

# MARKETING BROCHURE





# PLEC FEST

A RETROGRADE  
*rebellion*



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# ABOUT

Elevating the spirit of innovation and artistic expression, PECFEST 2025 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 2025. Join us and become a part of this remarkable journey, where creativity knows no bounds.





**1.7M+**  
Instagram Impressions



**8k+**  
Participants



**13k+**  
Youtube Impressions



**43k+**  
Facebook Followers



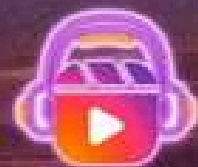
**1.8k+**  
Youtube Subscribers



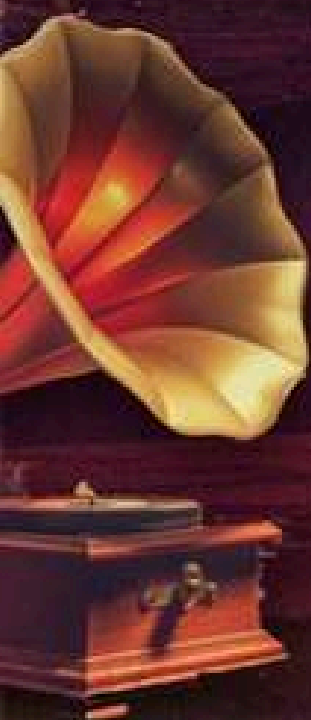
**21k+**  
Website Impressions



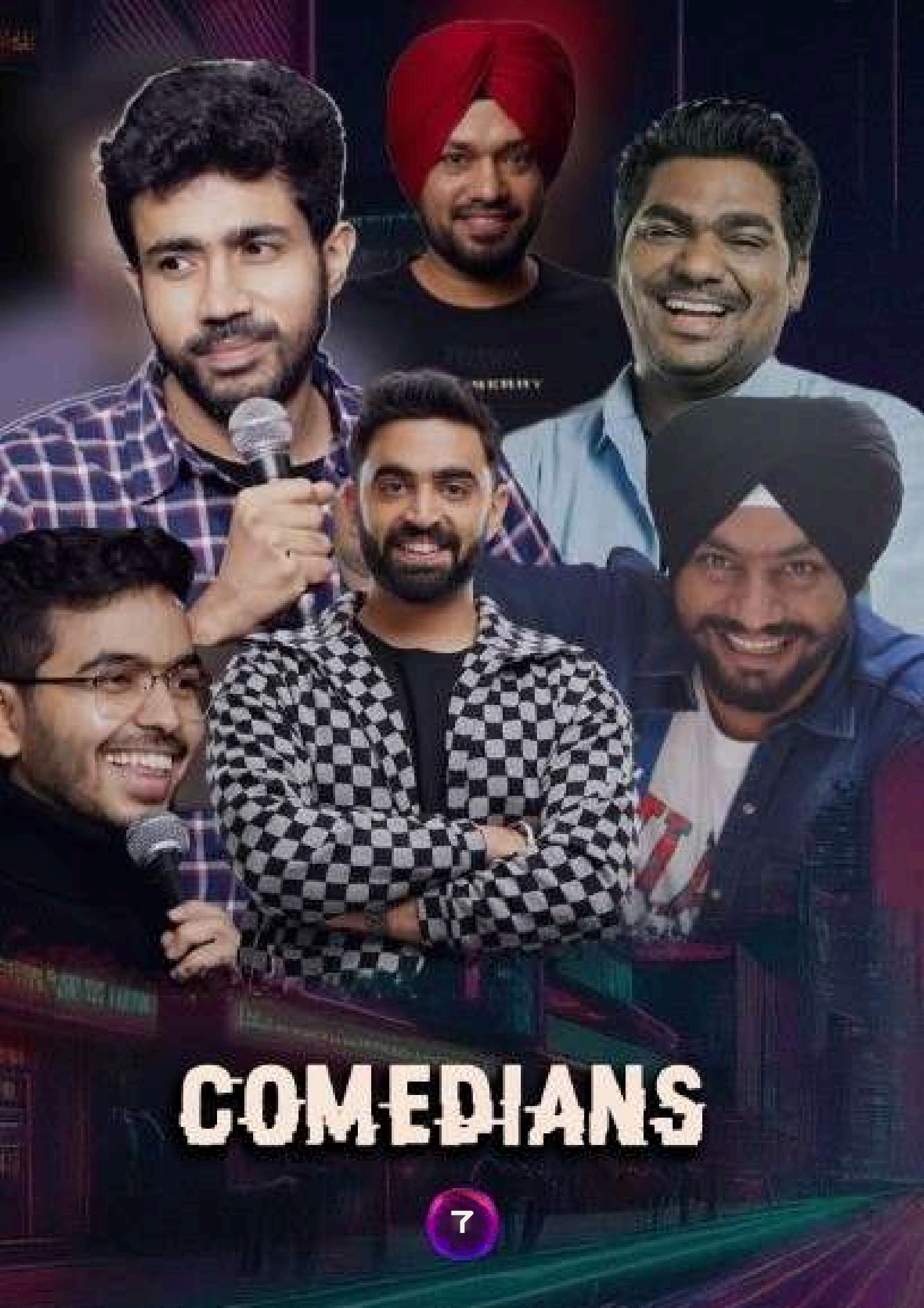
**70k+**  
Footfall



**230k+**  
Reel Audience  
Reached



# LIVE CONCERTS



# COMEDIANS

# LAYOUT







# MR. & MISS PECFEST



# GLITTERATI

# BHANGRA THEQUE



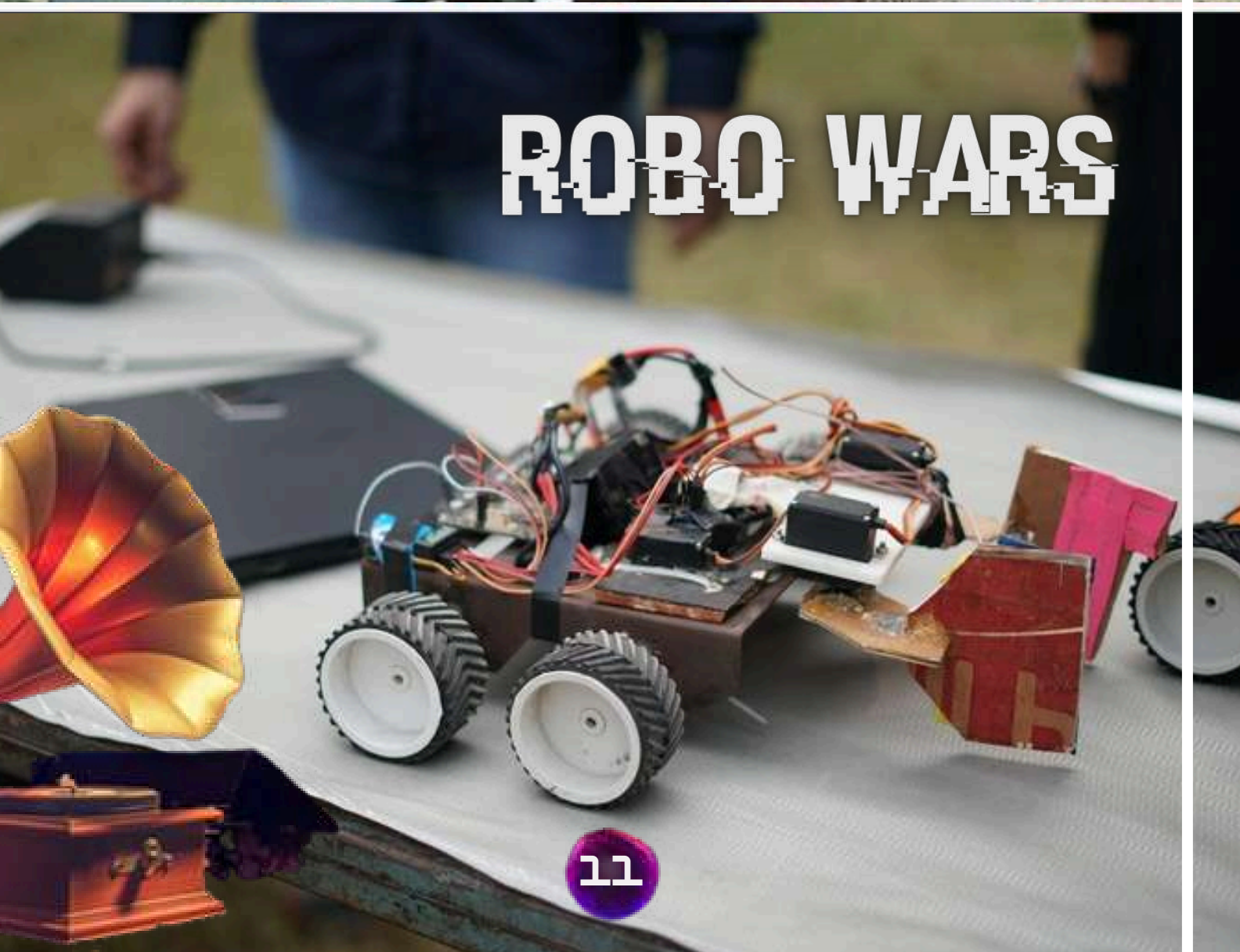
# GROOVZ



# DEFENCE EXPO



# ROBO WARS





# 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.



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.

# TECHNICAL EVENTS





# TECHNICAL

# SESSION



**WALTER LEWIN**  
FORMER PROFESSOR AT  
MIT



**GAURAV SEN**  
TECH YOUTUBER



**SAMAR SINGLA**  
FOUNDER OF JUGNOO  
& JUNGLEWORKS



**YUVRAJ TOMAR**  
FORBES 30U30, ENTREPRENEUR,  
FORERUNNER 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



**ZAKIR KHAN**  
COMEDIAN



**RAHUL DUA**  
COMEDIAN



**VAANKA**  
STORY TELLER



**GURPREET GHUGGI**  
ACTOR & COMEDIAN



**ABHISHEK UPMANYU**  
COMEDIAN



**ARUN SINGH**  
DIGITAL CONTENT CREATOR



**PARVINDEER SINGH**  
COMEDIAN



**ROHIT SARAF**  
ACTOR



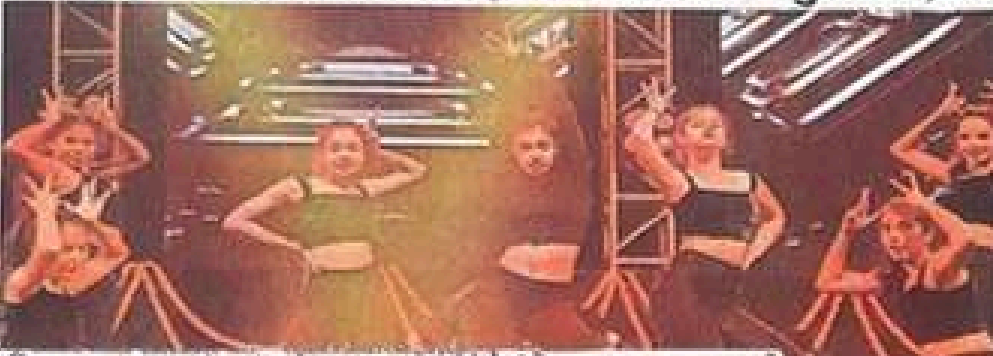
**VISHAL TYAGI**  
COMEDIAN



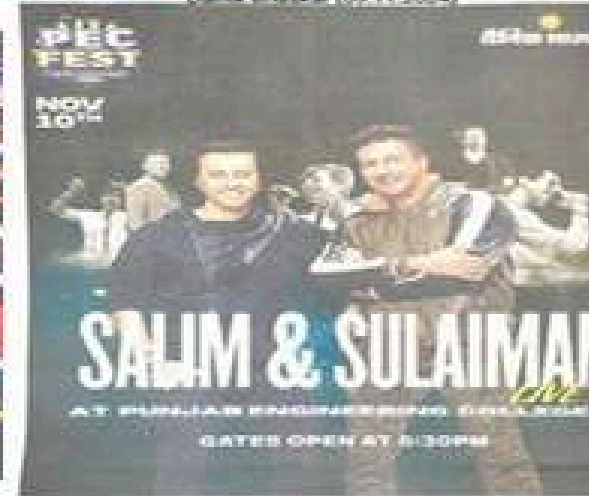
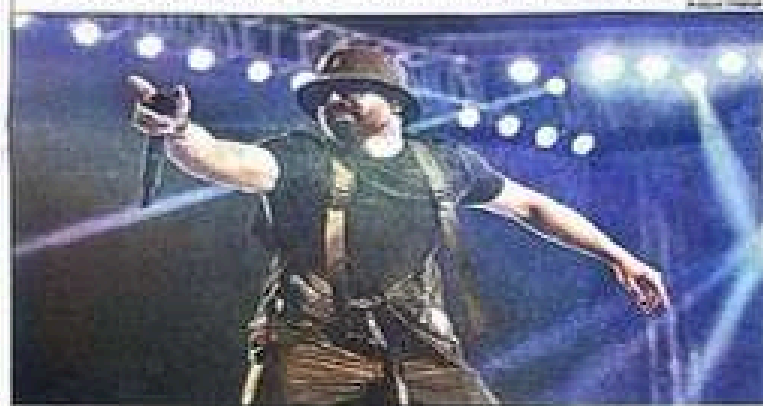
**GAGAN ARORA**  
ACTOR



भंगड़े, वेस्टर्न डांस, फैशन से पेक फेस्ट की शुरुआत, आज और कल भी होगा धूम-धड़ाका



# HARDY SANDHU ELECTRIFIES PECFEST



**PECFEST 2024** The three-day PECFEST ended with a bang as Punjabi singer Hardy Sandhu electrified the night. Earlier in the day, adventure-filled events and activities like 'No Brush Party', 'Microphone', 'Bottle', 'Kiss for Khatola', 'Code Hunter' and 'Battle of Bands', a series of musical performances from bands, were organized. 'Manager', a short film-based competition, and 'Quizz Quiz', a quiz event, were also held.

# मैं तेरा हां ब्लड गोरिये तू बैकबोन जट्ट दी.

पेक में हार्डी संधु, नचाया स्टूडेंट्स को...

रात को पंजाबी गायक हार्डी संधु के गीतों पर धिक्के युवा, अंतिम दिन बैटल ऑफ बैंड्स और भंगड़ा से लगी तैयारी



# PECFEST IN NEWS



# 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

Punjab Engineering College (Deemed to be University) presents <Title Sponsor?> PECFEST 2025-2026 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.

# 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 2025 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)



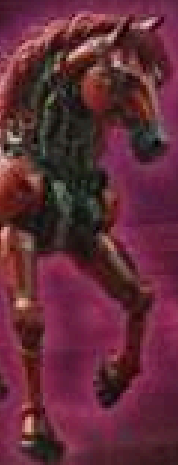
# DELIVERABLES OF POWERED BY SPONSOR

## POWERED BY:

The fest name will be associated with your company. <Title sponsor> presents PECFEST 2025 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 2025 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 2025-26. 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.
- **Standeers 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
- **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.

# OFFICIAL 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.



# CORPORATE SPONSORS

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 2025-26 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.

1. NAME OF THE BRAND INSEPARABLE WITH THE NAME OF PECFEST 2025
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. INLIT 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 10 LAKHS*	POWERED BY SPONSOR INR 8 LAKHS*	CO SPONSOR INR 4 LAKHS*	DRIVEN BY INR 4 LAKHS*	TECHNICAL SPONSOR INR 8 LAKHS*	ASSOCIATE SPONSOR INR 3 LAKHS*
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TITLE SPONSOR INR 10 LAKHS*	POWERED BY SPONSOR INR 8 LAKHS*	CO SPONSOR INR 4 LAKHS*	DRIVEN BY INR 4 LAKHS*	TECHNICAL SPONSOR INR 8 LAKHS*	ASSOCIATE SPONSOR INR 3 LAKHS*
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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 DROPDOWNS (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

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# CORPORATE SOCIAL RESPONSIBILITY

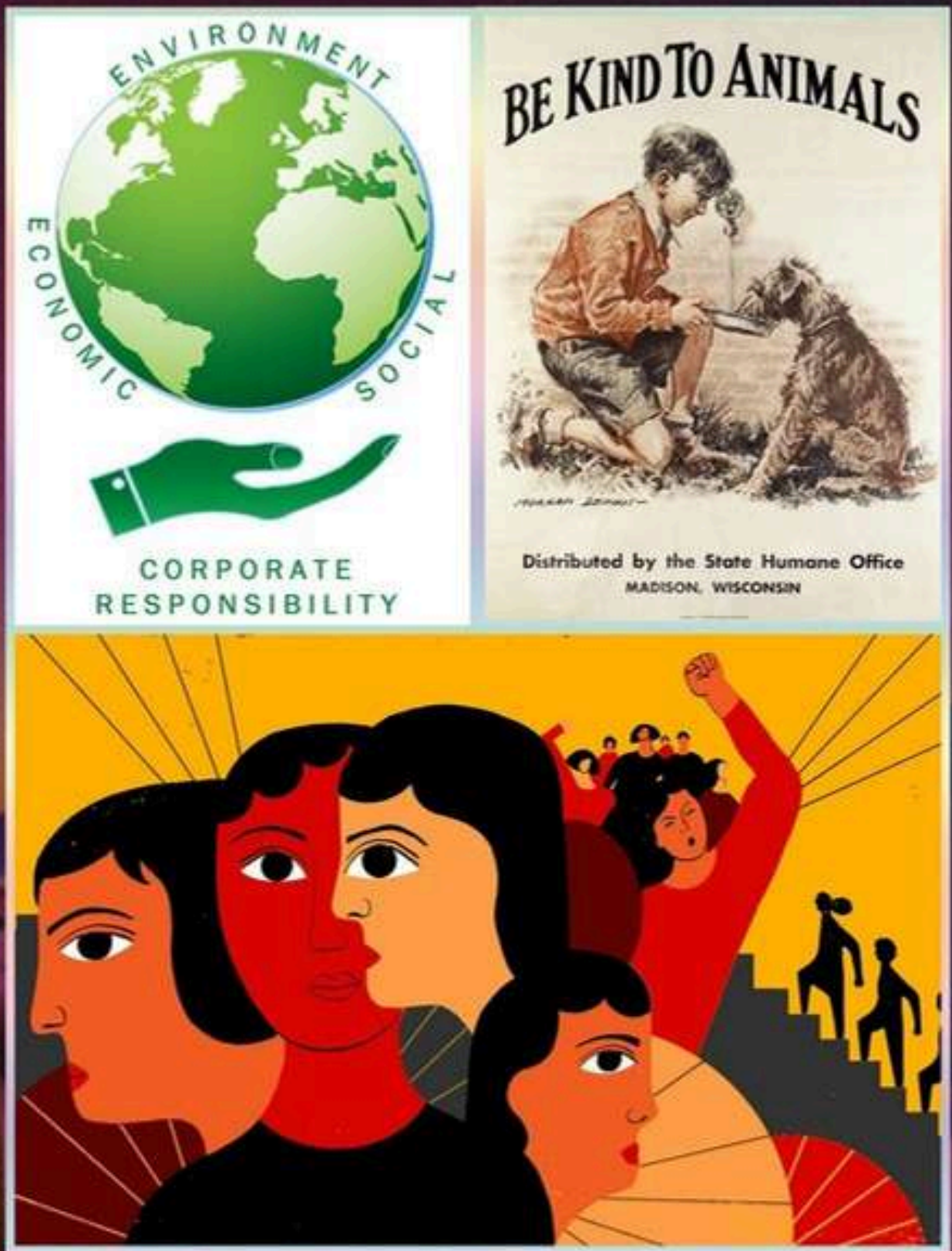
At PECFEST, we sincerely believe that the best way to predict the future is to create it. We believe in caring for the future. We are aware that the greatest threat to our planet is the belief that someone else will save it. So it is our social responsibility to step forward and care for the society's 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 35,000\***

15X15 feet

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



# RAW SPACE

**INR 30,000\***

10X10 feet

**INR 40,000\***

15X15 feet

\*Space in Centre of Arena

Basic infrastructure like  
Electricity, Table, Chair\*



## CORPORATE STALLS:

**INR 25,000\***

10X10 feet

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



**INR 50,000\***

20X20 feet

**INR 60,000\***

25X25 feet

\*Space in Centre of Arena

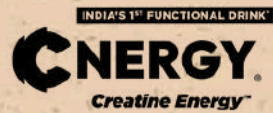
Basic infrastructure like  
Electricity, Table, Chair\*





# PREVIOUS SPONSORS

SHAM EXOTIC  
GROUP



AIRBUS



PAUL MERCHANTS



TIP & TOE



RELAXO



instax





# PREVIOUS SPONSORS



**Zestech**  
QUANG MINH AUTO CO., LTD

**SWARAJ**  
MAZDA



**MONTE CARLO**

**verka**  
PURA PURA PURE & WHITE PAPER



**DLF**



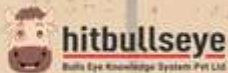
asianpaints

**NEROLAC**  
HEALTHY HOME PAINTS



**HERO**  
CYCLES

**maya**  
GARDEN  
GROUP



**my TRIDENT**  
my fortune

**QuarkCity**  
INDIA PVT. LTD.

**VES**  
VENUS EDUCATION SERVICES

**tinder**

**TROLLER**



# PREVIOUS SPONSORS



madame

**sbp**

**hungama**

**JSL**

**DECATHLON**



**GIONEE**



**LG**

**droom**

**H&M**

**DELTRON**

**paytm**

**XEAM**  
VENTURES PVT. LTD.

**MAX**  
HEALTHCARE



**sparx**  
not just fit

**JLPL**  
Moving Forward & Growing Together

**IOFC FIRST**  
Bank

**TATA STEEL**

**JK Cement LTD.**

**FEVICO**

