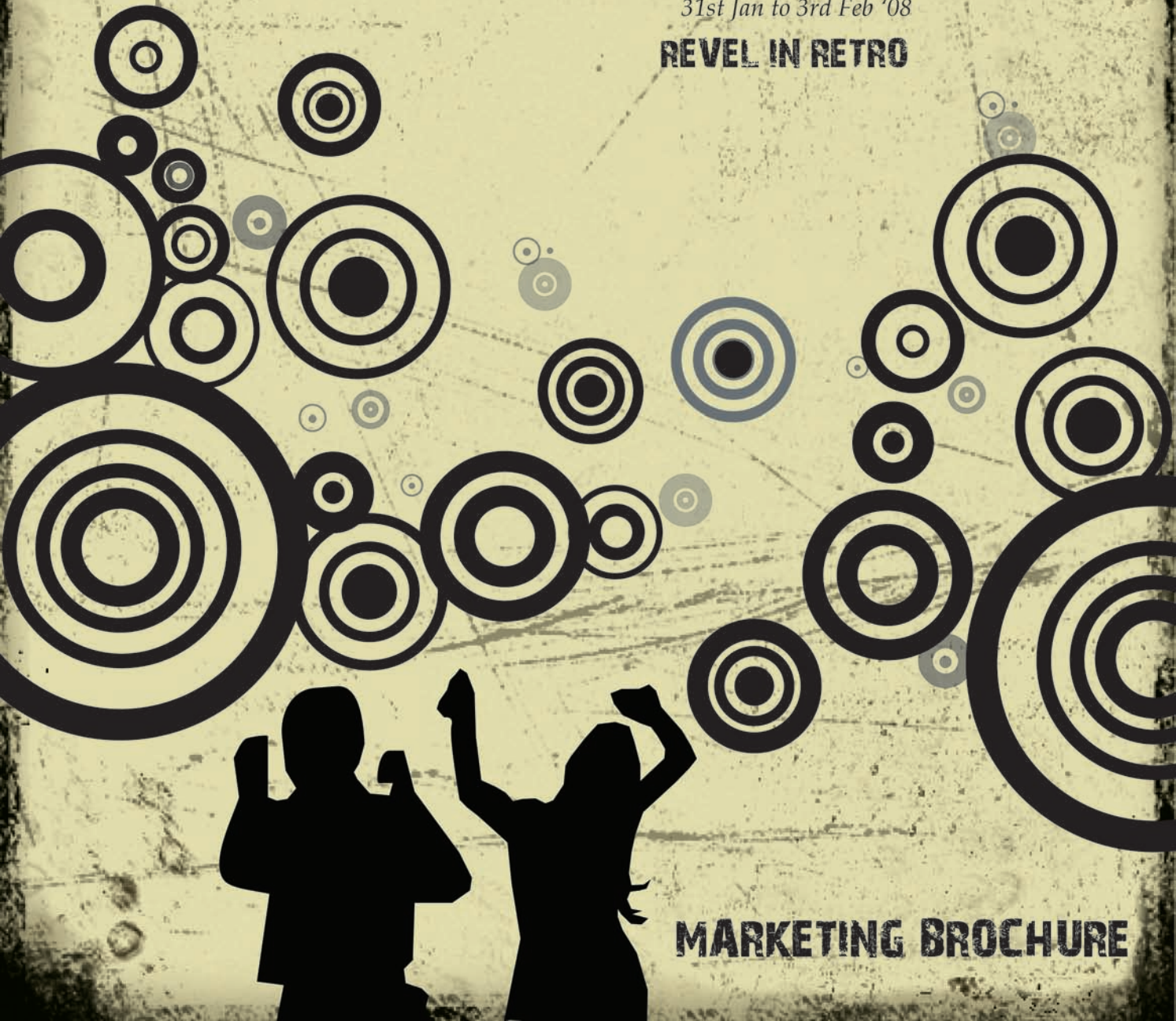


IIT GUWAHATI'S CULTURAL FESTIVAL

ALCHERINGA '08

31st Jan to 3rd Feb '08

REVEL IN RETRO



MARKETING BROCHURE



WHY ALCHERINGA ?

Alcheringa today is much more than just a name of cultural festival of IIT Guwahati. It has now evolved into a brand of national repute and recognition adorned with an aura of excellence. Today, in its 12th edition, this brand stands as the torchbearer of the spirit of youth in the whole of the North east. Hailed as the haunt of the hip and the groovy, Alcheringa attracts a whopping crowd of 30,000 people every year. It is arguably the biggest and most far-reaching festival of its kind in Eastern India.

In the past, Alcheringa has played host to some of India's leading business houses including **Airtel, Nokia, Pepsi, Phillips, Coca Cola, L'oreal, SBI, Samsung** and several other prominent organisations. Packed with all the vibrance, vitality and energy that exemplify the youth, this cultural carnival acts as a powerful magnet for students and young professionals of the age group 15-35 yrs, giving our sponsors an excellent opportunity to market this class effectively with a high recall value.

Alcheringa, over the years has been striving to expand the sphere of influence and played host to talent even beyond the Indian shores. International bands like **Strings and Mito** have added their touch of glamour to the festival. With the youth icons of the country like **KK, Euphoria, Remo Fernandes, Parikrama and Indian Ocean** setting the IIT Guwahati landscape on fire, Alcheringa 2008 promises to be a marketing and advertising utopia.

Alcheringa has always been a theme based festival and the mood for Alcheringa '08 will be "Retro", aptly captured by our punchline "Revel in Retro". Touted as the festival of youthful revelers and classes too, Alcheringa springs forth unique marketing opportunities.

In its ubiquitous appeal and unparalleled penetration, we extend to you a spectacular opportunity to ride the pillion. Throughout its marketing blitzkrieg, which include ads in leading dailies, cable channels and cinema-halls, radio stations, banners and posters, live media coverage, and your presence in our campus, we make sure that you reach your target segment in the most effective way.

We help our sponsors to volunteer in their publicity efforts, before, during and after Alcheringa. These dedicated volunteers will ensure that the sponsor's requirements are met in the most effective manner and the sponsor gets the maximum benefits.

Besides the above mentioned mileages Alcheringa '08 also provides its sponsors an opportunity to work for a social cause. Alcheringa '08 would like to join hands with the sponsors to fight for issues like spreading awareness against AIDS and creating awareness about the extinction of Gangetic Dolphin.

Thank you for considering an association with Alcheringa.

Marketing Team,
Alcheringa 2008.

MILEAGES



MAIN SPONSOR

- The festival will be named after the main sponsor, i.e. "IIT Guwahati and (Main Sponsor) present Alcheringa 2008".
- All publications leading up to the festival will carry the name of the Main Sponsor.



- All posters and banners that form a part of the Alcheringa 2008 publicity campaign will carry name and logo of the Main Sponsor.
- The Main Sponsor will dominate the posters, hoardings, newspaper ads, invitations and other promotional material of the festival. Alcheringa website will feature both a logo of the main sponsor and a link to the sponsor's website, with a mention on our Home Page.
- The Main Sponsor will be given first choice branding space (banner space and stall) on the campus.
- The precise location of banners and stall, during the festival, will be decided with mutual consent.
- The main sponsor will be exclusive event sponsor for the events of his choice provided that the net worth of the events does not exceed one-fourth of the total sponsorship amount.
- The advertising clips of the main sponsor [not more than 3 min] will dominate the advertisement video walls.
- The main sponsor will be provided with volunteers to help out with its publicity efforts during the course of the festival.
- The main sponsor will be given a slot of 30 min on any one day during the festival to make a presentation.
- The Marketing Brochure of Alcheringa 2009 will also feature the name and logo of the Main Sponsor.

CO-SPONSOR

- The Co-sponsors name and logo will be mentioned in all publications leading upto Alcheringa '08.
- All posters and banners that form a part of the Alcheringa 2008 publicity campaign will carry name and logo of the Co-sponsor in the format "IIT Guwahati and (Main sponsor) Present Alcheringa '08 in association with (Co-sponsor)".
- The Co-sponsor will be given conspicuous branding space (banner space and stall) on the campus. The precise location of banners and stall, during the festival, will be decided with mutual consent.
- Alcheringa website will feature both a logo of the Co-sponsor and a link to the sponsor's website.
- The advertising clips of the Co-sponsor of not more than 2 min in length will be played on the advertisement video wall atleast five times a day.



- The Co-sponsor will be provided with volunteers to help out with its publicity efforts during the course of the festival.
- The Marketing Brochure of Alcheringa 2009 will also feature the name and logo of the Co-sponsor.

EVENT SPONSOR

- All publications leading upto the festival will carry the name of the Event Sponsor.
- All poster and banners related to the event will carry the name and logo of the Event Sponsor.
- The Event sponsor will be provided with a stall at a conspicuous location during the festival.
- The Event Sponsor will have an opportunity to distribute its publicity material during the event.
- On-stage publicity of the event will be done by our competent anchors.
- The Event Sponsor will be provided with volunteers to help out with its publicity efforts during the course of the festival.
- The Alcheringa website will feature the name and logo of the Event Sponsor.

GIFT SPONSOR

- Gift sponsors' banners would be put up at prominent locations at the venue.
- Name and logo of the gift sponsor would feature on Alcheringa 2008 website.
- Advertisements of the Gift sponsors would be played during the three days of the festival on the Video walls put up for this purpose at the festival venue.
- A company would also have an opportunity to sponsor t-shirts for the festival in which case the company would be designated as official Apparel sponsor of Alcheringa 2008.

PUBLICITY

We have planned a three phase publicity before and during Alcheringa 2008.

Phase 1: Posters and information brochures containing logo of our sponsors will be dispatched to about 200 colleges all over India during the first week of November.

Phase 2: A second dispatch of posters and information brochures, containing detailed description of the events, will be sent to all the invited colleges towards mid-December.



Phase 3: This phase involves publicity in and around Guwahati city. Posters, banners and pamphlets with the sponsors' logo will be put up in the city. Teams of IITians will be sent to colleges throughout the North east to publicize the festival.

In the run up to the festival, we shall be placing advertisements in national dailies and other audio-visual media. Hoardings shall also be put up at prominent locations in the city, adjoining academic institutions.

Our previous sponsors:



The layout of the publicity material for Alcheringa'08 :

IIT Guwahati and

MAIN SPONSOR

presents

ALCHERINGA'08



In association with

CO-SPONSOR

Events Sponsors:

EVENT SPONSOR

EVENT SPONSOR

EVENT SPONSOR

EVENT SPONSOR



Shekhar Singh
Convener, Alcheringa 2008,
Indian Institute of Technology
Guwahati, Assam - 781039
Ph no. [+91] 99540 15946
Fax [+91] 361 2690762
email: alcheringa@iitg.ernet.in
Website: www.alcheringa.org

Fun unlimited
at IIT, Guwahati

Marketing Team:
Shailesh Chauhan [+91] 99542 49012
T. Rohit Rao [+91] 99542 49001

