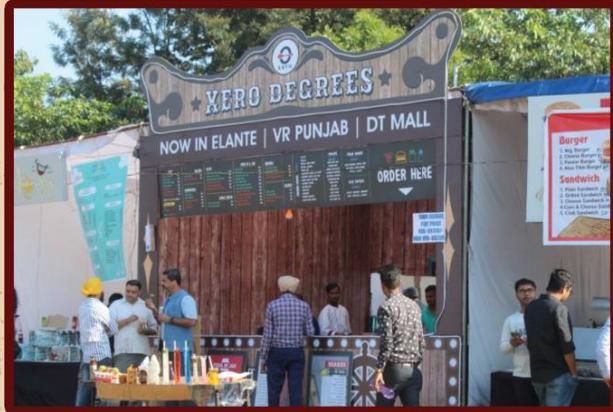
**INR 50,000\***

15X15 feet

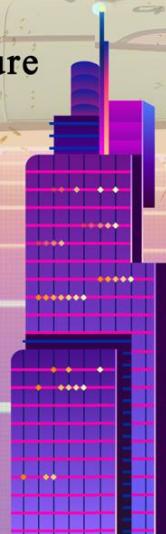
Basic infrastructure  
like electricity, table,  
chair, etc.

Online Publicity

## FOOD STALLS:



# PREVIOUS SPONSORS



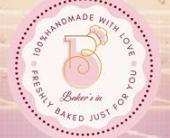
## CORPORATE STALLS:



**INR 40,000\***

10X10 feet

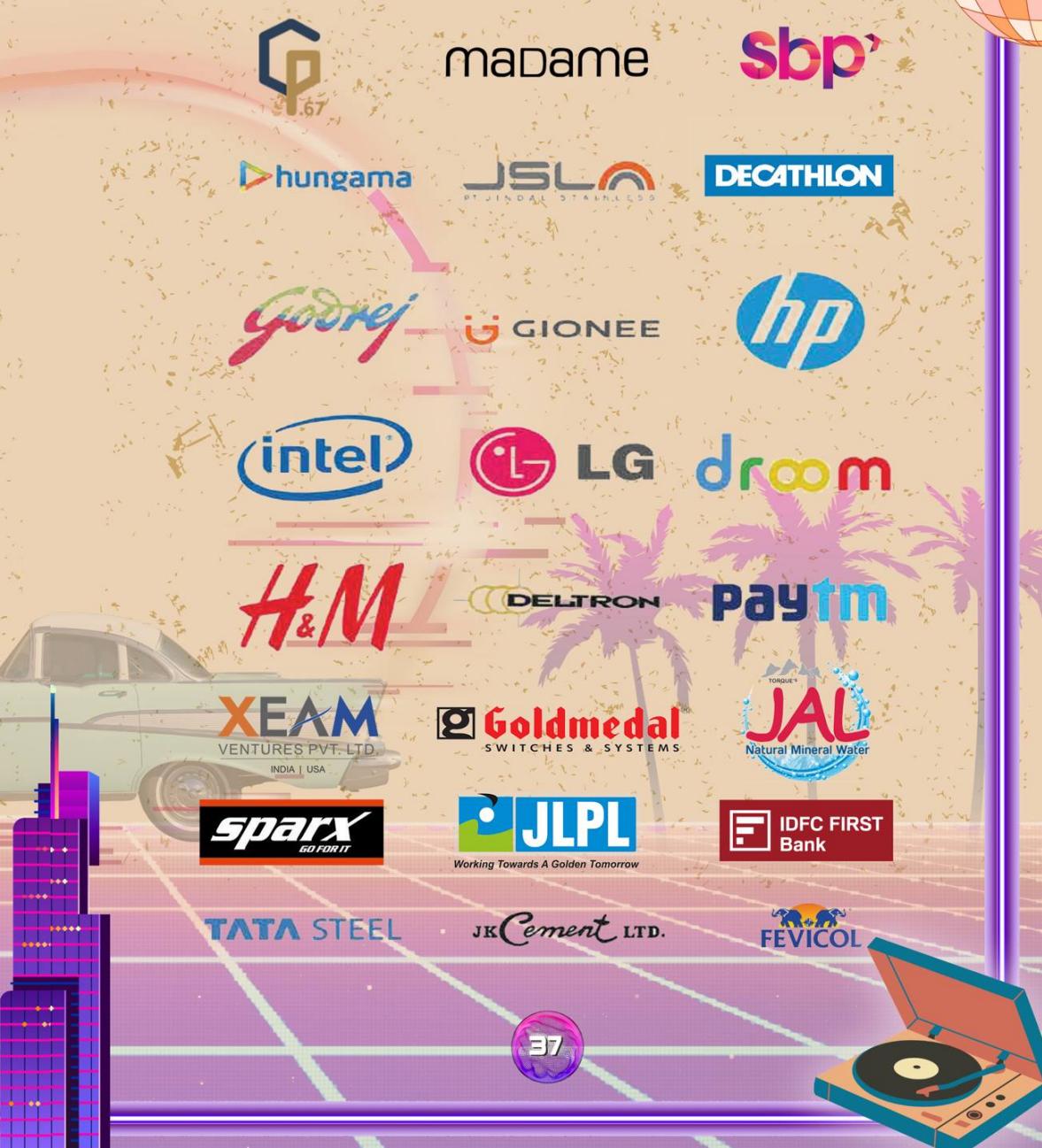
Basic infrastructure  
like electricity,  
table, chair, etc.  
Online Publicity



# PREVIOUS SPONSORS



# PREVIOUS SPONSORS





# PEC FEST

A RETROGRADE  
rebellion

**Dr. RAJESH BHATIA**

Director

**DR. PRAJAPATI**

Chairman

**DR. MOHIT TYAGI**

Organizing Secretary

**DR. M.P. GARG**

Organizing Secretary

**DR. JYOTI KEDIA**

Organizing Secretary

**DR. PUNEET CHAWLA**

Organizing Secretary

**DR. SHOBHNA DHIMAN**

Organizing Secretary

**NAMAN GOYAL**

Convener

**AYUSH GOYAL**

Co-Convener