

MAR
2013



RAGAM

All India Cultural Fest
NATIONAL INSTITUTE OF TECHNOLOGY CALICUT
www.ragam.org.in



LARGEST

No of events

Proshows

Prizemoney

Budget(more than 6 million INR estimated for Ragam'13)

Viewership

Crowd

Participation

Publicity for a college fest

Cultural fest

International level proshows

Fashion show

Western music competition

Ever-rolling trophy

Adventure sports arena

Workshop sessions

OLDEST

27th Edition

MORE THAN A COLLEGE

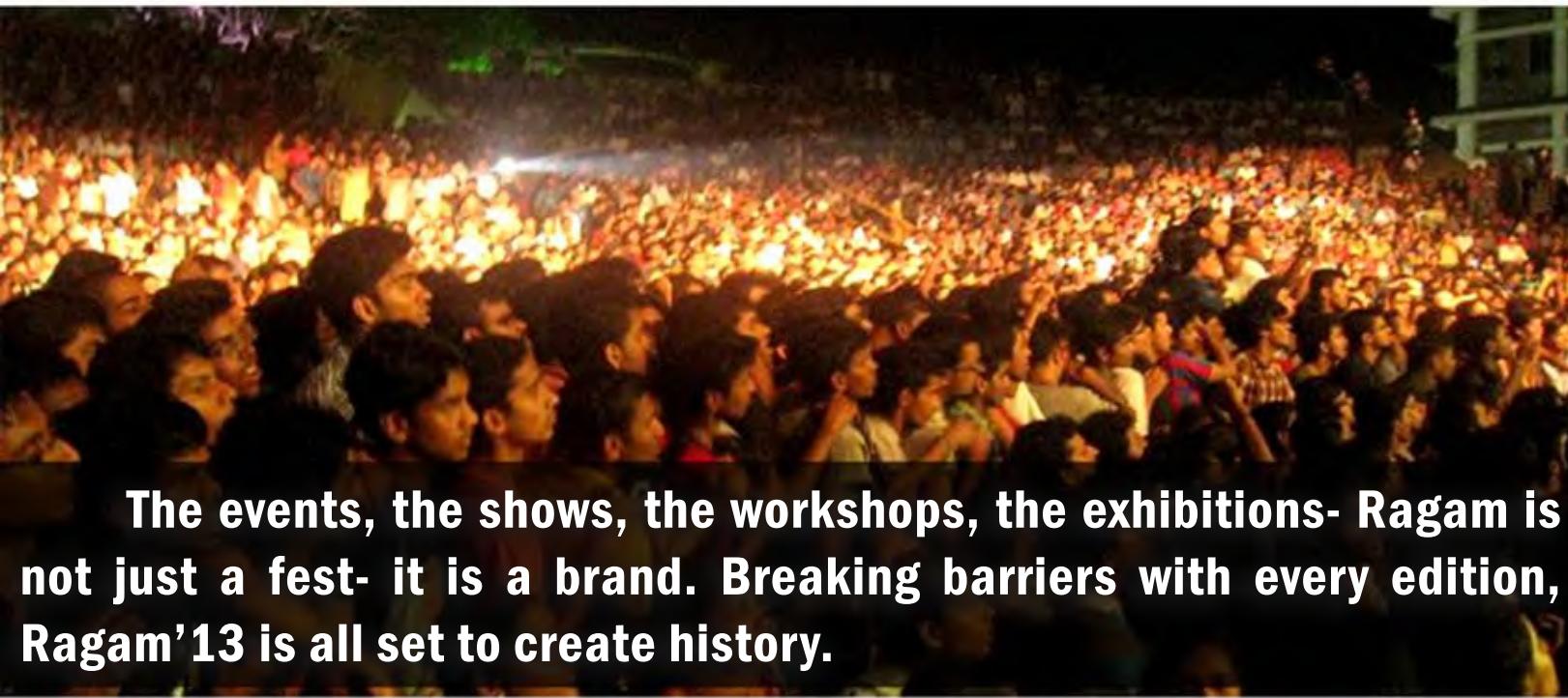


Generations of the nation's brightest have made this campus their home, learning and exploring the world and living the life of their dreams. But their best memories are made in the active cultural sphere of the college; with countless opportunities to discover themselves and their passions. Looking back, the best years of their life would always remain, a part of their hearts left behind on campus.

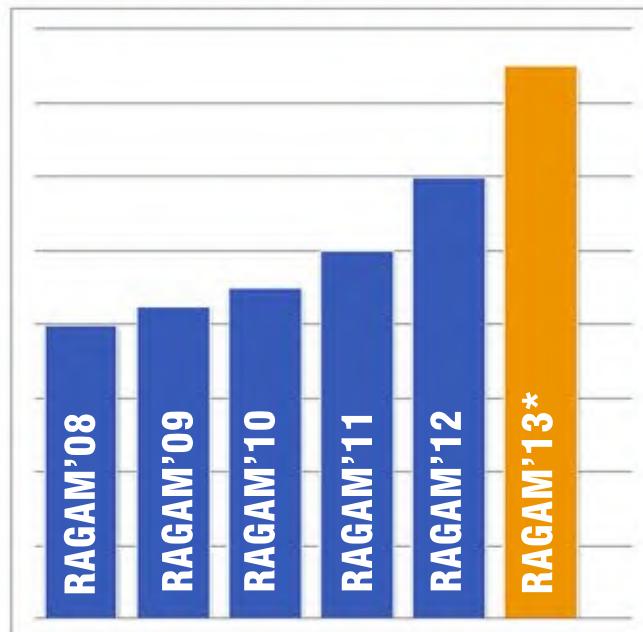
So here's to the **National Institute of Technology Calicut**, it's a way of life.



MORE THAN
A FEST



The events, the shows, the workshops, the exhibitions- Ragam is not just a fest- it is a brand. Breaking barriers with every edition, Ragam'13 is all set to create history.



*RAGAM'13 EXPECTED TO HAVE AN EXTERNAL PARTICIPATION OF ABOVE **8500**

LARGEST CULTURAL FEST IN KERALA

RAGAM PARTICIPATION

Kerala



Outside
Kerala



THE FIRST THING THAT COMES FROM YOUR HEART IS THE BEST
-GAUTHAM VASUDEV MENON

Renowned Film Maker Gautham Vasudev Menon, launching Ragam'13 font and logo

R Dream as if you have forever. Live as if you only have today



THE SIGHTS, THE SOUNDS
REMINISCENCE

rem · i · nis · cence (n) / rəmənɪsəns

a mental impression retained and recalled from the past

R REMINISCENCE



Remembering the days when the world was young and life was carefree; when the beauty of nature and the joy of music were still fresh. Take some time out to rewind with **Ragam Exhibitions**. Refresh some old memories, create some new ones. Relive the crazy days as you explore the unknown at **Ragam Workshops**. For we will always remain young at heart and free forever...



A
All the world's a stage...



THE APPLAUSE, THE LIMELIGHT
ADULATION

ad · u · la · tion (n) / ædʒəleʃən
extreme admiration and praise

A ADULATION



Let yourself loose. The stage is yours. Dance, sing and entertain the crowds like there's no tomorrow. Discover the champion within you at Ragam. Prove yourself in an array of **over 80 events - literary, artistic, musical and more**. Everyone is a winner here. So come, drown in the applause. The spotlight is on you. Today is your day...



G
Watch the stars, and see yourself running with them



THE STAGE, THE CROWDS
GRANDEUR

gran·deur (n) / grændur

the quality of being magnificent, splendid or grand

GRANDEUR



An epic encounter lies in store, as the country's brightest talents battle it out for the coveted **Ragam trophy**. Witness a contest of staggering proportions as the crowds flock to the Ragam Stage. The biggest, boldest and most awaited events are here again. Be it the sheer brilliance and technical skill of the dancers or the glitz and glamour of the models that walk the ramp; it's all here under the starry skies, only at **Ragam**.



Everything you can imagine is real



THE MUSIC, THE CHANTS
ADDICTION

ad · dic · tion (n) / ədɪkʃən
an abnormally strong craving

ADDICTION



Presenting astounding acts of **daredevilry** for the adrenaline junkies, the specialized **Gaming Arena** for the die-hard gamers. For the **metal heads**, we host bands from all over India in the ultimate showdown of rock. And that's not all, there's plenty of good old fashioned fun at **Ragam Informals**, with games and shows galore. Because there are some things you just can't do without.



Youth is a dream, a form of chemical madness



THE SPIRIT, THE VIBE
MADNESS

mad·ness (n) / mædnəs

unrestrained excitement or enthusiasm

MADNESS



The dusk deepens into night, and it will soon be time for the madness of **Ragam Nites**. This stage has seen the likes of **Sukhwinder Singh**, **Shaan**, **KK**, **Shankar Mahadevan**, **Sunidhi Chauhan** and **Benny Dayal**, featured rock nites with **Junkyard Groove** and European tribute bands like **Breathe the Floyd**, **Higher-On-Maiden** and **Jailbreak**. So when the music starts, and a thousand hearts drum to the beat, welcome to Ragam. You're finally here.



Reminiscence. Adulation. Grandeur. Addiction. Madness



A CULT, A CULTURE
RAGAM

ra · gam (n) / rægem

the state of being intoxicated with excitement

RAGAM



Ranjith
Film Maker



Siddique
Film Maker



Rajasenan
Film Maker

"...the perfect platform for students to showcase their talents..."



Balabhaskar
Musician



Sunidhi Chauhan
Playback Singer



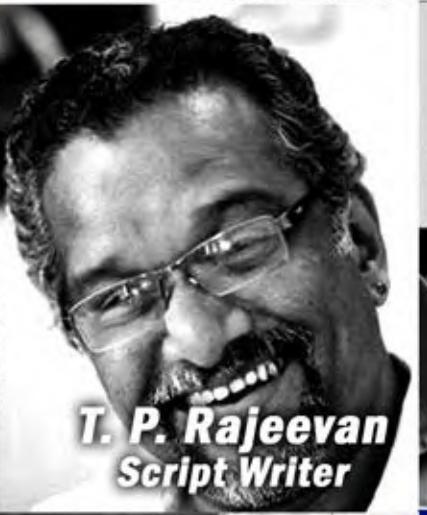
Sukhwinder Singh
Playback Singer



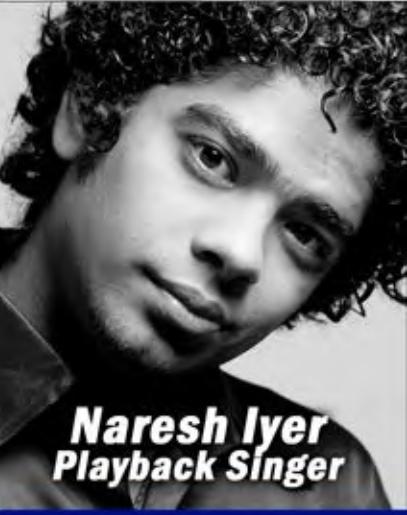
Ann Augustine
Cine Artist



KK
Playback Singer



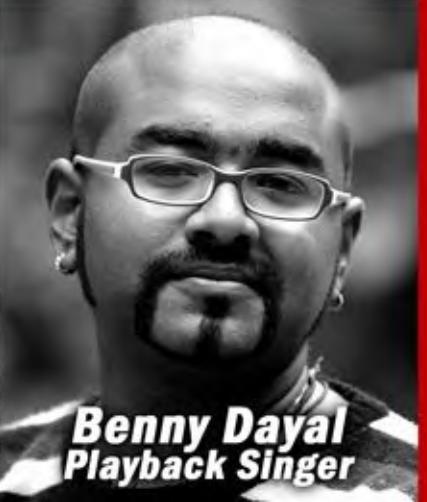
T. P. Rajeevan
Script Writer



Naresh Iyer
Playback Singer



Jishnu
Cine Artist

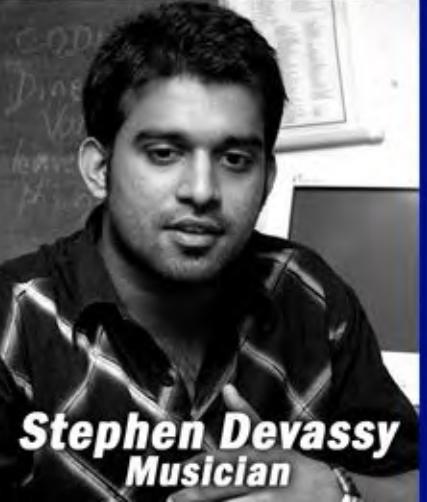


Benny Dayal
Playback Singer

"... the most enthusiastic crowds I've ever seen..."



Shaan
Playback Singer



Stephen Devassy
Musician

"... the level of competition on display is mindblowing..."

SNEHARAGAM



A special day for some truly **special children**. **Differently abled students** from the Calicut district put on a show that was as touching as it was beautiful. Proud parents and teachers looked on as their children held the NITC audience spellbound. The sheer skill of the youngsters drew **rousing applause** from the awestruck crowd. We salute them for their courage and hope, **lessons we will never forget**.



ADVENTURE SPORTS



Adventure Sports, the victory of having conquered your fear and feeling that pure excitement and rush of adrenaline, is one of the many options made available to people during Ragam.

Featuring Slip Soccer, Paint Ball, Zorbing and much more...



MEDIA



**MOST VIEWED PROMO FOR A CULTFEST IN INDIA
#1-SAARANG 2009 TEASER
#2-RAGAM THEME SONG**

*Media partner for Ragam '09
An episode of the popular show 'Talking Point' was conducted on campus, with active student participation.*



PRINT MEDIA VISIBILITY



'Ragam' gets an ethnic taste

STAFF REPORTERS

NIT-C cultural festival enters third day



NIT-C fete showcases talents

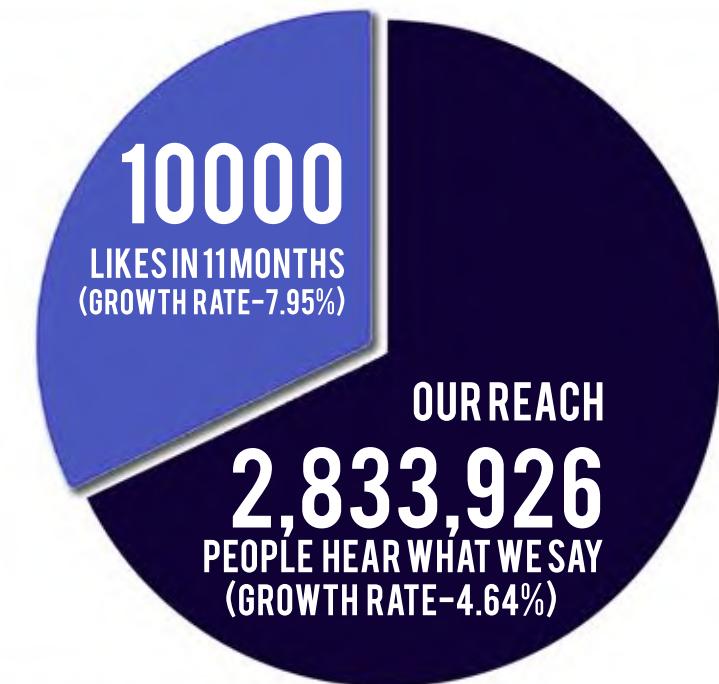
Staff Reporter

Fine treat by five up-and-coming college

'Whitenoiz' will perform on Saturday eve

KOZHIKODE: The third day of 'Ragam '08, programme at the National Institute of Technology (NITC), on Friday featured pop music contests and clay modelling, seen participants across the country.

Ragam begins at NIT-C today



WHY US?



Reach out to more than 1200 colleges all over the country as a part of our extensive publicity programs.

A unique platform for publicity ventures and to strengthen the brand image of your firm.

An opportunity to associate with NIT Calicut, one of the most prestigious institutes in the country, and be a part of our fest.

On Campus visibility of over 6000 students, and a total expected footfall of close to 13,500 for Ragam '13 alone.

WHY US?



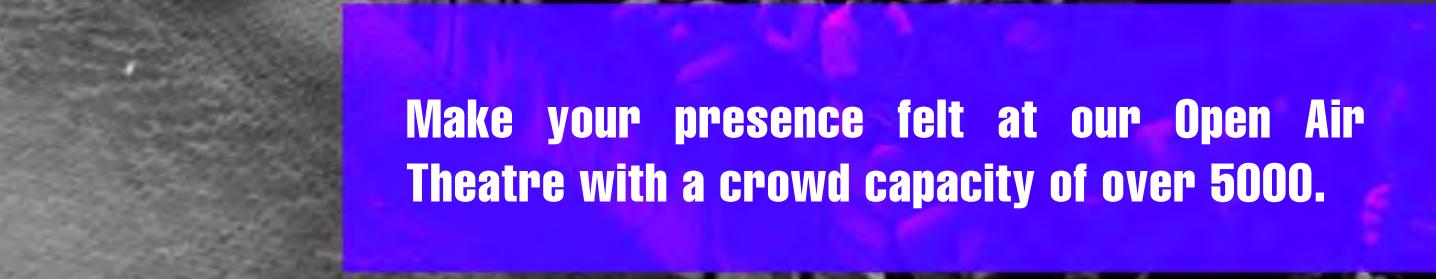
Grab the spotlight in social media with our innovative marketing campaigns.



A chance to support a wide range of vibrant crowd-pulling events, be it literary, musical or artistic.



Interact with youth, their views and visions, at one of India's largest student organized festivals.



Make your presence felt at our Open Air Theatre with a crowd capacity of over 5000.

TITLE SPONSOR

500,000 INR



- * RAGAM'13 will be known as "NITC and <main sponsor> present RAGAM'13"
- * Premium branding in invitations and posters sent to more than 1200 colleges
- * Logo on over 4000 certificates, food coupons, all presentation articles and notices
- * Provision for interacting with students and sponsoring any one of the Ragam Workshops
- * Logo on website and badges
- * Stalls and banners exhibiting products can be set up at prime locations on campus
- * Organization name will be prominent in press conferences
- * Premium branding during Ragam Nites and Outreach Programmes

ASSOCIATE SPONSOR

300,000 INR



- * NITC and <main sponsor> present RAGAM'13 in association with <associate sponsor>
- * Premium branding in posters sent to over 1200 colleges
- * Provision for sales and advertising of products and services
- * Sponsor logo will appear on the RAGAM '13 website
- * Provision for conducting lectures and discussions
- * Premium branding during Ragam Nites and Outreach Programmes

T SHIRT SPONSOR

300,000 INR



- * Sponsor name and logo will feature prominently on the RAGAM '13 posters, T-shirts and website
- * Premium visibility due to the T-shirts, sales of which exceeded 3900 during the previous edition of RAGAM
- * Ensures publicity for years after the fest

RAGAM NITES SPONSOR

200,000 INR



- * Nites will be exclusively addressed in the name of the organization
- * Advertisements on LCD Screen between appearances aided by offstage hosts
- * Publicity to the whole RAGAM crowd inside the Open Air Theatre
- * Premium Branding in posters sent to over 1200 colleges

PUBLICITY PARTNER

100,000 INR



- * Visibility in over 1200 colleges around the country
- * Name/logo of the organization will appear on all local marketing posters
- * Premium branding during pre-RAGAM advertising and publicity campaigns
- * Specialized marketing merchandise, i.e tshirts, pens, notepads and so on will carry organization's logo
- * A stall can be put up in the campus on that day
- * Name/logo of the organization on all hoardings and publicity banners

INFORMALS SPONSOR

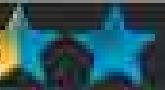
100,000 INR



- * Organization banner will be the backdrop for the Informals stage, venue for all RAGAM Informal Events
- * Officially addressed as <sponsor> presents Informals at all times
- * A kiosk will be provided for sales and marketing at a central location on Rajpath, college walkway
- * Official sponsors of the RAGAM Informals T-shirt
- * All the major banners and hoardings in the city will have the organization name and logo as the Informals partner

GAMING SPONSOR

100,000 INR



- * All gaming events will be addressed in the name of the company
- * Flexes and banners at the venue with name/logo in the website
- * Product introduction sessions at the gaming venue
- * Provision for sales and marketing on campus
- * Name/logo of the brand on all score boards and live-streaming points

CERTIFICATE & MEMENTO SPONSOR

100,000 INR



- * The name/logo of the brand will appear on all certificates issued
- * Mementoes presented to all VIP guests, lecturers and other eminent personalities will carry the name/logo of the brand
- * Premium branding at the presentation ceremony
- * Publicity merchandise may be distributed at the presentation

BEVERAGE SPONSOR



- *Unlimited number of beverage stalls can be set up
- *Judges and all guests at Ragam will be offered the beverage
- *Co-sponsors of informals - reach out to the crowds by sponsoring the prizes for the games
- **Kindly note that this includes branding the product combined with sales.
There are also provisions to set up a single beverage stall if so preferred

REGISTRATION SPONSOR



- *Banners, posters and any other form of advertisement will be allowed
- *Name/logo of the sponsor will appear on the registration page of the Ragam website, organizer and participant badges
- *Brochures and pamphlets can be distributed during registration
- *Premium branding in all media and handouts issued by the Ragam Registration Desk

EVENT SPONSOR

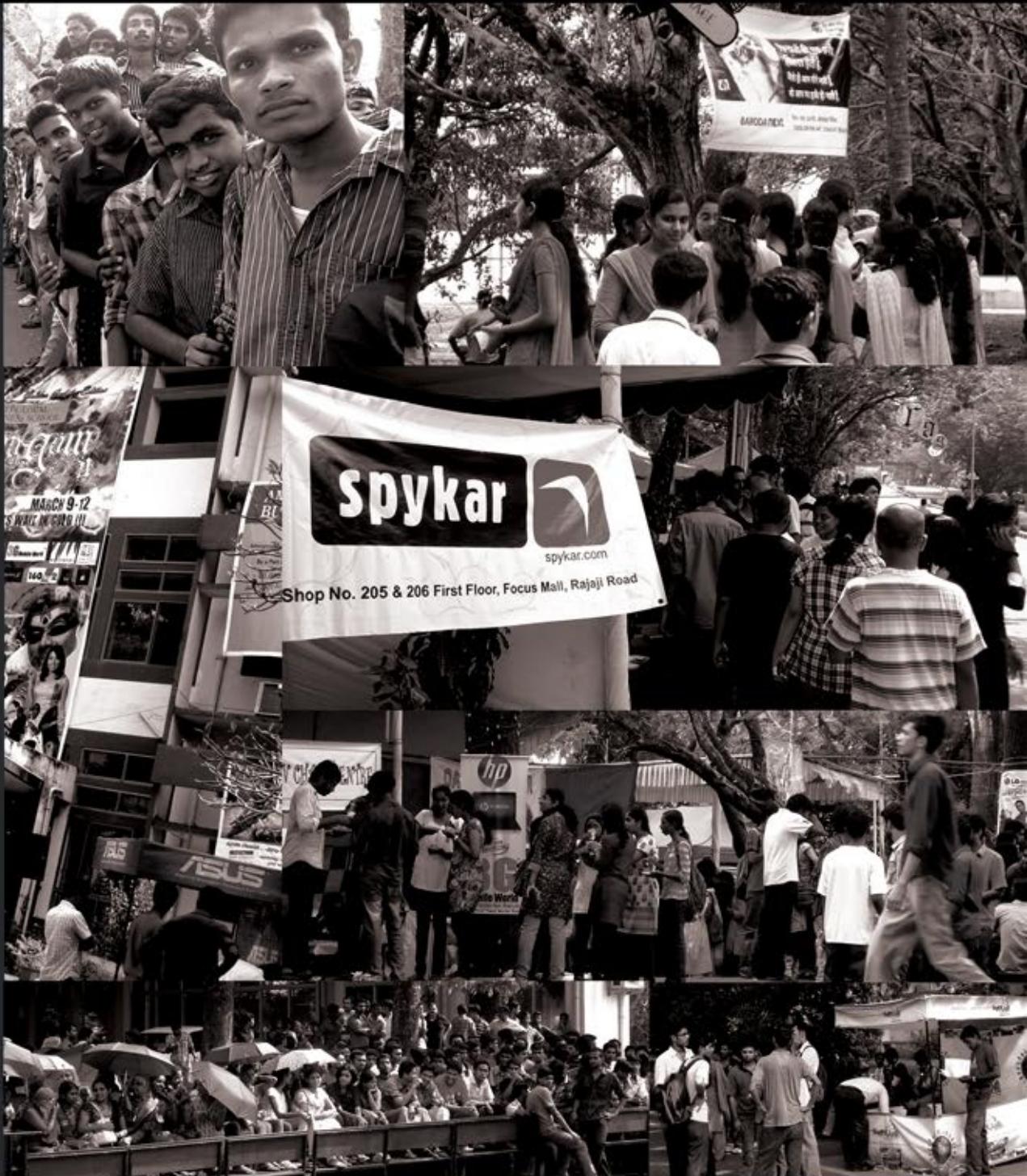


- *The event will solely be addressed as <event sponsor> presents <event>
- *Banners and posters will be permitted at the event venue
- *Provision for student interaction and product marketing at the venue
- *Premium branding in event publicity campaigns and print posters
- *Sponsor name/logo will appear on the Ragam event page

EXHIBITION SPONSOR



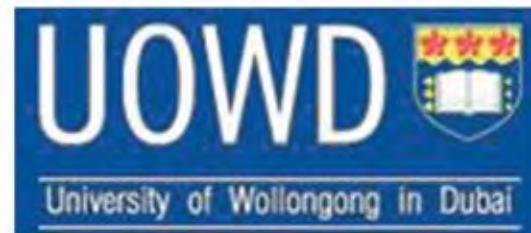
- *The exhibition will solely be addressed as <sponsor> presents <exhibition name>
- *A specialized kiosk will be provided at the exhibition entrance for pamphlet distribution and publicity purposes
- *The organization can conduct interactive exhibitions
- *Extensive media coverage
- *Sponsor Name/Logo on Ragam Exhibitions page
- *Posters, banners and other forms of advertisement permitted in and around the exhibition venue



PREVIOUS SPONSORS



NOKIA
Connecting People





HOW TO REACH US

Nearest Railway Station

:Calicut(23 KM)

Nearest International Airport

:Calicut(45 KM)



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