

SHIV NADAR UNIVERSITY



BR^{ZE} level 2016

www.snu-breeze.com

Sponsorship Brochure



AN OVERVIEW

It's here. It's time to unleash your inner prowess, gather gasps, dazzle the crowds and walk away with the fame.

There is no talent unworthy of recognition and at Breeze '16 you can click, write, debate, design, sing, dance, construct or program yourself to glory.

The curtain will rise and the music will play, the spotlight will shine and the haze will fade. This is your moment to unleash your inner Cobain, Picasso, Jackson or Rowling. At Shiv Nadar University's annual Inter-College-Sports-Techno-Cultural fest, we give you the chance to do it all.

Shiv Nadar University is an international, multidisciplinary research led university. The University's mission is to develop and educate the leaders of tomorrow; to support research, scholarly and creative endeavors that contribute to the creation of new knowledge. Located on a 286 acre campus in India's National Capital Region, the University offers undergraduate, post-graduate and doctoral programs in a range of disciplines. The University is a private philanthropic institution established by the Shiv Nadar Foundation in 2011. SNU has been setup with the vision of becoming one of the best universities in the world-India's very own Ivy league.

At Breeze '16 we take you into virtual reality, letting you delve deep into the action-packed world of video gaming. Shining computer screens and gaming consoles are the rulers of today. This year, we show you how to bring those moments in front of your screens to life. Rescue the princess with Mario, and save the world with COD, race against speed itself with NFS. Brain and brawn combine to put you on the throne of this virtual reality. Challenge yourself.

See you at Breeze '16- 4th-6th November 2016



Crescendo

A boisterous battle of bands to rock the stage entirely to glory

Twin Paradox

Duo performers shall emboss the stage with harmonizing and enthralling performances

Fashion Fiesta

Flaunt your fashion sense and design stylish dresses. Walk the ramp with poise and elegance to show case your design

Hogathon

Want to gorge on junk food? This is the place to start your day with finger-licking fast food! Compete with your friends and win exciting prizes!

Aagaz

This is where acting becomes a reality. A street-play event where the stage is yours to command, as the lights shine on you! A conglomeration of emotions, energy and passion.



SPORTS



Football



Basketball



Tennis



Volleyball



Badminton



Table Tennis



Cricket



Chess





Raghuram

Neha Kakkar

Anish Sood

STAR PERFORMERS



Parikrama

Javed Ali

Asttiva

PAN INDIA REACH

Scholars from 29 States
and 3 Union Territories

MULTI-DISCIPLINARY

Engineering | Humanities
Law | Management | Fine Arts

COLOSSAL OUTREACH

Online presence on Facebook | Twitter | Instagram
Views & Clicks
1,45,000 Clicks on Neha Kakkar's Performance
Campus Ambassadors and 10, 000+ Posters
across all NCR Colleges

PLEthora OF EVENTS

Cultural | Sports | Technical | Management



WHY SHOULD YOU SPONSOR US ?

ENTHRALLING STAR PERFORMERS

Past performers
Neha Kakkar, Astitva, Javed Ali
Raghu Ram, Parikrama
IT'S ONLY GOING TO GET BETTER !

HUGE FOOTFALL

5000+ Last Year,
Expecting around 8000 this Year

HOTSPOT FOR NCR COLLEGES

70 Expected Colleges
49+ Partner Colleges

ADVERTISING AND MEDIA COVERAGE

Radio Partners,
Print-Media Partners
TV Coverage
Branded Merchandise
Flash Mobs



MEDIA COVERAGE

POSTERS, FLEXES AND BANNERS

10, 000+ Poster across 50+ colleges, 100+ Hotspots in and around NCR
Flexes, Standees and Banners at around 15 zones both Off and On-Campus

TELEVISION

Pre and Post coverage on popular News Channels
Video Snippets of Star Performers and Sponsor Avenues in all the Local Channels

PRINT MEDIA

Quarter Page Ads during the week before the Fest
Pre and Post Coverage articles in Delhi Times and HT City

BRANDED MERCHANDISE

Placement of logos of the Top-3 sponsors
on the Branded Merchandise of BREEZE'16



Strategic product placement in posts of 'Breeze-Shiv Nadar University', 'Humans of SNU', 'SNU Students Club' pages increase brand promotion

Regular posts on official accounts will increase followers and help promote sponsors

Video Mini Series and Breeze Title video will include brand placement

Online Marketing

Sponsored articles, posts, content marketing, listicles & articles from guest writers from other colleges will increase viewership and participation exponentially

Contents and giveaways relevant to the theme, are given to target audience as an incentive for participation in fest

OUTREACH

event
promotion



grand
theft
auto
San Andreas



ONLINE PROMOTIONS



10000+ POSTER



main stage branding



FLASH MOB



band performances across delhi-ncr



10000+ CLICKS



PERFORMANCES AT RAHNGIRI DAY

Footprints ACROSS INDIA



Roorkee Engineering & Management Technology Institute (Roorkee)
Indian Institute of Information Technology and Management (Delhi)
Accurate Institute of Architecture and Planning (Greater Noida)
Jaypee Institute of Information Technology (Greater Noida)
Shaheed Sukhdev College of Business Studies (Delhi)
Jaypee University Of Engineering & Technology (Guna)
Indian Institute of Information Technology (Jabalpur)
Manav Rachna College of Engineering (Faridabad)
Ajay Kumar Garg Engineering College (Ghaziabad)
National Institute of Fashion Technology (Chennai)
Shree Ganpati Institute Of Technology (Ghaziabad)
Dehradun Petroleum University (Dehradun)
Trinity Institute of Professional Studies (Delhi)
Atma Ram Sanatan Dharma College (Delhi)
Lady Shri Ram College For Women (Delhi)
Delhi College of Arts and Commerce (Delhi)
Institute of Home Electronics (Delhi)
Christ University (Bangalore)
Pearl Academy (Delhi)
Miranda house (Delhi)
PGDAV College (Delhi)
Campus Law College (Delhi)
Dayal Singh College (Delhi)
Hansraj College (Delhi)
SRM University, (NCR)
Hindu College (Delhi)
BML Munjal (Gurgaon)
Kamla Nehru College (Delhi)
Keshav Mahavidyalaya (Delhi)
Deen Dayal Upadhyaya College (Delhi)
Maharaja Agrasen College (Delhi)
Sri Venkateshwara College (Delhi)
Raj Kumar Goel Institute (Ghaziabad)
North India Engineering College (Delhi)
Indian Institute of Technology (Kanpur)
Galgotias University (Greater Noida)
Maharishi Markandeshwar University (Ambala)
Maharaja Surajmal Institute of Technology (Delhi)

IISER (Mohali)
Amity University (NCR)
NIIT University (Neemrana)
Ashoka University (Sonepat)
Symbiosis Law College (Noida)
Lovely Professional University (Phagwara)
Mahatma Gandhi law college (Hyderabad)
Noida college of Physical Education (Noida)

49+
Colleges...





SPONSORSHIP PACKAGES



'Powered by' tagline

PLATINUM GOLD SILVER BRONZE EVENT



Online Branding



Standalone Flex



Flexes within campus



Banners



Standees



Main Flex



Promotional Posters



Certificates



On Backdrop- Mainstage



Print Media



Radio



Announcements during program



Guest Lecture



Advertisements



Souvenir Space



FACE OF BREEZE

TITLE SPONSOR

<Brand Name> Presents Breeze'16

Interactive Open Lounge Space

Exclusive Sponsor For Two Flagship Events

Logos on all Breeze Merchandise and Print Media

Two Months long Strategic Social Media Campaigns

<TITLE SPONSOR> PRESENTS



In Association with

Powered By

ASSOCIATE TITLE SPONSOR

Breeze'16n In Association with <Brand Name>

Exclusive Sponsor for One Flagship Event

Exclusive Sponsor for One Cultural/Sports Event

Month Long Exclusive Social Media Campaign

Integrated Logo on all Social and Print Media

One stall space for Interaction with the crowd

POWERED BY SPONSOR

Breeze'16n Powered By <Brand Name>

Exclusive Sponsor for Two Cultural/Sports Events

Integrated Logo on all Social and Print Media

Social Media Presence



BRANDING AVENUES







PAST SPONSORS



SHOPCLUES.com

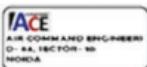
BLUE STAR



ebay.in



HDFC BANK



Tetronics

Scientech



FORTINET

JUNIPER
NETWORKS

EGE
Get Ahead In Life

ONOMA
ADDRESSING YOUR NEEDS BETTER
An ISO 9001:2008 certified



BD

ANSUL



spykar

netmagic

PROACTIVE
DATA SYSTEMS
Converged Network Specialists



AKAL
ALWAYS GREAT SERVICE

F Fisher Scientific

EPC CHENNAI CNC SERVOTRONICS PVT LTD

ICS
Hospitality Services

GAIIS

oneindia
education

superhit
RED
FM 93.5
Bajaate Raho!



HCL
Tablet

clicks
BAZAAR

NOKIA



CAREER
LAUNCHER

ZEBRONICS
Always Ahead

LARSEN & TOUBRO

Live
India
Tours

PayUmoney

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CAMPUS FESTIVAL IN INDIA

HEICO
Hydraulic & Engineering Instruments

mark my fest

THE SHADOW STEALERS

Twenty19

KEWAUNEE[®]
Scientific Corporation

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