



saarang<sup>2012</sup>

SPONSORSHIP BROCHURE



# PREVIOUS SPONSORS



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# PROFESSIONAL SHOWS

## POPULAR NIGHT

Popular Night at Saarang truly brings the crème de la crème of the music industry (Shankar-Ehsaan-Loy, Sonu Niigam, KK and Shaan, to name a few) to Chennai, and is attended by music lovers across the country.



## CHOREO NIGHT

An 8000 plus crowd cheering and egging on the twenty best college dance teams of the country for the highly reputed title of the Saarang Choro Night at the OAT.





# PROFESSIONAL SHOWS



## **TAARANG AND DECIBELS**

The best college bands from across the country compete in a jam-packed OAT, with a mosaic of music genres and followers from various colleges grooving to each beat.

## **Rock Show**

Packaged in a stunningly breathtaking experience, there's no escaping the Rock Show. With the likes of Opeth, Uriah Heep, Hammerfall, Pain of Salvation and highly acclaimed Indian bands like Parikrama, Junkyard Groove, Moksha having performed earlier, it guarantees to be a great show.







# WORLD CULTURE SHOW

Pulling together the best from different countries of the world, the WCS brings the globe under the SAC roof. Last year saw the magic of In Vivo, Asaf Avidan and The Mojos, Havikoro and Laurent Decol. It was organized with the help and support of The Alliance Francaise (Madras), The US Embassy, The Embassy of Israel and the Indian Council for Cultural Relations.







# EVENTS

## **MUSIC EVENTS**

With a wide variety of musical events lined up, this Saarang promises to mesmerize all music lovers. Indulge in the ragas of Carnatic music, head bang to heavy metal, lose yourself to the captivating tunes of Light Music. This ineluctable series of mega events promises a diverse and excited crowd.

## **DANCE EVENTS**

For all those who can't keep their feet from tapping to even the slightest clicks and for those who want to amaze a huge crowd with their funky dance steps, Saarang is the place to be! From Classical Dances to Free-Style Solo, from \$treet\$, a one of its kind Street Dance battle, to Choreo Nite, Saarang is the perfect place for dancers to show their skills. So every dance event promises you a bunch of filled-with-life youngsters, waiting to soak in all that is around them.

## **THESPIAN EVENTS**

Shakespeare said "All the world's a stage". We say "There is no bigger stage than the one in Saarang!" Dramatics, Monoacting, Street Play, Radio Play and the list goes on. The finest talent from all over the country is pooled into one stage. Saarang Dramatics has established itself as the litmus test for most budding actors. At Saarang 2012 we shall make this legacy larger than ever before.





# EVENTS

## **SPEAKING EVENTS**

Since time immemorial, the power of words has been unleashed to wage wars as well as broker peace, to drive the masses into a collective frenzy as well as to soothe and offer hope, to bring people closer as well as create invisible walls, bringing to the fore the entire gamut of human emotions. Saarang 2012 brings back the ever popular JAM where a minute is all it takes to either make or break it. It also brings back the elocution, where confidence is the only pre-requisite we ask for.



## **QUIZ FEST**

Quizzing always assesses the intellectual bench mark of any cultural fest and we at Saarang proudly showcase our Quiz Fest encompassing 5 events and ensuring the participation of the best quizzers in the country. The quizzes at Saarang are regarded as the best by many of the prominent quizzers and quiz clubs. The variety of quizzes and the way they are conducted have made participating worthwhile both for the contestants and the audience.

## **LITERARY EVENTS**

The multitude of word puzzles in 'What's The Good Word' and the word play in 'Scrabble' will sure keep the participants racking their brains. To add to these, is the evergreen 'Creative Writing' competition and 'Crossie'.





# EVENTS

## LECTURES AND DEMONSTRATIONS

With Saarang 2012, the top notches of the various industries can be seen amongst us at the Lectures. SAC, ICSR and CLT see double the regular audience with big names like Shashi Tharoor, Kamal Haasan, Shriya Saran, Goutham Menon and the rest sharing their experiences. This is the one place where everyone gets the opportunity to interact with their idols on a one-to-one basis.

## WORKSHOPS

Conducted by eminent professionals from various fields, bringing together people of similar interests and adding to their Saarang experience, the workshops are a must attend at Saarang. The joy of learning something new in an out of the box manner! Be it arts like calligraphy, glass-painting or magic to developing professional skills like radio-jockeying to getting closer to nature with tree-sketching or a nature-walk, Saarang has a lot to offer to anyone who attends it.





# EVENTS

## **CHANGE TO LAST**

As the name speaks, Saarang is about showing all of its colours. This Saarang, comes with a colour not seen before, a plan never sought after before – The Big Plan. It's a social initiative that deals with two of India's largest problems- food and education. The Plan becomes bigger and better as the team joins hand with NGO's to drive the plan all the way!

## **SAARANG CARNIVAL**

Out to capture everyone's imagination, Saarang Carnival is a hot-spot to hang out as it caters to all. With a plethora of entertaining acts like street magicians, tattoo artists and more, this is definitely here to stay.



# AVENUES

## HOSPITALITY

'Atithi devo bhava' a common saying in Sanskrit, is what the hospitality teams strives for. At Saarang, we ensure that we take care of our guests, the participants and our sponsors, in every possible way. Right from involving sponsors in the nitty-gritty of Saarang and making them feel like a part of the fest to the participants' accommodation, event schedule and their welcome kit, everything is meticulously planned and taken care of. The Hospitality Control Unit which is situated right at the heart of the fest, serves as a lifeline to the numerous people who've set foot in the jungle for the first time. A place bubbling with youngsters in the age group of 18-24, this is definitely the best place to market or sell anything.

## OUTREACH

Outreach at Saarang truly has the most wide spread impact amongst avenues, commencing months prior to the festival. With a dedicated Publicity team that spreads Saarang to over 400 colleges across the country, including major cities like Delhi, Bombay, Chennai, Hyderabad, Pune, Bangalore, Kochi, Kolkata and Bhopal. With the possibility of the Saarang Publicity Team's presentations incorporating video ads and the chance of branding all paraphernalia (including publicity merchandise) used in their efforts, thus creating an everlasting impact over 100,000 people all over the country. In addition to all this, the Saarang Website, which in itself saw over 38 Lakh hits in January alone – Outreach at Saarang has the most wide-spread impact. Possibilities include integrating Saarang registrations with specific brand websites. All these make Outreach, an offer you just can't resist.





# AVENUES

## SPONSOR STALLS

The sponsors are provided with space to set up their stalls. Depending on the avenue of sponsorship, the sponsors are allotted space and venues appropriately. The stalls will be so located such that they catch the eye of everyone who attends the festival. The stalls of event sponsors shall be located very close to the event venue. Branding in and around the stalls will ensure widespread publicity of the sponsor among the 50,000 footfall.

## APPAREL

Saarang souvenirs are the best ways to commemorate the experience. With the count going over 5000 T-Shirts, clubbed with other merchandise, associating with us is a proficient way to an unfading brand recall. With logo on back and on the sleeve, the brand shall be endorsed by the entire Saarang team.

## SAARANG KIT

The Saarang kit includes everything a person would want to buy at Saarang right from pro-show tickets to Saarang T-shirts and other souvenirs. Saarang merchandise is the best way to remember what one saw and liked at Saarang and hence this provides amazing avenues for advertisement and brand recall.

## FOOD COURT

Located in the heart of the festive area, the food stalls of major eateries satiate the taste buds of the humongous crowd with their mouth-watering gourmet cuisines. One of the most crowded zones throughout the day, the Food Court provides ample space for advertising.





# VENUES

## THE CENTRAL LECTURE THEATRE

If there is any place that can be called the shrine of literary and cultural activities, then it has to be the Central Lecture Theatre (popularly abbreviated to CLT). The venue is an air conditioned auditorium which can seat 500; and hosts plenty of events each day.

CLT is known for its acoustics, hence there is no doubt where Acoustyx, our acoustic western music group event is held. Western Music Solo and Light Music Solo too are mainstays at CLT.

JAM (Just a Minute), a classic battle of spontaneity and wit, is a huge audience favourite and pushes the limits when it comes to venue capacity. Also a popular event at CLT, the Debate brings together a rapt audience, sprinkled with heated arguments aplenty.

## STUDENTS ACTIVITY CENTRE

A scenic stroll down from the main festival area leads us to the entirely air conditioned Students Activity Centre (SAC). A massive venue, SAC can house more than 3000 people.

Saarang's Dance Workshops are conducted on the SAC floor. Past editions have always seen the floor full, with workshops on Salsa, Jive, Mambo and the Waltz, amongst others.

SAC was also the venue for the hugely popular Theatre Fest, where plays by Lillete Dubey and Evam have enthralled the audience.



## ICSR AUDITORIUM

Housed in the Industrial Consultancy & Sponsored Research (IC&SR) building, this completely air conditioned venue seats 400 and provides branding opportunities both inside and outside.

The main attraction being the lectures and demonstrations. Saarang has had speakers such as Kamal Hassan, Kavita Seth, Dr. Padma Subrahmanyam and Gautham Menon among many others captivating the attention of audiences.



## OH ZONE

The Oh-Zone will be in the heart of the festive area, next to the OAT. Capable of holding 500 people, the venue hosts a mix of events related to arts and crafts. With a vibrant presence on days of the fest, Fine Arts has something for every artistic eye- from painting and sketching to soap carving and clay modeling.

## ADVENTURE ZONE

Promising to be base-camp for those with a daring heart but also host to everyone willing to try something new- Adventure Zone will see around 2000 people during Saarang. Rappelling made its debut last Saarang - controlled descents down a rope; climbers use this technique when a cliff or slope is too steep or dangerous to descend without protection. This one's sure to excite all the adrenaline pumped youngsters.

After being a huge success over the years, Paintball is definitely here to stay. An event where the participants eliminate opponents by hitting them with paint filled capsules. Indeed a colourful vengeance!

Rock climbing, an incredibly challenging affair that will ask the participants to climb up rock walls was here at the previous edition of Saarang.

## BINDAAS PARK


Bindaas Park is a large festive zone, with around 300 music and dance enthusiasts at any point of time. It's the hub of activity until twilight; and with sponsor and food stalls adjacent, the crowds never stray far. Bindaas Park is home to events such as Decibels (prelims), where semi-professional bands from around the country compete to win, and for a chance to perform at the magnificent Open Air Theatre.

Powerchord has competing college bands, as does the Light Music Group event.

Those of the dancing bent get to do as they choose here, footloose and fancy free, in Freestyle solo dance.







“I don’t know your names like you know mine, you’re all a single face to me ,  
the face of IIT, and I salute you.” - **Kamal Hassan**

“We will come to Saarang every time you call us! ” - **Shankar Mahadevan**

“If tomorrow were Armageddon and the world were about to end, they’d do a Saarang  
tonight.” -**Saarang Participant**

“When I have kids, I’m going to name one of them Shaastra and the other Saarang.”  
-**IITM Alumnus**

“Saarang is in your face. It is brimming with energy and attitude. One just needs to attend  
Saarang once to understand why it’s the premier cultural festival in South India”  
-**Saarang Judge**

“Saarang is the cultural festival in india... no culfest comes close to Saarang in terms of  
organisation, professionalism and support offered to sponsors. I’m extremely happy with  
our Saarang and will definitely come again next year.” -**Saarang Sponsor**



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