

MARKETING BROCHURE



FEAST

A MARITIME masquerade



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A B O U T U S



Elevating the spirit of innovation and artistic expression, PECFEST 2023 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 2023. Join us and become a part of this remarkable journey, where creativity knows no bounds.



52k+
Instagram Impressions



13k+
Youtube Impressions



8k+
Participants



43k+
Facebook Followers



1.8k+
Youtube Subscribers



6k+
App Installs

50k+
Footfall





STAR NIGHTS





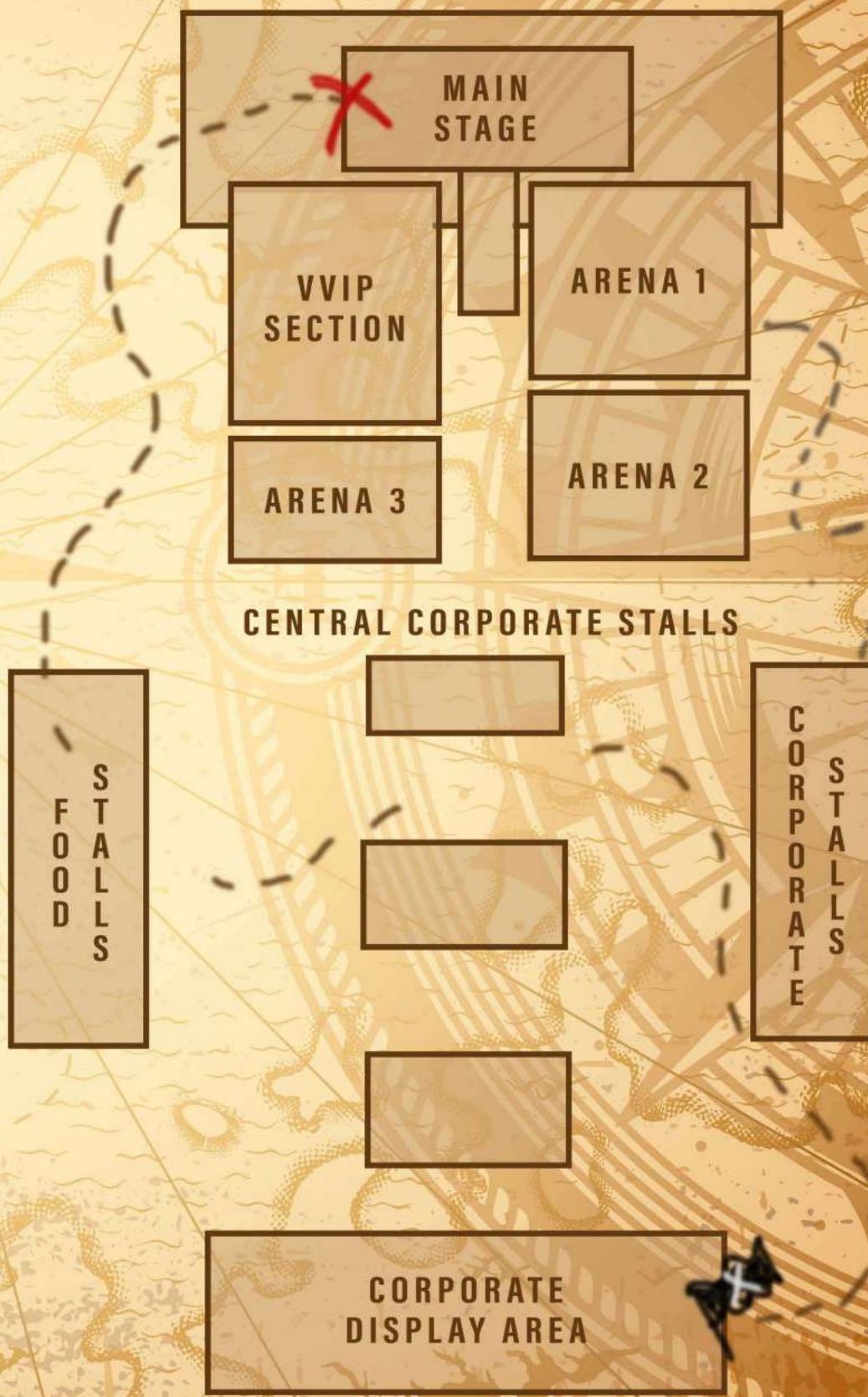
A collage of performers and a mermaid on an underwater background. In the top left, a man in an orange ribbed sweater and a blue headband sings into a microphone. In the top center, a woman with red hair in a yellow t-shirt sings into a microphone. In the top right, a man with glasses and a brown hoodie plays an electric guitar. In the bottom right, a person in a blue and yellow costume with red dreadlocks and a sign that says "KILL CLOWN" is shown from behind. A mermaid with purple hair and a green tail is swimming in the bottom left. The background is a dark, watery scene with bubbles and a small fish.

LIVE CONCERTS



COMEDIANS

LAYOUT



GLITTERATI



BHANGRA THEQUE





CULTURAL EVENTS

an unfathomable space. Celebrate this soulfulness at PECFEST, where the best cultural performances and events await to enchant your minds.

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.

TECHNICAL EVENTS





TECHNICAL



WALTER LEWIN
FORMER PROFESSOR AT
MIT



GAURAV SEN
TECH YOUTUBER



ANKUSH SINGLA
FOUNDER OF
CODING NINJAS



ATUL MEHTA
SVP AT RAZORPAY



VIVEK ATRAY
MOTIVATIONAL SPEAKER



RIJUL ARORA
HUMAN TECHNOLOGY
ADVOCATE



KUNAL NANDWANI
FOUNDER & CEO
UTRADE SOLUTIONS

SESSIONS



SAMAR SINGLA
FOUNDER OF JUGNOO
& JUNGLEWORKS



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



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



NEHA JAIN
HUMAN TECHNOLOGY
ADVOCATE



SATYAM KUSHWAHA
WING COMMANDER





CELEBRITY



YAHYA BOOTWALA
POET



GAURAV GUPTA
COMEDIAN



VAINKA
STORY TELLER



GURPREET GHUGGI
ACTOR & COMEDIAN



PARVINDEER SINGH
COMEDIAN



ROHIT SARAF
ACTOR

ENGAGEMENT



ZAKIR KHAN
COMEDIAN



RAHUL DUA
COMEDIAN



ABHISHEK UPMANYU
COMEDIAN



ARUN SINGH
DIGITAL CONTENT CREATOR



VISHAL TYAGI
COMEDIAN



GAGAN ARORA
ACTOR



SPONSORSHIP ROLES

Sponsoring Pcfest 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 Pcfest 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 Pcfest 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 2023

Punjab Engineering College (Deemed to be University) and <Title Sponsor> presents PECFEST 2023-24 Powered by <Powered Sponsor>, Co-Sponsored by <Co-Sponsor>, in Association With <Associate Sponsor 1>, <Associate Sponsor 2>.

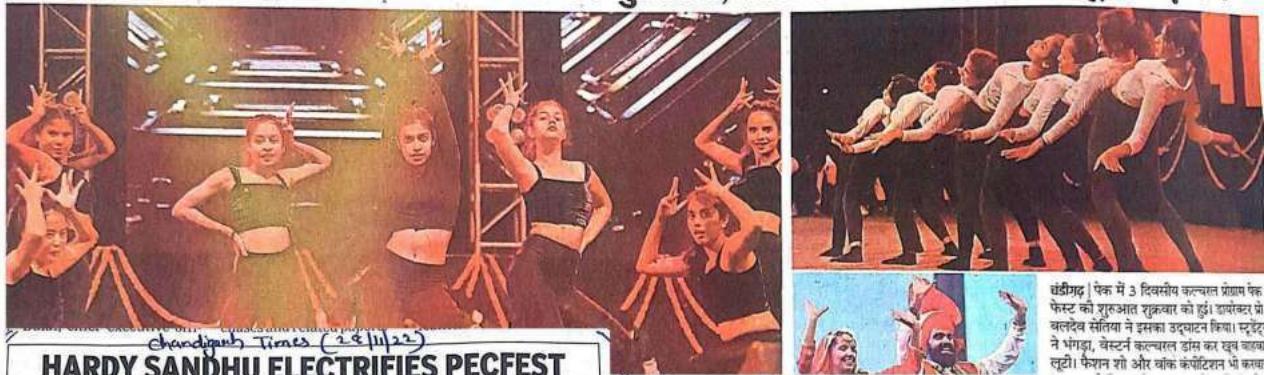
INDIVIDUAL ROLES

<Event Title Sponsor> presents Event in Association With <Event Associate Sponsor>.

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.

CHD 15 MASTERS 26-11-22
“भंगड़े, वेस्टर्न डांस, फैशन से पेक फेस्ट की शुरुआत, आज और कल भी होगा धूम-धड़ाका।”



chandigarh Times (26/11/22)
HARDY SANDHU ELECTRIFIES PECFEST
Pritam Thakur



PECFEST ENDS: The three-day PECFEST ended with a bang as Punjabi singer Hardy Sandhu belted out his hit numbers to a massive audience on the campus on Sunday night. Earlier in the day, adventure-filled events and activities like 'No Brush Painting', 'Micromouse', 'Bazaar', 'Kisse Aur Kahanian', 'Code Hunter' and 'Battle of Bands', a series of musical performances from bands, were organised. Netapri, a manifesto-based competition, and 'Quirky Quiz', a quizing event

(26/11/22)

मैं तेरा हां ब्लड गोरिये तू बैकबोन जट्ट दी....

गोपनीय रात को पंजाबी गायक हार्डी संथू के गीतों पर थिरके युवा, अंतिम दिन बैटल ऑफ बैंड्स और भंगड़ा से लगी रौनक

पेक में हार्डी संथू नचाया स्टूडेंट्स को....



चंडीगढ़ पेक फेस्ट के आखिरी दिन हार्डी संथू ने भंगड़ा और गुरु। सभी लोगों ने एक साथ हार्डी संथू के गाने सुनने के लिये घूम में बाहरी जगहों पर उतर दिया। इस दौरान लोकलोटो के चरते कई फेस एंट्री नई कर दी गई। इस दौरान हार्डी की चुनिलम्ब के साथ कामनी भी थुकी।



Italian DJ Olly Esse performs at PECFest in Chandigarh on Saturday. TRIBUNE PHOTO: VICKY

Int'l DJ Olly Esse sets stage on fire

TRIBUNE NEWS SERVICE

CHANDIGARH, NOVEMBER 26

The second day of the PECFest witnessed a slew of fun-filled activities. The highlight of the day was the performance by international DJ and music icon Olly Esse.

PECFest Olympiad', organised by the international student chapter of the American Society of Civil Engineers (ASCE). The college also hosted two major participating teams in street plays. The teams 'Shor' and 'Natyamanch' from the UIET,

es. Team 'Natyamanch' took the winning lead by a slight margin. Multiple signature events of PECFest organised by various cultural clubs and technical societies of the college were some of the major highlights. Events like ROB-O-RACE, CODECODE, IPL

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 2023 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 welcome gate at prominent location that sees the maximum footfall and provides maximum visibility.
- ❖ **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.
- ❖ **Community Engagement:** PECFEST invites colleges and popular establishments across the Tricity to participate, fostering a sense of unity and vibrancy within the community.
- ❖ **Web Link Promotion:** Your company's website will be prominently featured and linked on the PECFest website.

Elevate Your Brand to Center Stage at PECFEST 2023

DELIVERABLES OF POWERED BY SPONSOR

POWERED BY SPONSOR

The name of the sponsor will be inseparable from the fest name as follows: <title sponsor> presents PECFEST 2023 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.
- ❖ **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 CO - SPONSOR

CO SPONSOR

The fest name will be associated with your company. <Title sponsor> presents PECFEST 2023 powered by <sponsor> co-sponsored by <co sponsor>.

HIGHLIGHTS

- ❖ **Community Engagement:** PECFEST invites colleges and popular establishments across the Tricity to participate, fostering a sense of unity and vibrancy within the community and extensive connectivity.
- ❖ **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 TECHNICAL SPONSOR

TECHNICAL SPONSOR

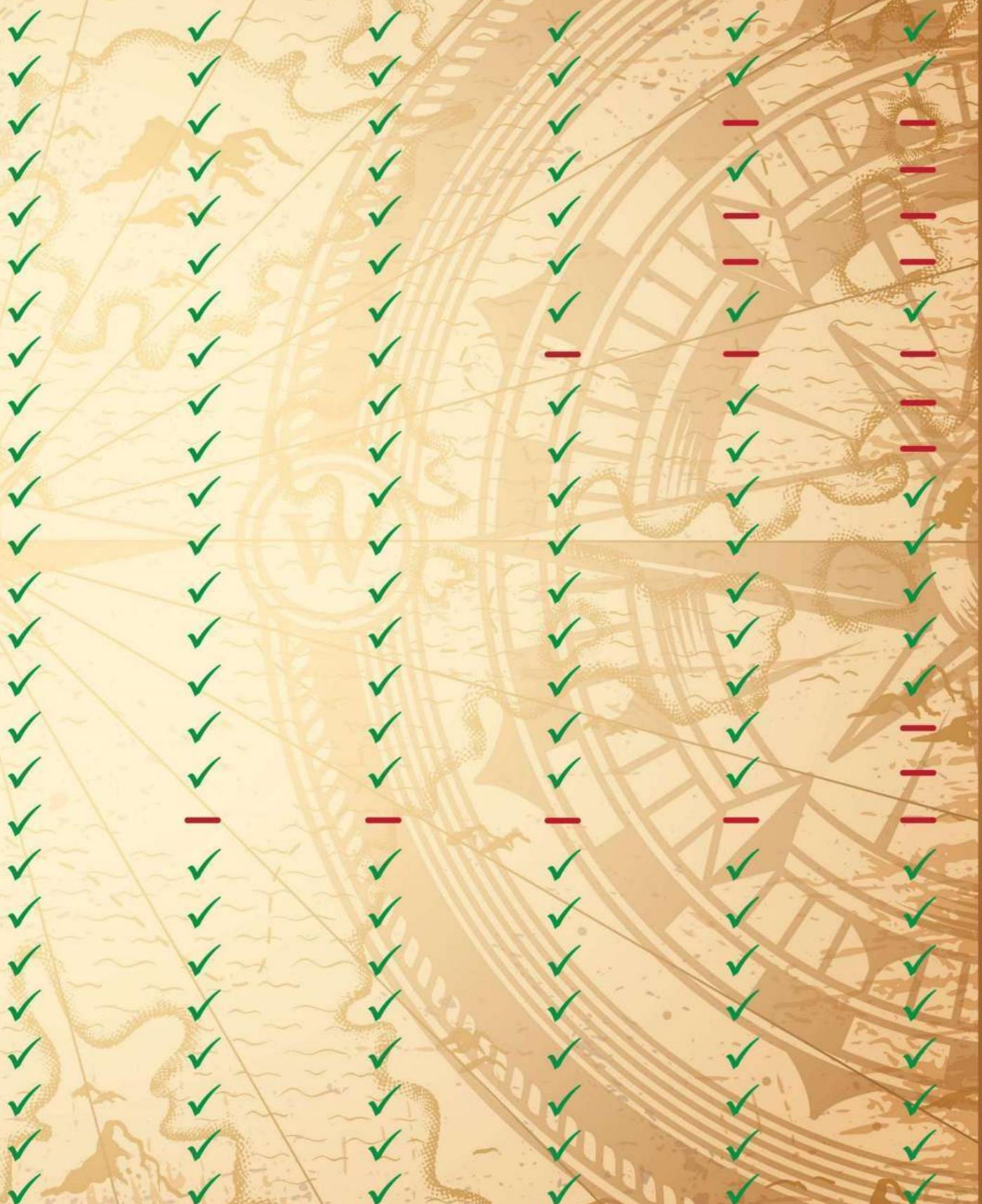
The sponsor name will be associated with all technical events during the fest.

HIGHLIGHTS

- ❖ **Technical Title Sponsor:** The sponsor will be the highest tier partner for all technical events with a range of 50 odd events having a participation of more than 3000+ people.
- ❖ **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 2023-24. 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.

- D** 1. LOGO ON MAIN POSTER, BANNER & BACKDROP FLEX
2. LOGO LED ON THE MAIN STAGE
3. LOGO ON ALL PROMOTIONAL VIDEOS
4. STANDEES ON MAIN STAGE
5. WELCOME GATE BRANDING
6. LOGO ON PASSES OF PECFEST
7. PERMISSION TO CONDUCT PROMOTIONAL EVENTS
8. PERMISSION TO CONDUCT CUSTOMIZED CONTESTS
9. PERMISSION TO DISPLAY PRODUCT AT STRATEGIC LOCATION
10. ACCESS TO THE COLLEGE DATABASE
11. LOGO IN PECFEST ADS IN NEWSPAPER AND MAGAZINES
12. LOGO ON OPENING PAGE OF PECFEST WEBSITE
13. LOGO ON OFFICIAL PLATFORMS SOCIAL NETWORKING SITES
14. LINK TO COMPANY'S WEBSITE ON PECFEST WEBSITE
15. ADVERTISEMENT THROUGH PROJECTORS
16. COVERAGE BY EMCEES AT REGULAR INTERVALS
17. COVERAGE THROUGH NEWS AND ENTERTAINMENT CHANNEL
18. BLUETOOTH/WIFI ADVERTISEMENT INSIDE THE CAMPUS
19. LOGO ON THE DROPPDOWN FROM A 3-STORY BUILDING
20. PUBLICITY DURING ROADSHOW
21. INTERACTIONS WITH STUDENTS THROUGH SEMINARS
22. STALL IN THE FEST AREAS
23. ANNOUNCEMENTS BY EMCEES AT REGULAR INTERVALS
24. PERMISSION TO PUT UP PROMOTIONAL BANNERS/POSTERS
25. STANDEES IN FEST AREA
26. VVIP PASSES

TITLE SPONSOR	POWERED BY SPONSOR	CO SPONSOR	DRIVEN BY	TECHNICAL SPONSOR	ASSOCIATE SPONSOR
INR 12 LAKHS*	INR 8 LAKHS*	INR 6 LAKHS*	INR 5 LAKHS*	INR 6 LAKHS*	INR 4 LAKHS*



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.

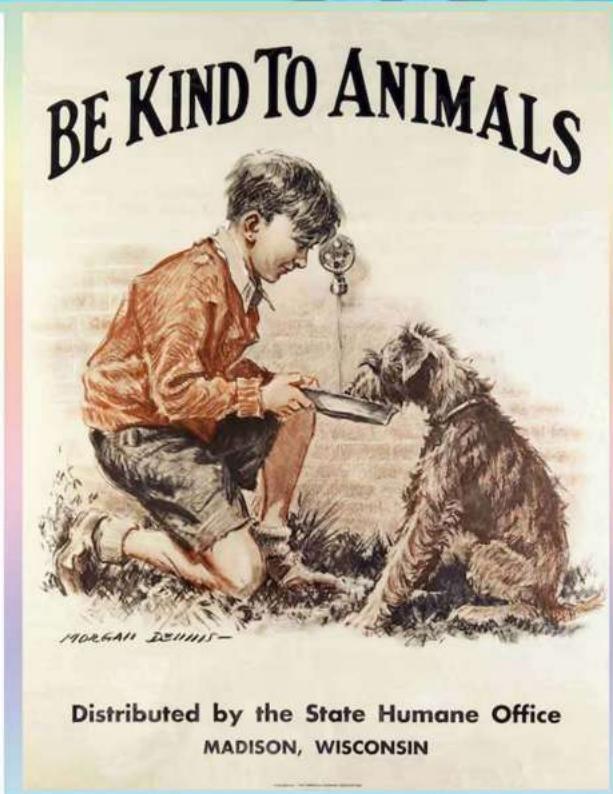
For us sustainability is no longer about doing less harm. It's about doing more good. Equality for us is not regarding different things similarly, it is regarding different things differently.

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.





VISIBILITY TO SPONSORS



VISIBILITY TO SPONSORS



STALLS

FOOD STALLS

INR 50,000*

15X15 feet

Basic infrastructure
like electricity, table,
chair, etc.

Online Publicity



CORPORATE STALLS



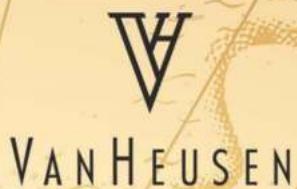
INR 50,000*

10X10 feet

Basic infrastructure
like electricity,
table, chair, etc.

Online Publicity

PREVIOUS SPONSORS



Working Towards A Golden Tomorrow



SWIGGY
FOOD DELIVERY APP



asianpaints



PREVIOUS SPONSORS



**swaraj
mazda**

 The London Shakes

RELAXO

verka®
Phalo Phalo. Pure Khao Piyo.




CHANAKYA
IAS ACADEMY
Nurturing Leaders of Tomorrow

 BRITISH
COUNCIL

 **NEROLAC**
HEALTHY HOME PAINTS



**HERO
CYCLES**

 **maya**
GARDEN
GROUP



hitbullseye
Bulls Eye Knowledge System Pvt Ltd

 **Zapbuild**
empowering thoughts

 **QuarkCity**
INDIA PVT. LTD.


VENUS EDUCATION SERVICES

 tinder

 **TRILLER**

PREVIOUS SPONSORS

TATA STEEL

JK Cement LTD.



hungama

JSL
PT JINDAL STAINLESS

DECATHLON

Godrej

G GIONEE

hp

vita

LG LG droom

H&M

DELTRON

Paytm



instax

TORQUE'S
JAL
Natural Mineral Water

BOSTON FRIES

IBS™
ICFAI BUSINESS SCHOOL

CRAX



PECFEST

2023

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DIRECTOR

DR. D.R. PRAJAPATI
CHAIRMAN

DR. SARABJIT SINGH
ORGANIZING SECRETARY

DR. C.S. JAWALKAR
ORGANIZING SECRETARY

DR. PUNEET CHAWLA
ORGANIZING SECRETARY

JAPNEET PATHANIA
CONVENER

MANHARSHPAL SINGH
CO-CONVENER