

# MOTOR ZÜNDUNG<sup>1</sup>

30 Jan-1 Feb - 2015

Sponsorship Brochure

# About NIT Durgapur

A Google search of NIT Durgapur would lead you to its location, its history, its fantastic placement record, etc... but not its heart. Because its heart resides within its students, and to look into it, you need to look through their eyes.

For the raw, basic facts NIT Durgapur is a premier technical college established in 1960 providing various degrees in various departments and preparing students for a brighter future. But the fact is, that it is all this, but much much more!! It is more than just a place bustling with intelligent minds in pursuit of a successful career, more than just a smelter of R&D. NIT Durgapur is an engine whose pistons are the qualified professors of this Institute, and which is fuelled by the limitless enthusiasm and unrestrained participation of its student body.

Future just seems exciting, not just bright and successful, and after 50 years in the process of nourishing students to become one of India's finest engineers, it's not surprising why NIT Durgapur is a dream. For the next 50 years to come, we are just revved up...

# SAE NIT Durgapur Chapter

SAE India collegiate chapter of NIT Durgapur was conceived in 2007 with an idea to integrate the students of the college into international fabric of automobile engineering. Presently 200 students are enjoying the benefits of SAE India membership.

Unfortunately, most auto-enthusiasts gather the practical knowledge regarding automobiles and IC Engines through automotive magazines and TV shows. Being a product of a reputable technical institute, we feel this source alone, is insufficient as this leaves scores of students who have a liking in this field un-assuaged. Thus, in order to transform this liking into the power of knowledge we organize a number of innovative events, workshops and lectures round the year to provide a sacred space to acquire practical skills and a competitive platform where the sharpest minds battle in the quest to achieve distinction.

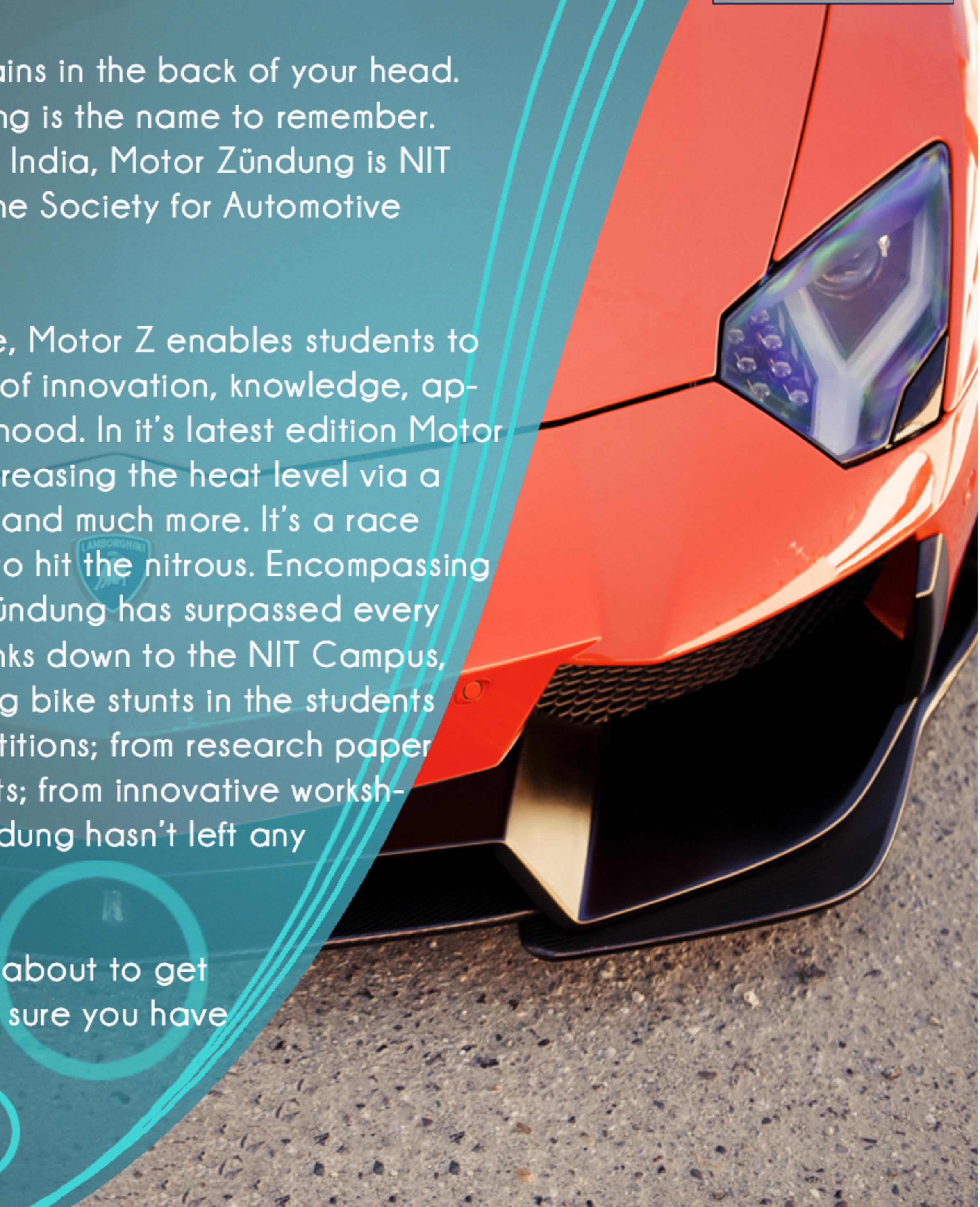
The amalgamation of all these events under a single roof, during the month of February finally results in the unique odyssey called 'Motor Zundung'.

# MOTOR ZÜNDUNG 2015

Sometimes it's just the brand name that remains in the back of your head. For all automobile enthusiasts Motor Zündung is the name to remember. Leading as the biggest auto fest of eastern India, Motor Zündung is NIT Durgapur's annual auto fest organized by the Society for Automotive Engineers (SAE).

Shifting gears from the regular academic life, Motor Z enables students to drive into a faster lane with the confluence of innovation, knowledge, application and skill lining up under the same hood. In its latest edition Motor Z ventures into the world of horsepower, increasing the heat level via a variety of events, workshops, guest lectures and much more. It's a race where the ignited minds of India get ready to hit the nitrous. Encompassing a huge array of innovative events, Motor Zündung has surpassed every insurmountable feat!! From bringing Army Tanks down to the NIT Campus, to showcasing stylish, shiny Cars; from thrilling bike stunts in the students backyard, to mind boggling robotic competitions; from research paper presentations to innovative designing events; from innovative workshops to inspiring guest lectures... Motor Zündung hasn't left any aspect of automotive passion untouched!

With the intensity rising up, the challenge is about to get tougher. Before breaking speed limits, make sure you have your seatbelts on...



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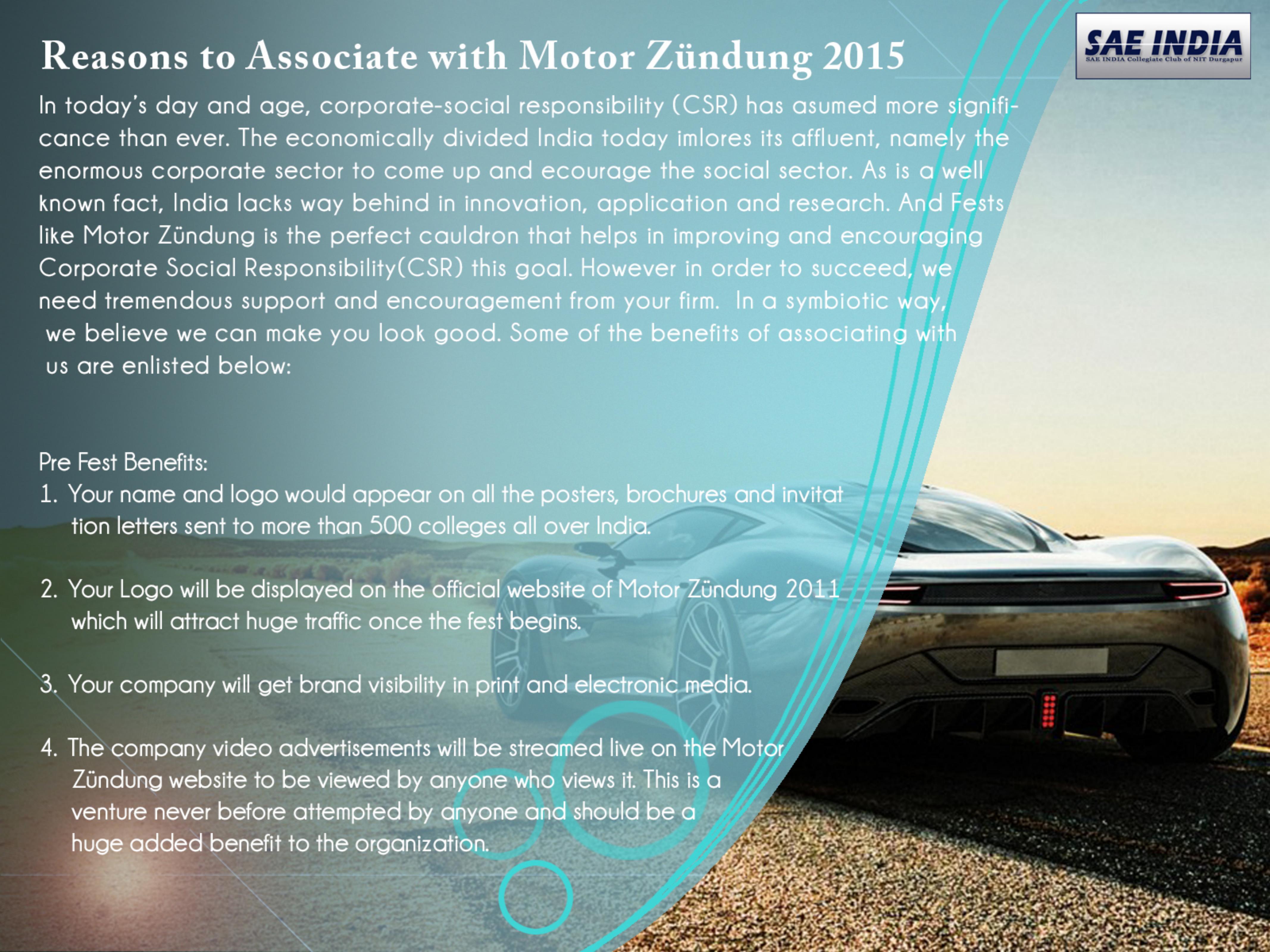
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# Reasons to Associate with Motor Zündung 2015

In today's day and age, corporate-social responsibility (CSR) has assumed more significance than ever. The economically divided India today implores its affluent, namely the enormous corporate sector to come up and encourage the social sector. As is a well known fact, India lags way behind in innovation, application and research. And Fests like Motor Zündung is the perfect cauldron that helps in improving and encouraging Corporate Social Responsibility(CSR) this goal. However in order to succeed, we need tremendous support and encouragement from your firm. In a symbiotic way, we believe we can make you look good. Some of the benefits of associating with us are enlisted below:

## Pre Fest Benefits:

1. Your name and logo would appear on all the posters, brochures and invitation letters sent to more than 500 colleges all over India.
2. Your Logo will be displayed on the official website of Motor Zündung 2015 which will attract huge traffic once the fest begins.
3. Your company will get brand visibility in print and electronic media.
4. The company video advertisements will be streamed live on the Motor Zündung website to be viewed by anyone who views it. This is a venture never before attempted by anyone and should be a huge added benefit to the organization.



# Reasons to Associate with Motor Zündung 2015

## Benefits during the Fest:

1. Your logo will appear in the following places:
  - a. Hoardings,banners,backdrop and posters
  - b. The material given to participants
  - c. Motor Zündung Website
  - d. Motor Zündung stationery
2. With an estimated participation of about 2000 from across eastern India, Motor Zündung will provide the right platform to target this audience.
3. The lavish campus where the fest will be held provides a base for innovative ad campaigns eg. Making the theme and color of the Fest according to the campaigns of the sponsor.
4. You will have the privilege of setting up exhibitions at strategic locations in the campus.
5. You will be given an opportunity to conduct presentations and directly interact with the students and professors.
6. The website video advertisements should attract the eyes of many potential customers who could approach you during the fest itself.
7. You will be given extensive coverage in national dailies.

## Post Fest Benefits:

Motor Zündung will always be grateful towards its sponsors and your association will always be mentioned in any future events that the SAE chapter of NIT Durgapur hosts.



# EVENTS

- ❖ Jig For a Jigsaw: Love to play jigsaw puzzles? If you have common sense, some practical skills and innovativeness, you are good to go!
- ❖ Industry defined Problems : Teams work on a problem presented by an organization and come up with the most feasible solution.
- ❖ Auto Quiz: So you think you are complete know-it-alls of Automobiles?? Test that this February with our fierce AutoQuiz.
- ❖ Schaffen: An innovative idea is the key factor behind a great discovery or invention. Schaffen is a technical paper presentation which provides opportunity to the ignited minds to dare to be different and the field of automobiles
- ❖ RoboWars: Love to see the drama, action and passion of a live 'war'??... This February, MotorZ ushers you in the world of robots thirsty for blood!!
- ❖ Super Mario Chronicles: Ever wondered where Ra.1 got the idea of coming out of the virtual world into the real?? It was us!!!! Now play the bestselling video game of Super Mario bros in the real world
- ❖ Go Gliding: Go gliding is a robotic event of MZ focusing primarily on the mechanics of a glider. Ever since its inception, the Go Gliding/ Go Carting events have become the trade mark MotorZ events
- ❖ Transmission: If Motor Zundung were a fashion week, Transmission would definitely be its show stopper!! It is one of MZ's most popular and most awaited events.
- ❖ Guest Lectures: They say that a journey of a thousand miles begins with a single step... In the field of academics, the first step is undoubtedly to get inspired by an idea, and to witness the effect of one good thought!!
- ❖ Workshops: Motor Z organizes workshops for all those who have a special spot, however small, for automobiles in their heart.



# Capacities in which you can associate with us

## 1. Main Sponsor: ₹40,000

The biggest auto fest of eastern India would be named as NITD and <Main Sponsor> presents Motor Zündung 2015. Your logo would be prominently displayed everywhere MotorZ is publicized. There can also be a provision of selling company's products and services during the fest.

## 2. Associate Sponsor: ₹30,000

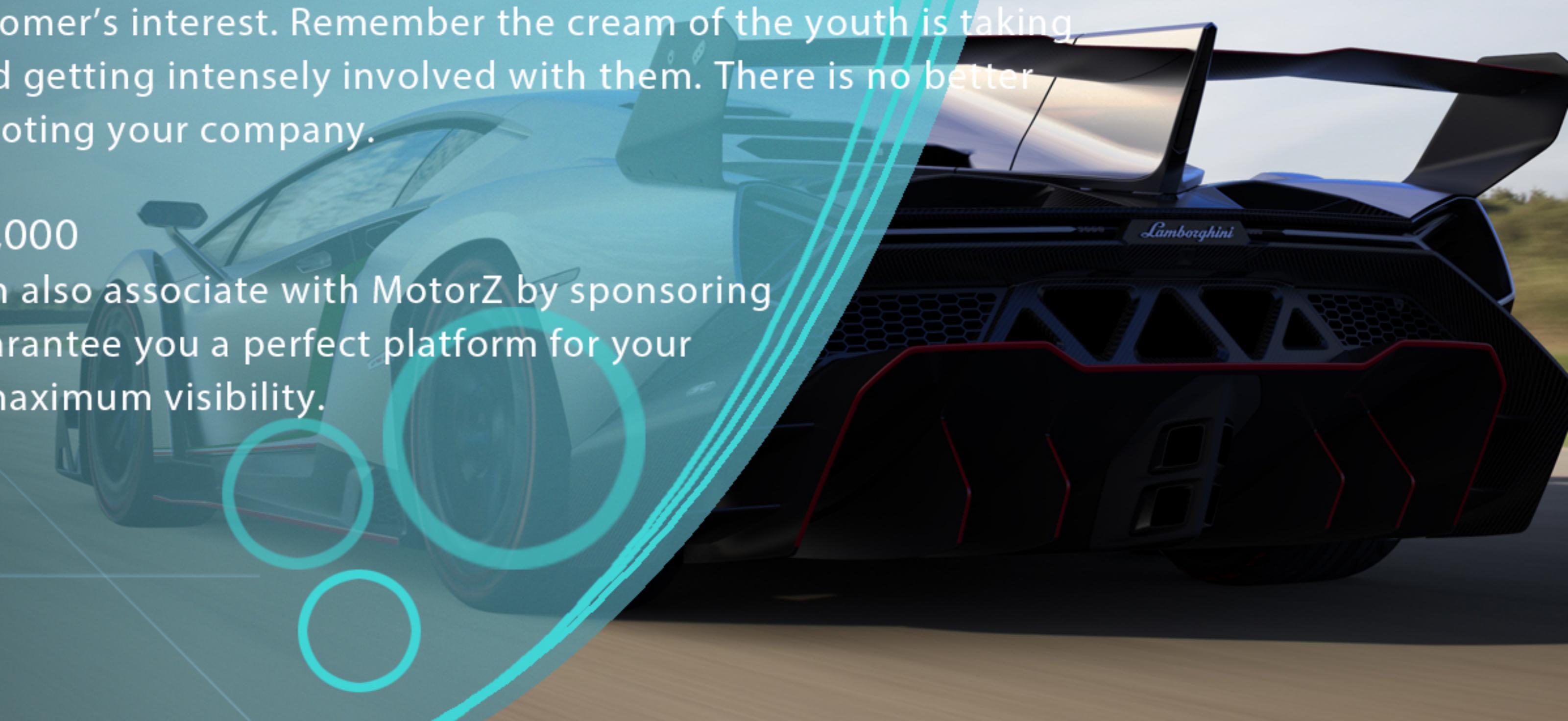
The biggest auto fest of eastern India would be named as NITD presents Motor Zündung 2015 In Association with <Associate Sponsor>. Your logo would be prominently displayed everywhere MtorZ is publicized.

## 3. Event Sponsor: ₹20,000

You can also sponsor specific fields, which match with your area of expertise and capture you target customer's interest. Remember the cream of the youth is taking part in these events and getting intensely involved with them. There is no better way of personally promoting your company.

## 4. Arena Sponsor: ₹15,000

Your esteemed firm can also associate with MotorZ by sponsoring our arena. It would guarantee you a perfect platform for your company and ensure maximum visibility.



# Capacities in which you can associate with us

## 5. Media Sponsor: Media Publications

In order for your firm to be our media partner, all the articles, news and information regarding MotorZ would be advertised through your newspaper/magazine/radio channel. Your brand logo would be etched on every participation kit, in all the major shows to be held during the fest, and all prominent locations in and around Durgapur.

## 6. Apparel Sponsor: MINIMUM OF 50 T-SHIRTS

You can become the official apparel sponsor by printing our MotorZ T-shirts, caps and other merchandise to be released and sold during the fest. These would sport your company's logo and travel throughout the country with the participants. Thus, this is the most effective way of reaching the whole of India from one focus point!

## 7. Stall Sponsor: ₹5,000

You can become our official stall sponsor by placing a stall of your company in our arena during MotorZ. You will be allowed to sell all your products during MotorZ.

## 8. Autopia Sponsor: ₹40,000

Your esteemed firm can also associate with us by becoming our official Autopia Sponsor, the annual automotive magazine of NIT Durgapur. Your company logo will be displayed in the magazine which is distributed in many colleges around eastern india.



# AUTOPIA

This is truly a novel concept in the world of magazines as it encompasses not only articles on technical and automotive know-how but our contributors transcended every realm possible to include journals and catalogues on travels undertaken by them as well. The main attraction of this Autopia are its car posters that can make anybody fall in love with these lovely beasts. This year too we plan to continue the overwhelming success by including travelogues on the Geneva Motor Show and are looking forward to its exponential improvement!

## BAJA SAE

It is a rapidly growing inter-collegiate automobile design and fabrication competition organised by SAE, that spans the whole country. NIT Durgapur Off-Road Sports team (NDORS), the first team to have qualified from our college is all set to create new milestones with their participation in BAJA SAE 2015. Catch the Team NDORS live as they make the first All-Terrain Vehicle (ATV) of NIT Durgapur. This MotorZ, be a part and enjoy the great moments and share the experience and excitement!

# PREVIOUS SPONSORS:



# **CONTACT US: -**

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**2015**

**www.motorz.com**