



SPRING FEST

IIT KHARAGPUR

23rd - 26th January 2015

SPRING FEST AT A GLANCE

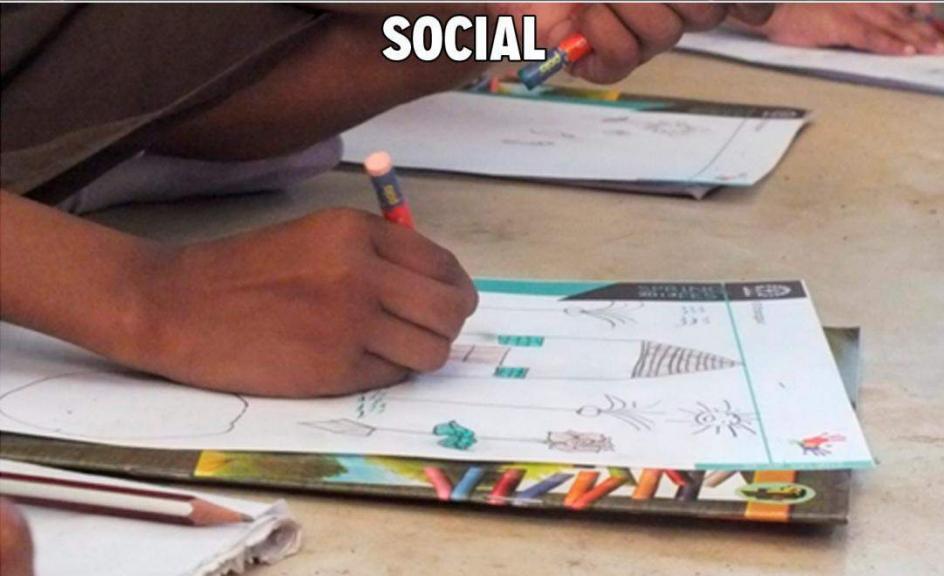
PRO-NITES



EVENTS



SOCIAL



CAMPUS

MEDIA

II WAS FOUR DAYS OF FUN DESI STYLE AT SPRING FEST 2014, HELD IN ASSOCIATION WITH THE TELEGRAPH, AT IIT KI KHARAGPUR

From kites and lanterns to traditional folk dances and songs, the theme at IIIT Kharagpur was traditional. It was a four-day affair, with the first three days as kalandar or kitha (second division's Sri Sri Sri). The last day was a carnival — a mix of traditional and modern culture that is common in eastern India and is household from Assam to Bihar.

More than 500 students from 40 colleges participated in the various events, including the kite competition... the Rangoli (freehand rangoli designs), Musical Composition and Model-making competition — all of them were based on the theme of kite flying and the eight days of kite-flying in the various corners of the country and beyond.

If you thought kite-flying was just a hobby, here's a secret: kite-sporting is a serious game in every corner of the Asian continent. The students of IIIT Madras come here to participate in kite-flying just like we ended up doing for the two days of the festival. "I used to have a kite-pulling competition with my friends," said Nitin Varanasi, a student of IIIT School of Mines, Dhanbad.

While some showed off their skills across the four days, others focused on the more intellectual, participating in various case contests. Yesterday, the all-day dance event was also a big draw. The dance show, in its various forms, was just the beginning. The first of the two weeks' first major events was performed.

During lunch and Gaudiya puja, "that is the perfect place to chill-out, share a laugh and have friends," said Soumya Sen, a student of IIIT Kharagpur.

After the corporate event,

students had an interview article... Chittaranjan Acharya from Malabar, Murari Mukherjee and a few others from Bengal, and the like. And there was a cultural program, but the most special.

If the days weren't about kite-flying contests, the students would have had better time. The IIIT students agreed to some more fun, like playing bumper cars. The Telegraph and IIT rock band also performed well for the audience. The students were asked to do the same thing as the IIIT students did. The students wrapped up the set on the fourth.



Based on the theme 'The Great Indian Carnival', IIIT Kharagpur, the Area of IIIT was decorated with lanterns, colors, traditional games and a ferris wheel.



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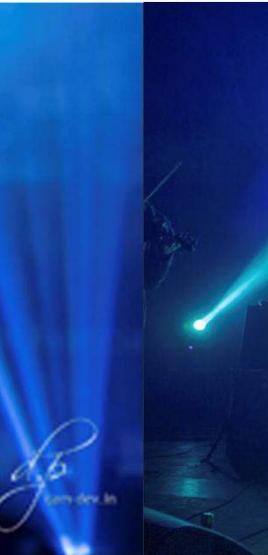


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PAST PERFORMANCES

OPENING NIGHT

AGNEE
RAGHU DIXIT PROJECT



ANUBHAV

• SWARATHMA
ADVAITA
MRIGYA
SHYE BEN TZUR , ISRAELI FLUTIST
BANDISH FUSION
PT. DEBASHISH BHATACCHARJEE
PT. DIVYAAN VAKIL
AMAN & AYAAN ALI
SHAUKAT ALI



TAAL

PENTAGRAM
MONUMENTS , U.K.
PARIKRAMA
TESSERACT
KAILASA
LED ZEPPLCA
BREATHE , CALIFORNIA
EUPHORIA
INDIAN OCEAN



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PAST PERFORMANCES

SANSKRUTI

PHAG
KUD
GODIA POA
ODISI DANCE BY PHYSICALLY
HANDICAPPED GIRL



THESPIANAGE

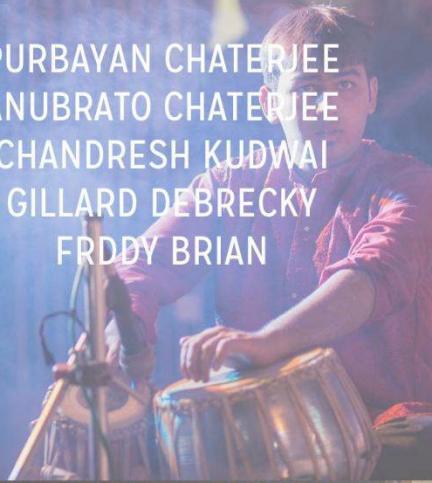
RAKESH BEDI
MAKTRAN DESHPANDE
MAHESH DATTANI
SILLETTE DUBEY
EVAM THEATRE GROUP



d.p
cam-dev.in

CLASSICAL NIGHT

PURBAYAN CHATERJEE
ANUBRATO CHATERJEE
CHANDRESH KUDWAI
GILLARD DEBRECKY
FRDDY BRIAN



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ARMAGEDDON

GINGER FEET
GODDESS GAGGED
BLAKC
ZIGNEMA
KRYPTOS
CASSINI'S DIVISION
PENTAGRAM
PRESTORICA
PARIKRAMA
SKINNY ALLEY



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PAST PERFORMANCES

INTERNATIONAL CARNIVAL



CHRIS CHEONG



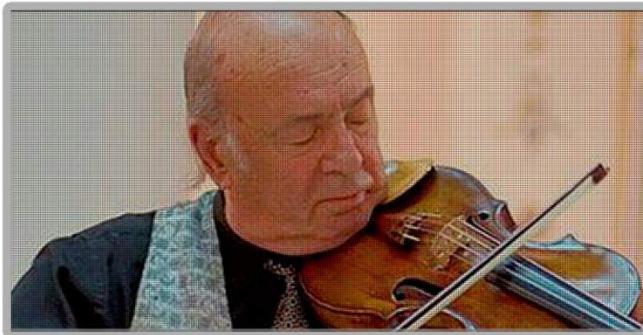
MURRAY MOLLOY



JONATHAN KAY



BENNY PRASAD



JACK GLATZER



ALMOST TRIO



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WHY SPONSOR US ?

ASIA'S ONE OF THE LARGEST SOCIAL & CULTURAL COLLEGE FEST

PERFORMANCES



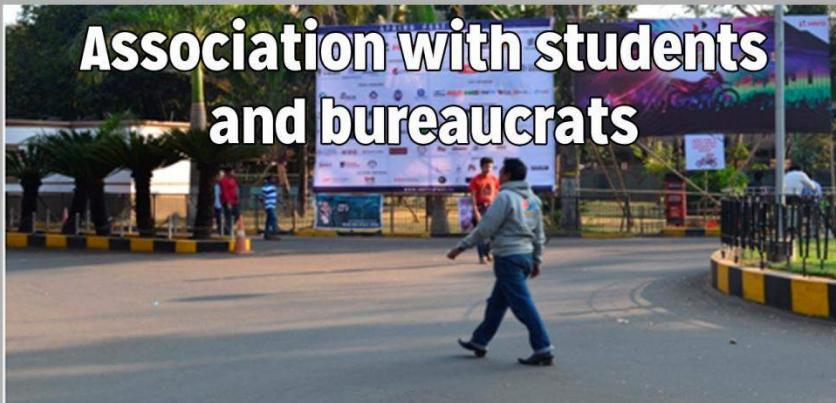
24000+ Crowd

CAMPUS BRANDING



Brand Visibility during ProNites

Association with students and bureaucrats



Brand Visibility in IIT Kharagpur

OFF CAMPUS BRANDING



Branding through hoarding at Kolkata



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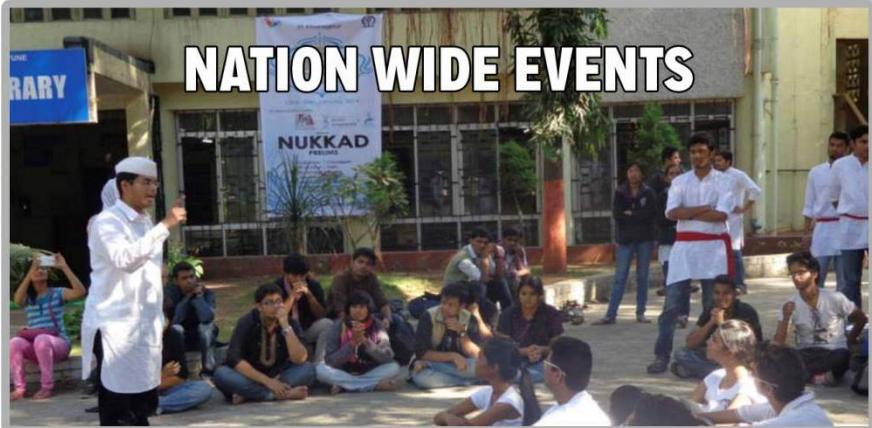
EVENTS

CUSTOMISED EVENTS



AOC launching its new tablet

NATION WIDE EVENTS



Nukkad Prelims at Pune

BOOST TO CSR

आयल इंडिया स्लिमिटेड
Oil India Limited
CSR PARTNER
www.oilindia.co.in



Blood Donation Camp

PRELIMS - VENUE

Pune

Chandigarh

Delhi

Bhopal

Lucknow



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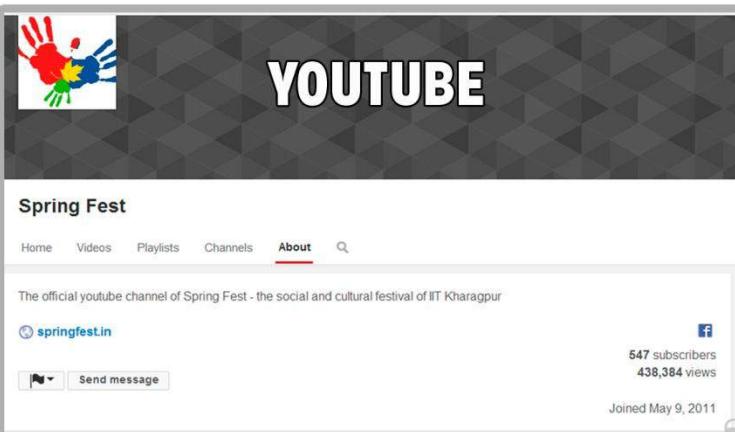
ONLINE SOCIAL MEDIA

FACEBOOK



The Facebook page for Spring Fest IIT Kharagpur features a large profile picture of a handprint made of colorful paint. The cover photo shows a handprint with the text '#IPledgeToReachOut'. The page has 48,457 likes and 634 people talking about it. It includes sections for Photos, Likes, Contacts, and Events.

YOUTUBE



The YouTube channel for Spring Fest IIT Kharagpur has 547 subscribers and 438,384 views. It was joined on May 9, 2011. The channel description states: "The official youtube channel of Spring Fest - the social and cultural festival of IIT Kharagpur".

LINKEDIN



The LinkedIn page for Spring Fest IIT Kharagpur shows a summary post for the month of January. It has 500+ connections. The page is managed by IIT Kharagpur.

COOLAGE



The Coolage page for Spring Fest IIT Kharagpur displays various news articles and media related to the festival. It includes sections for HOME, ALUMNI, and ENTREPRENEUR. A banner at the top reads "SPRING FEST 2014 @ IIT Kharagpur".

WEBSITE



The official website for Spring Fest IIT Kharagpur features a vibrant illustration of the IIT Kharagpur campus. It includes sections for About Us, Events, Testimonials, Gallery, Contacts, Sponsors, and Archives. The website is presented by Hindustan Zinc and Vedanta.

TWITTER



The Twitter page for Spring Fest IIT Kharagpur (@springfest_iitk) has 817 tweets, 43 photos/videos, 181 following, 874 followers, and 7 favorites. A recent tweet from the account reads: "Has your mom ever told something funny, weird or embarrassing? Tweet it to us using #MummyKehtiHai and win goodies!"



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OUTREACH THROUGH MEDIA



NEWSPAPER ARTICLES



Radio Partners



Online Media Partner



Metro Media Partner



Outdoor Media Partner



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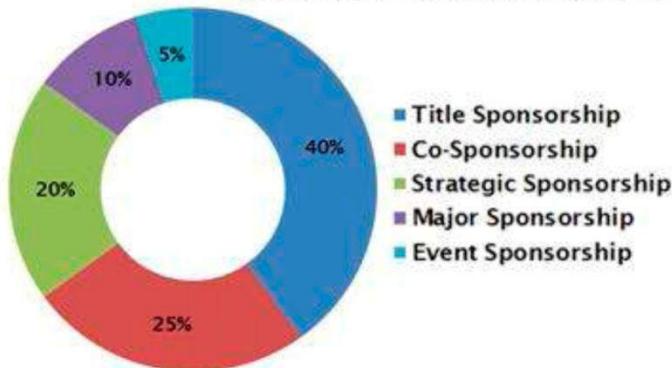
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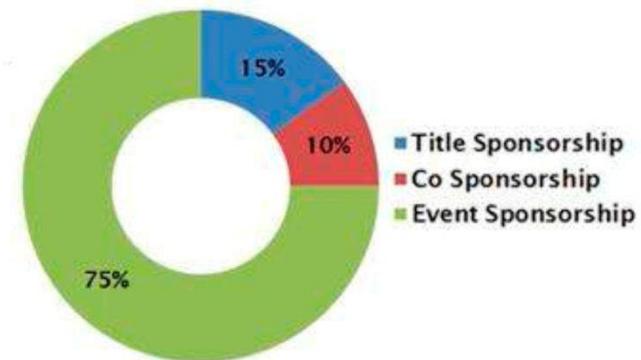
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DEMOGRAPHICS

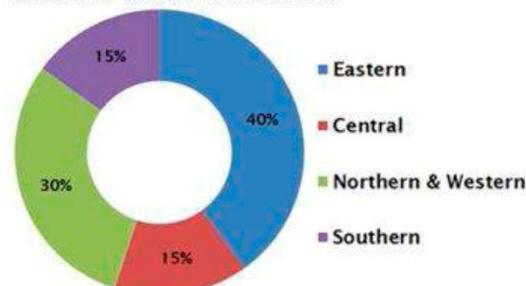
OVERALL BRANDING PROFILE



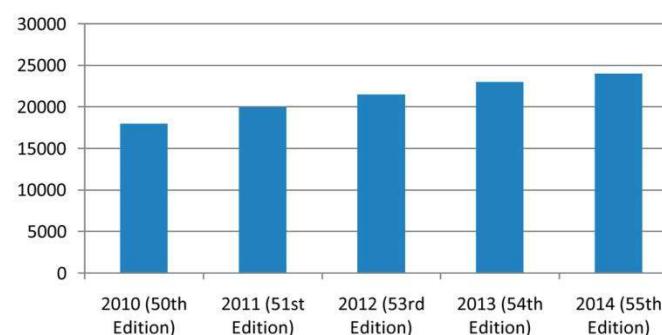
BRANDING DURING THE EVENT



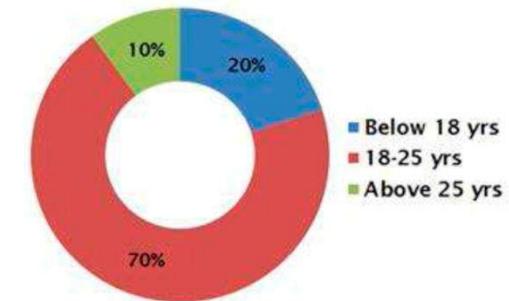
CROWD DEMOGRAPHICS



Total Footfall in Spring Fest



CROWD PROFILE



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SPRING FEST BY NUMBERS & BRANDS

-  2 lakh+ Avg. Monthly Website Hits
-  Total Footfall of 24,000+
-  400+ Participating Colleges
-  12,500+ Participants
-  130+ Events
-  48,000+ Facebook Likes
-  4 lakh+ views in Youtube Channel
-  280+ Previous Corporate Sponsorship

Premium Sponsors



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BRANDING AVENUES

Jnan Gosh Stadium



Vikramshila



Netaji Auditorium



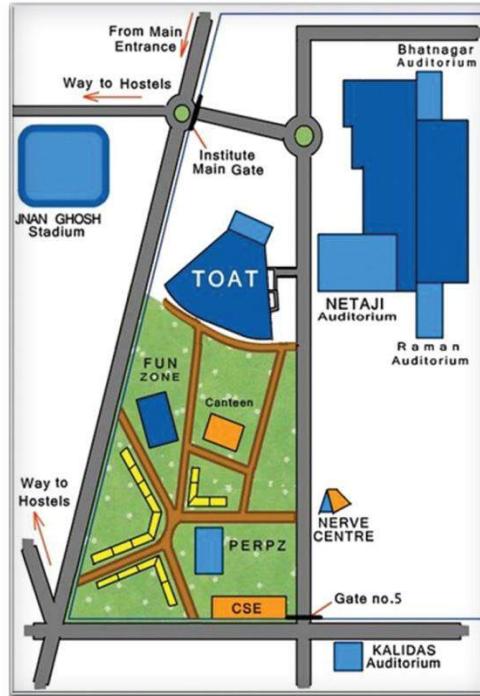
Tagore Open Air Theatre



Kalidas Auditorium



The Institute



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IN CAMPUS BRANDING

Banners



Gate



Branding Walls



Poles



Posters



Branding Tiles



Corporate Stalls



Backdrops



Standees



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OFF CAMPUS BRANDING

Sponsorship Brochure



VAANI - e newsletter



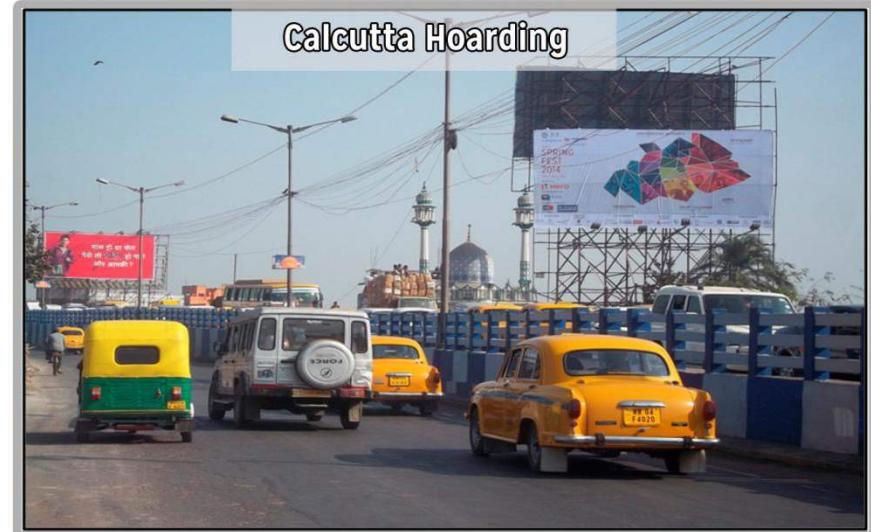
Souvenir



College Posters



Calcutta Hoarding



Nationwide Events



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TESTIMONIALS

"Thanks for everything that you did for us and for making springfest such a memorable experience for us, we had a great time and I had a great time performing, the crowds were really fun and seemed to enjoy the show a lot!"

- **Murray Molloy , Sword Swallower Extraordinaire from Ireland**

"We had a awesome' blast! Thanks, IIT-Kgp!"

- **Vishal Dadlani , Pentagram**

"I wish to state how much I enjoyed the experience of performing at the Springfest. I was impressed with the efficiency and cordiality of Mr. Rishav Ranjan from the first moment of the invitation to perform. This continued when I was so graciously transported from Kolkata and received at IIT. The atmosphere of the Springfest was remarkable and the hospitality was truly in the India tradition and at the same time with the organization of the new India. I was impressed with the enthusiasm of the audience in an experience of western music which was for many of the listeners a new experience."

-**Jack Glatzer ,violinist from Portugal**

Swarathma has lovely memories of IIT Kharagpur. It's a delight to play for an audience that loves and knows its music. Beginning with the journey to Kharagpur, the way we were taken care of, arriving at the calm and serene campus: we just knew that this show would be special. I've always been excited about being part of cultural festivals, having been an active participant in my college days. I spent the morning before the soundcheck watching Wildfire prelims, reliving the days gone by! When the show began it was high energy from the word go! I loved the diversity of the audience, from IITians to those who had come to participate. There's always a ripple of thrill that goes through the crowd when Vasu gets into the audience: IIT Kgp was no different. But my most treasured memory is us leading the chant of "KGP ka Tempo - High Hai" as part of our song. That was just insane! Here's hoping we meet again, at another gig, really soon.

-**Jishnu , Bass , Swarathma**

It's always a pleasure to play to a young college crowd, more so at an esteemed institution as an IIT. But playing for Spring Fest 2014 without doubt exceeded all our expectations. The strong crowd not only enjoyed the music dished out but took active part by singing along all the tracks the duo performed. IIT Kharagpur Spring fest was our 3rd concert in a span of 3 days, but it rejuvenated us by the sheer energy the audience exuded. We look forward to visit IIT kharagpur many more times in the years to come

-**Salim Sulaiman**

