

Literary & Cultural Society,
SAC & NIT Rourkela
Presents

NARUTSAV

08

Ideas Of
Celebration

The Idea of Culture

Systems cultivate and erode away, advance from zenith to squalor, surviving debacles and celebrating triumphs. Systems are born through needs, created with efforts and sustained with commitments, both of those who created it and of those who furnish the end of reason, for whom it was created. We all, in one role or another are entities which, profoundly or abstractly thrive or preserve such systems. Systems which upon fulfillment for times, which strangely, comprise our efforts and rewards for the same, demand another nature of mood, a different frame of life.

Celebration.

Culture, hence is that strain of life which through years and years of myriad contributions and achievements, embellishes these symbols of trusts and pride, which hereby goes with the name of NIT Rourkela. NITR Utsav is one such celebration to enhance that spirit of honor and bliss which has been garnered over decades of

able achievers and abler administrators.

Commercially, NITR Utsav has been a perennial feature of the city of Rourkela, poised in its own unique way between the pedestals of industry and civilization. Each year, through a crowd of various denominations, ideas have been created, shared and promoted. We invite you, in your elegant capacity as our corporate sponsor to participate in this immense social event, which amalgamates not only the technical brass of the country but also people from all walks of life.

The Cultural Society
NIT Rourkela

The Idea

NITRUTsav shall furnish the following integral features:

NITRUTsav is one of the most awaited festivals in the east of India, inviting participants and people alike, chiefly from eastern states and substantially from the far corners of the country. It boasts of a crowd of over 25,000 last year, increasing at an encouraging pace each time. It serves the consumer attention of Rourkela on an attractive palate to our sponsors, ensuring a generous promotion furnished by attendance alone. It provides an incomparable opportunity to ingratiate brands, especially new entrants, with the general public opinion of the place. Demographically, the commercial matrix of Orissa connects Calcutta, Bhubaneshwar and other major cities in the vicinity with Rourkela. A sum spent here could most certainly be a fortune earned.

NITRUTsav has been a hotbed of corporate activity. We have shared a fortunate past with brands like Sony, Hutch, Hero Honda, Times Of India, Aricent, Samsung, Airtel, TCS...

NITRUTsav has attuned significantly to the commercialized philosophy and sincerely believes in an honest and committed symbiotic association with your organization. Corporate sponsorships have been and continue to be a mainstay of facilitating an event as immense as ours.

We promote a transparent and devoted association with a dedicated staff of students which will take care of all your advertising concerns. Our concierge will smoothen the experience of representing the neighborhood letting you explore all avenues worth your exploits.

We promote a fulfillment based negotiation practice, exhaustive coverage of the vicinity, precise analysis of centrestages and structural tactics to suit your needs.

We plead, and not promote, another chance of improving your experience with NITRUTsav, introspecting our collective efforts to put forth a demeanor as immuring as Life itself.

We predict a fulfilling journey over the next few months that shall leave more possibilities to explore, and an experience which hopefully shall be accounted for and relied upon through the years. Any enquiry, suggestion or proposal can find its way to us through the contact details provided at the end of the brochure. We wish an enlightening experience ahead for both our institutions.

Yours Sincerely,
The Sponsorship Team.
NIT Rourkela.

Of Commerce

LIVE SHOWS

Celebrity shows are the crux of NITRUTSAV. Over 20,000 people revel in rhapsody as the most competent professionals of the country hit the stage. Here at NITRUTSAV, we provide professional pyrotechnics and sound systems for quality entertainment.

Sponsors can achieve significant promotion levels during celebrity shows. Resplendent performers from the past include Euphoria, Jal, Pentagram and Kailash Kher.

Estimated Allocation of Sponsored Funds:

Celebrity Night (Title Sponsorship)

Rock Show Rs 1 lakh



MUSIC



Music is the soul of life and life is the soul of NITRUTSAV. At NITRUTSAV, musicians from all parts of the country showcase their virtuosity as vocalists and instrumentalists and soloists and groups. The cadre of performances and the magnitude of the event leaves waves that reach to all corners of the city.

Estimated Allocation of Sponsored Funds
Rs 50,000

SPEAKING EVENTS

These events are crisp, extempore and naturally invite a lot of gag bags. The sponsors can be assured of large turnouts, especially on events like Turncoat which have gained repute for the test of wits and intellectual duels. They include Mock Press, Debates, Mock Parliament, Ad Mad, Goonj and more. The events are held at the AV hall with a massive seating capacity. The events ensure an assured turnout, continuing the legacy of Rashmi Bansal, Chief Editor, JAM, Magsaysay Award Winner Sandeep Pandey and equivalent statures.

Estimated Allocation of Sponsored Funds Rs 60,000

Quizzes at NITRUTSAV are highly alluring and addictive for those with a penchant for trivia. The quizzing standards are top-notch and the quizzes are highly specific and categorically divided into Sports, Entertainment and business.

Quizzing events are highly beneficial to sponsors as they get to promote their products through aural and visual media which are integral and indispensable features of quizzes.

*Estimated Allocation of Sponsored Funds
Rs 50,000*

QUIZ

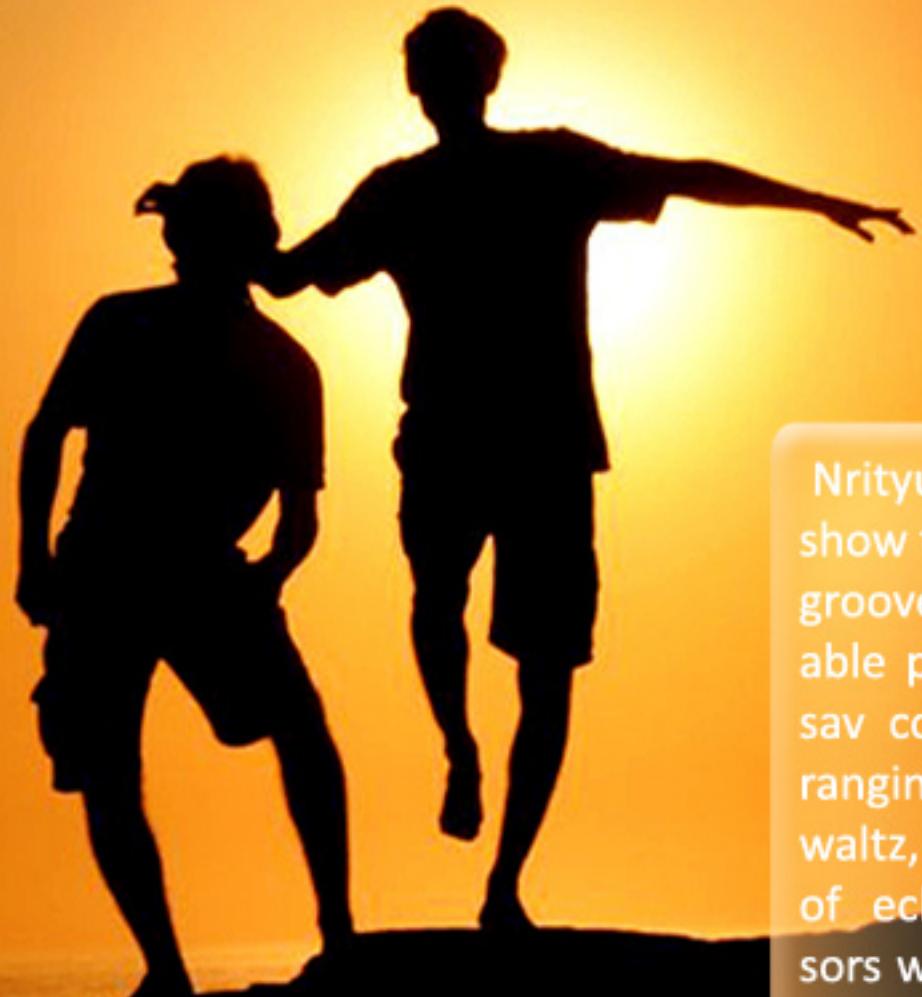


DRAMATICS

NITRUTSAV is indeed a hosting ground for penchants for drama. Contemplations and reflections and revelations are intensely and intently portrayed as dialogues and verses and actions, for all the world's a stage.

This event is held at the Student Activity Center (SAC). Sponsors can expect large crowds and provisions will be made for putting up banners and distribution of promotional material.

Estimated Allocation of Sponsored Funds Rs 50,000



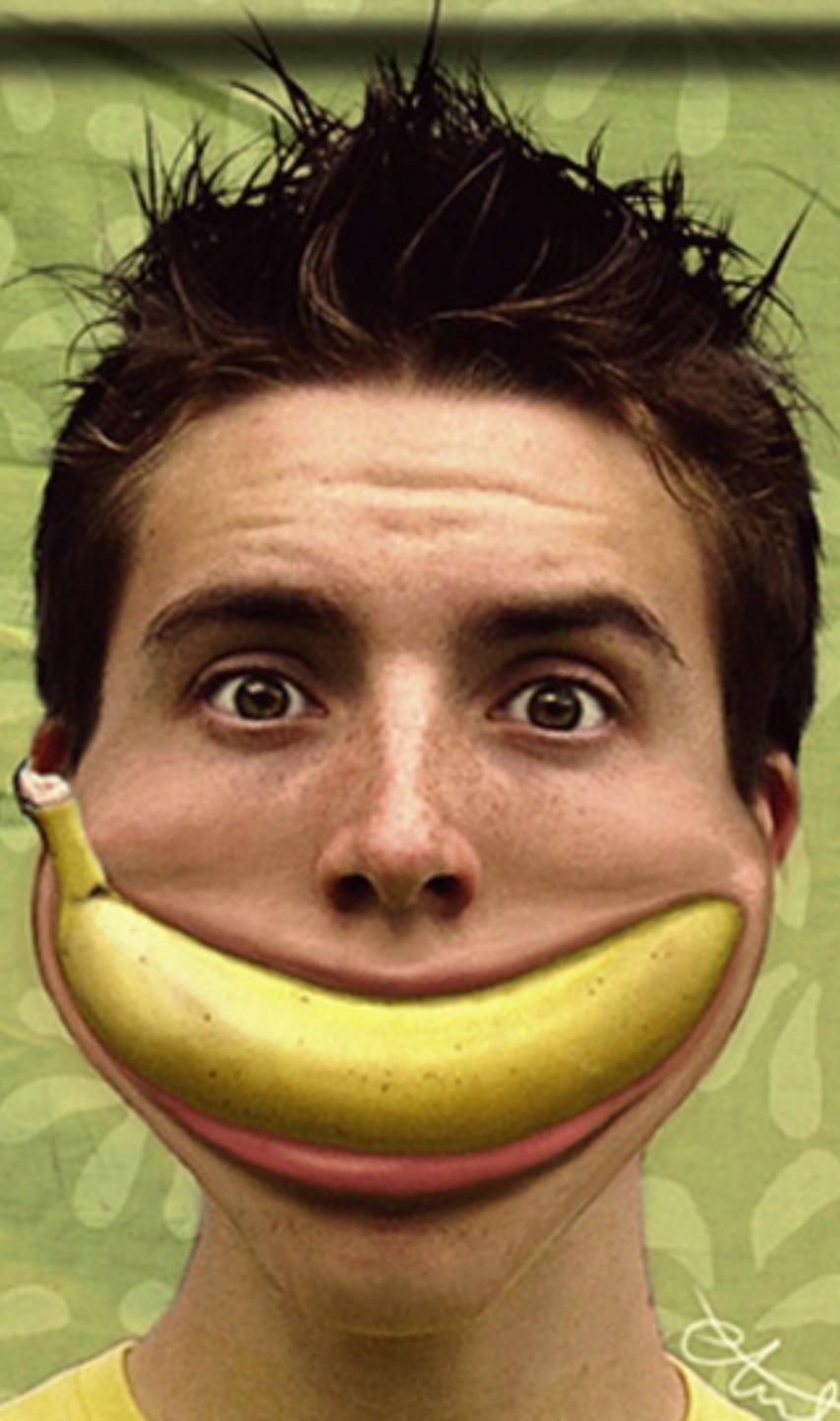
DANCE

Nrityutsav is the place to show the moves, get into the groove and bask in the graspable pleasures of life. Nrityutsav covers a variety of styles ranging from classical Indian to waltz, to suit the predilections of eclectic dilettantes. Sponsors will be allocated sufficient space to put up stalls and banners.

*Estimated Allocation of Sponsored Funds :
Rs 50,000*

Humor is technique. Humor is finesse. Humor is wit. Humor is mockery. Humor is omnipotent. Humor is art. We garner the best in the business to create an ensemble that not only relinquishes us of our drudges, but also provides a poignant insight into the fallacies of the human nature. To err and laugh, both are after all human. The event is an assured crowd puller, visited last year by Dr. Kumar Biswas, Dr. Gajendra Solanki and other stalwarts of the art, Humor is definitely an offer you can't refuse.

Estimated Allocation of Sponsored Funds Rs 1.0 - 1.5 lakhs



HUMOR

FINE ARTS



The concoction of style and elegance is the underlying theme of this event. This event comprises of highly exciting events like:

T-shirt design, Fashion Shows, Creative Writing, Painting Collage

Estimated Allocation of Sponsored Funds: Rs 60,000

BRAND EQUITY

By far the most profitable event in a sponsor's viewpoint. Sponsors draw immense benefits as student groups compete to market the sponsoring company's products within the campus. It's definition showcases a prudence which can only be enhanced to peer into the leading marketing gurus of our age.

The event exploits the entire neighborhood of NITR Utsav empowering the participants to innovate their publicity. So any marketed product will receive advertisements in an entirely fresh aspect of thought. Different products of the same company will be marketed. The event sees the crowd in their utmost gusto each year.

OTHER EVENTS

Musical Nite:

Where the institute bands hit the stage to throw a tantalizing performance.

Informals:

The quotidian fun and frolic on campus. The events include the foremost talent hunt NITRIdol, music mixing contests like DJing, Antakshari.

The unwinding hub of NITR Utsav, the Tinsel Town holds all of these events, hence significantly accumulating a pool of audience. These events draw fine numbers and sponsors can attain a significant surge in promotion level. For instance, Sponsor T-shirts and gift hampers are distributed as prizes.



Of Benefit

The Idea

Title Sponsor

1. The festival will be named after the Main sponsor, i.e., "NIT Rourkela and (Main Sponsor) present NITRUTSAV 08.
2. All publications leading to NITRUTSAV (This covers posters, pamphlets, invitations, Hoardings and newspaper advertisements) will carry the name & logo of Main Sponsor.
3. The Main sponsor would dominate the hoardings (both in Bhubaneswar & Rourkela), advertisements & other promotional material for NITRUTSAV 08.
4. The Main Sponsor would get the first choice for branding space on the campus during the festival (Precise location to be decided on mutual consent).
5. Main Sponsor will get a stall in the festival area for branding purposes.
6. The name of the Main Sponsor will appear in special format in the Promotional Video sent to various institutes & used for public display in the campus.
7. The Main Sponsor will be allowed to distribute publicity material in the stall and during the course of events chosen by Main Sponsor.
8. The Main Sponsor will be provided volunteers to help out with the publicity campaign.
9. Ad, Representations with help of LCD projectors will be available to the Main Sponsor.
10. Regular mention of name of Main Sponsor at the informal stall & compulsory mention of Main Sponsor during the events.
11. Banners of Sponsor will be present around the clock at event arena, including stage for celebrity nite & Rock show.
12. The NITRUTSAV website would feature both the banner and profile of the Main Sponsor. It will also be placed on the clipped video posted on the website for outside participants.
13. Mention in Ads carried out on Local Channels.

Of Benefit

The Idea

Associate Sponsor

1. The name of the festival would be followed by the Associate Sponsor(s) - NITRUTSAV 08 in association with 'Associate Sponsors'.
2. All publications leading to NITRUTSAV (This covers posters, pamphlets, invitations, Hoardings and newspaper advertisements) will carry the name & logo of Associate Sponsor(s).
3. The name and logo of Associate Sponsor(s) find a mention on road side hoardings (Bhubaneswar & Rourkela), advertisements & other promotional material for NITRUTSAV 08.
4. The Associate Sponsor(s) will be given prominent branding space in the festival area (Precise location decided by mutual consent).
5. The Associate Sponsor(s) will be provided volunteers to help out with the publicity campaign.
6. Banners of Sponsor will be present around the clock at event arena, including stage for celebrity nite & Rock show.
7. The name of the Associate Sponsor(s) will appear in special format in the Promotional Video sent to various institutes & used for public display in the campus.
8. Regular mention of names of Associate Sponsors at the informal stall and registration counter. Sponsors in the beginning, end & in between events.
9. The NITRUTSAV website would feature the banner of the Associate Sponsor(s). It will also be placed on the clipped video posted on the website for outside participants.

Primary Event Sponsor

1. All publications leading to the event would carry the name and logo of the Event Sponsor(s).
2. All promotional material (Posters, Banners) related to the event would carry the name and logo of the Event Sponsor(s).
3. The name of Main Event Sponsor(s) will find a mention on road side hoardings (Bhubaneswar & Rourkela).
4. The names & logos of Event Sponsors will be available on the official website of NITRUTSAV 08.
5. Compulsory mention of Main Event Sponsor(s) during the course of the event.
6. The Event Sponsor(s) will be able to distribute publicity material during the course of the event.
7. Regular mention of names of Main Event Sponsors at the informal stall and registration counter.
8. The NITRUTSAV website would feature the name and logo of the Event Sponsor(s).
9. The Event sponsor can choose from the list of events given in the list above and also any of the branch events from the list.

Of Benefit

The Idea

T-Shirt Sponsor

1. The design of the t-shirt will be submitted by the organisers of NITRUTSAV.
2. The name and logo of the T-Shirt Sponsor would be featured on one of the sleeves.
3. All publications leading upto the festival would carry the name and logo of the T-Shirt Sponsor.
4. All posters and hoardings that form a part of the publicity campaign leading upto the festival will feature the T-Shirt Sponsor
5. The T-Shirt Sponsor will get branding space in the festival area (Precise locaton decided by mutual consent).
6. The NITRUTSAV website would feature the name and logo of the T-Shirt Sponsor.

Transport Sponsor

1. The Transport Sponsor should provide transportation at time and place specified by the organisers starting from two days prior to the festival.
2. All publications leading upto the festival would carry the name and logo of the Transport Sponsor.
3. All posters and hoardings that form a part of the publicity campaign leading upto the festival will feature the Transport Sponsor
4. The Transport Sponsor will get branding space in the festival area (Precise locaton decided by mutual consent).
5. The NITRUTSAV website would feature the name and logo of the Transport Sponsor.
6. The Transport Sponsor will be allowed to distribute publicity material in the stall and during the course of festival.

Banners

1. The proprietors of the banner can decide the strategic location of putting up his banner in the event arena for the optimum publicity of the product.
2. Name will be mentioned on the Website of NITRUTSAV-2008.
3. Five complimentary passes for the celebrity nite and the rock show will be provided.

Stall Sponsor

1. The company will be provided with a stall of approximately 10ft X 10ft in the festival area.
2. The stall can be used to display banners of the Stall Sponsor.
3. The stall can be used to display, sell products during the festival.
4. In case of food, beverage stall water and electric connections would be provided.
5. The Stall Sponsor will be allowed to distribute publicity material in the stall and during the course of festival.
6. The NITRUTSAV website would feature an online trivia related to the Stall Sponsor.
7. Five complimentary passes to the Celebrity and the Rock Show would be provided to the Stall Sponsor.

Media Sponsor

1. The publication of the festival would be carried out using the Media Sponsor as the outlet (Time and space provided would be decided by mutual consent).
2. The Media Sponsor would be given exclusive rights to cover the festival.
3. The Media Sponsor will be provided volunteers to help out with the publicity campaign.
4. All posters and hoardings that form a part of the publicity campaign leading upto the festival will feature the Media Sponsor.
5. The Media Sponsor will be allowed to distribute publicity material in the stall and during the course of festival.
6. The NITRUTSAV website would feature an online trivia related to the Media Sponsor.
7. Five complimentary passes to the Celebrity and the Rock Show would be provided to the Media Sponsor.



www.nitrutsav.org

Conveners:

P V Balakrishna
+919861269934

Satyaranjan Rath
+919861186298

Brochure Design: Ravi Karan Sharma
Rahul Rana
Arun Venkat