

IIT HYDERABAD PRESENTS



ELAN
2011

28 - 30 January 2011

Sponsorship Brochure

ELAN 2011

Eons have passed and phenomena beyond our grasp have and still continue to shape the universe. That trend has changed now. We no longer want to sit back and witness change but intend to be a part of the movement that causes that change. The mantra...

We believe for those who dream
We dream for those who fight
And we fight for those who believe

...fuels our passion to become the instrument of change. And in this endeavour, we bring you Elan.

THE DOMAINS

Elan 2011 will give you a taste of the world we dream of. Combining events and activities spanning various domains, namely, Technical a.k.a. Techy, Cultural a.k.a. Culti, Literary a.k.a. Litr, and Informals a.k.a. Infi, all under one roof, it provides a revitalizing and ingenious platform to showcase one's dexterity with a magnetic aura of elegance.

Innovative competitions which keep you gripped and the large number of prizes that are to be won in various domains, are only added benefits, as you rub shoulders with the top honchos in the industry and catch up with what's going on around the globe in our Extra-mural Lectures and Workshops.

With an impressive line-up of famous idols belting out groovy numbers and fashion shows which set the ramp on fire, even the nights at Elan 2011 promise to keep you engrossed and engaged.


Elan 2011 has something for everyone. It is the perfect place to take a break, from the binding and boring routine of life and bring out the celebrative best in you.

BIGGIES

As the sun sets on the rest of the world, the tempo is just beginning to pick up at Elan 2011. Experience the raw energy, passion, excitement and heat as a dazzling array of shows set the stage on fire. Shows like **PRO NITE**, **RAMP-AGE** and **GEAR UP** will exhilarate the crowd. High on adrenaline and action, Biggies is the place to be. Sponsors can look forward to maximum visibility through these events as they promise huge crowds.

GEAR UP: This event is sure to set your pulse racing, literally! Gear up, this stunt biking event will have the best in the country performing and the mind blowing acrobatics on show is sure to send the audience into frenzy.

Wade

The background is an abstract painting with warm, vibrant colors like orange, yellow, and red. There are several musical notes and stems scattered across the upper half, suggesting a theme of music or rhythm. The overall texture is painterly and expressive.

STORIES IN THE SAND: This is the age old art of storytelling, with a twist. The artist creates a series of images using sand, a process which is achieved by applying sand to a surface and then rendering images by drawing lines and figures in the sand with one's hands. The novelty of the event is in itself a guarantee of huge crowds and provides ample opportunities for advertising.

PRO NITE: Boasting of performances from leading artists of the film industry, this event will be the largest crowd puller. Pro Nite will be the heart of the cultural extravaganza at Elan 2011. This is the place for sponsors to associate themselves with big names of the silver screen.

RAMP-AGE: The most glamorous event of Elan 2011 is sure to draw large hordes of people. It is the perfect opportunity for associated sponsors to reach out to the crowd through banners, visual displays and by rewarding the winners!

Wade

TECHY

A detailed steampunk illustration serves as the background. It features a large, ornate clock face on the left with Roman numerals and a small sub-dial. To the right of the clock is a complex mechanical device with a large circular vent or speaker. In the upper right, a small figure wearing a top hat is visible inside a mechanical structure. The background is filled with various pipes, gears, and mechanical components, creating a dense, industrial atmosphere.

"Technical skill is the mastery of complexity, while creativity is the mastery of simplicity" Christopher Zeeman, founder of Warwick's Mathematics Department and Research Centre.

Elan 2011 introduces you to a new realm of technology. With enthralling competitions, a slew of nerve wracking quizzes and professional hands-on workshops, TECHY promises to amaze you with the best participants and is sure to be a learning experience.

From noobs to geeks, beginners to "know-it-alls", Elan 2011 has something in store for all the tech savvy folks out there. Be it robotics, coding or machine rush, TECHY promises to bring the best out of you with various challenges. Techy shall keep you enticed with enthralling exhibits and exciting shows and will keep your enthusiasm burning throughout the fest.



ROBOTICS is expected to be the most participated in the technical events and thus, offers a great opportunity to publicize products. Set in a large arena, it has ample display space which can be filled with eye catching promotional banners. Also, being the longest of technical events it provides the maximum scope for publicity.

MACHINE RUSH is an event which tests the capability of a person to put all the basic principles of engineering into use to make a machine which can ride through all kinds of terrain. The compatibility is pointless without speed. The sponsors will have ample opportunities for their publicity while the machines rush around the arena.

MALL MAZAA is an event which is very relevant to counter today's problem of energy efficiency. The participants have to design the most energy efficient mall they can. This event gives direct solutions to



problems faced by the industry, from the most innovative brains in the country.

GREEN CIRCUIT DESIGN: "Help the environment" is the motto for this event as the participants come up with innovative and efficient designs. This event embodies our drive to giving something back to Mother Earth. This is an opportunity for the sponsors to be a part of our green dream.

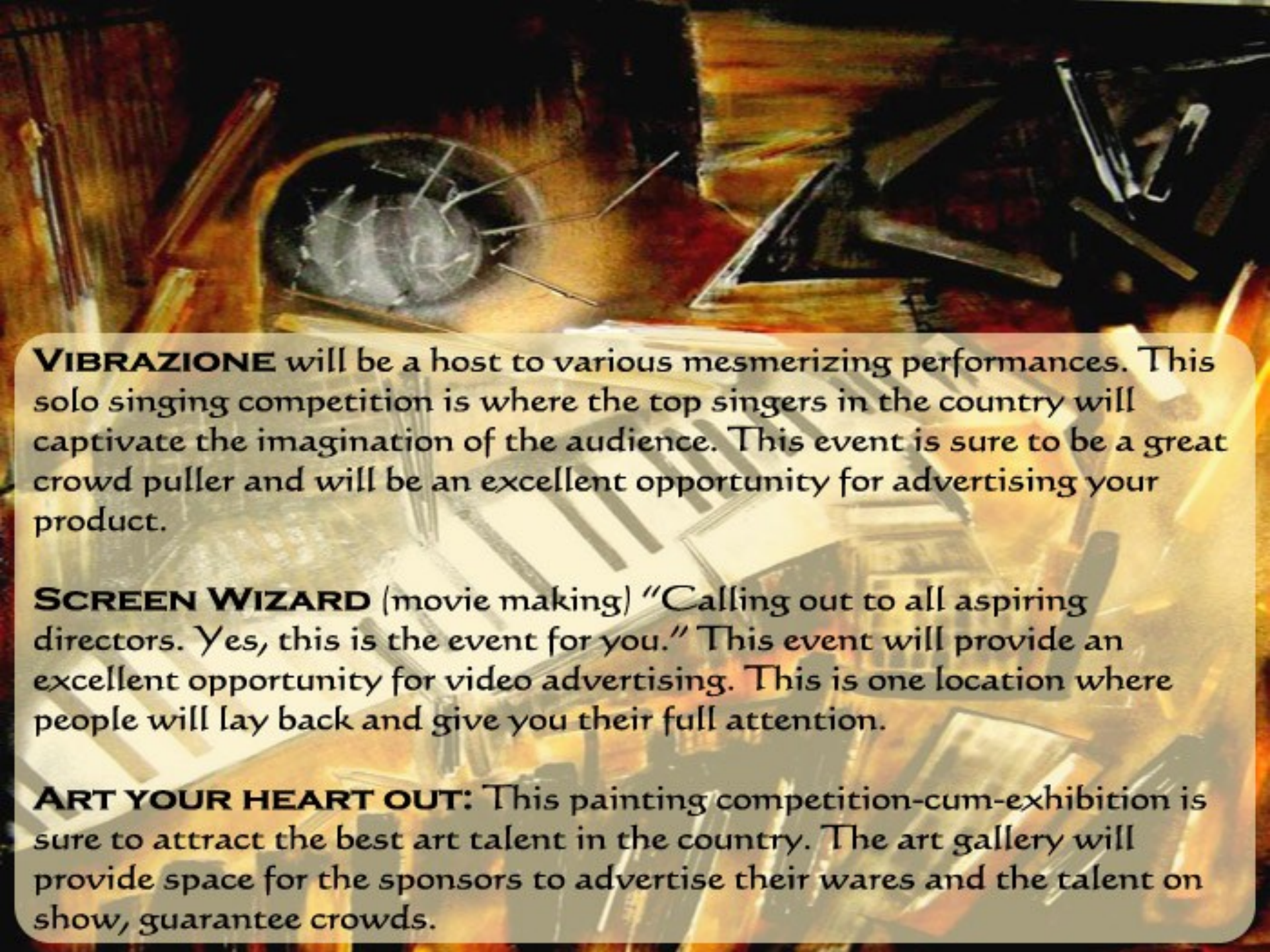
POSTER PRESENTATION: This is an innovative play on the conventional paper presentation event. This is where the most innovative brains of our country will present the result of their long hours of toil. This cutting edge event is sure to attract a large number of participants and will be a wonderful opportunity for the sponsors to connect to a large audience.

CULTI



Welcome to the festival of creative and cultural extravaganza at Elan 2011. With events like **VIBRAZIONE**, **LOSE YOUR FEET** and **SCREEN WIZARD**, Culti at Elan 2011 promises to amaze, captivate, dazzle and entertain the audience with an array of out-of-this-world performances.

LOSE YOUR FEET: For all you dancers out there who have in them, what it takes to compete at the professional level, Lose Your Feet is the perfect stage. This competition promises you breath-taking performances from the most talented of participants. This being a dance competition, there will be advertising space aplenty for the sponsors.

A collage of artistic and musical instruments including a violin, a broken lightbulb, and various tools.

VIBRAZIONE will be a host to various mesmerizing performances. This solo singing competition is where the top singers in the country will captivate the imagination of the audience. This event is sure to be a great crowd puller and will be an excellent opportunity for advertising your product.


SCREEN WIZARD (movie making) "Calling out to all aspiring directors. Yes, this is the event for you." This event will provide an excellent opportunity for video advertising. This is one location where people will lay back and give you their full attention.

ART YOUR HEART OUT: This painting competition-cum-exhibition is sure to attract the best art talent in the country. The art gallery will provide space for the sponsors to advertise their wares and the talent on show, guarantee crowds.

INFI

Informals at Elan 2011 is where you truly live life. INFI is one that is for all. With events ranging from wild and wacky ones to simply insane ones, Infi ensures complete entertainment without a single minute of boredom. Events like 'Amazing Race' are sure to attract crowds and make them go crazy. These along with tons of games and mysteries make the time at Elan 2011 pass by in a jiffy. Mesmerize yourselves with the adventurous, daring, challenging and madcap events provided by Infi. It is a feast for the crowd and a great opportunity for the sponsors to advertise their product.

PING! (LAN Gaming) is expected to be the talk of all gamers across the city. Gaming freaks queue up for hours during Elan to escape into a virtual world with ultimate black listed racers, sharp shooters and master strategists. The event promises a huge crowd, which is a very good stage for the sponsor.

An abstract painting with vibrant colors including yellow, orange, red, blue, green, and white. The brushstrokes are thick and expressive, creating a dynamic and textured background. A semi-transparent dark rectangle is overlaid on the lower half of the image, containing two paragraphs of text.

AMAZING RACE will take you on a quest to look for the treasure hidden deep within various clues and hat-eating riddles. Sponsors will have ample opportunities to promote their brand as the participants rush around the campus looking for the treasure. The sponsors can also be integrated into the event at various stages.

TOLLYWOOD QUIZ: A quiz spanning anything and everything about the biggest movie industry in the country. Undisputedly one of the biggest crowd pullers, it creates an atmosphere of excitement which even an average person finds hard to escape.

The background is a collage of handwritten text in various colors and styles, overlaid on a textured, brownish-gold background. A drawing of a person in a dynamic, almost dancing pose is visible in the center-right. The word 'LITR' is prominently displayed in large, white, stylized letters on the left side.

LITR

At Elan 2011, witness the literary revolution with events like Socho...Hatke, Air Crash, and Just-a-Minute, which will have the participants dancing on their toes and putting their wit and imagination to the ultimate test. These events set for themselves a very high standard and have the ability to attract mass crowds that few other festivals can boast of. Since sponsors can expect a large crowd that is well aware of branding and products, Litr events offer the sponsors novel avenues for advertising.

JAM, a classic battle of spontaneity and wit, is an audience favourite and pushes the limits when it comes to crowd turnout, making it a very attractive event to the sponsors.

AIR CRASH is the ultimate battle of reasoning. Stepping into the shoes of a controversial celebrity, the participant should defend his/her stance on why they should be the one to get the last parachute on a plane about to crash.

L.R.D. make me
 Sow Love where there
 where there is despair,
 O Divine Master
 to be understood.

an instrument of thy —
 is injury. Pardon —
 Hope where there is —
 Grant that I may not
 as to understand to be

Peace. Where there
 where there is doubt,
 darkness, light where
 so much seek to be
 loved, or to love!

is hatred. Let me
 -- Faith
 where there is sadness, Joy
 -- console, as to console

LETTRE D'AMOUR is an event for the romantic to show off their flirting skills. Elan 2011 gives them the opportunity to write their hearts out to impress the ones they love. This event thus attracts many such passionate participants, giving sponsors a treat for the publicity of their brand.

SPORTS & LITERARY QUIZ separates the men from the boys as far as sports fans are concerned. It tests the knowledge of the participants through some brain-wracking questions. Being one of the favourite topics of the youth, this event is a huge crowd puller.

SOCHO HATKE, one of the USPs of Elan, has the ability to make even a crowd of silent introverts go hyper. Though it's a rib tickling event, it has the ability to make people think differently under various circumstances and hence is expected to have maximum participation. An audience favourite, this is one event very few sponsors will want to miss out on.



EMW

"Learning is not attained by chance; it must be sought for with ardour and attended to with diligence"

But learning in this context does not mean the same old way of taking out a textbook and trying to decipher something out of it.

Here at Elan 2011, we try our best to redefine the idea of learning. We aim to teach our audience different skills of art, science and technology under the tutelage of the best in the business. To give it a touch of practicality, interesting workshop sessions in various areas will be conducted.

Elan 2011 will feature talks from eminent personalities from various walks of life, who will share their experience and expertise with the audience. This is where the students indulge in the act of education and promote learning in its true sense.

"The most beautiful thing you can experience is the mysterious.
It is the source of all true art and science."

- Albert Einstein

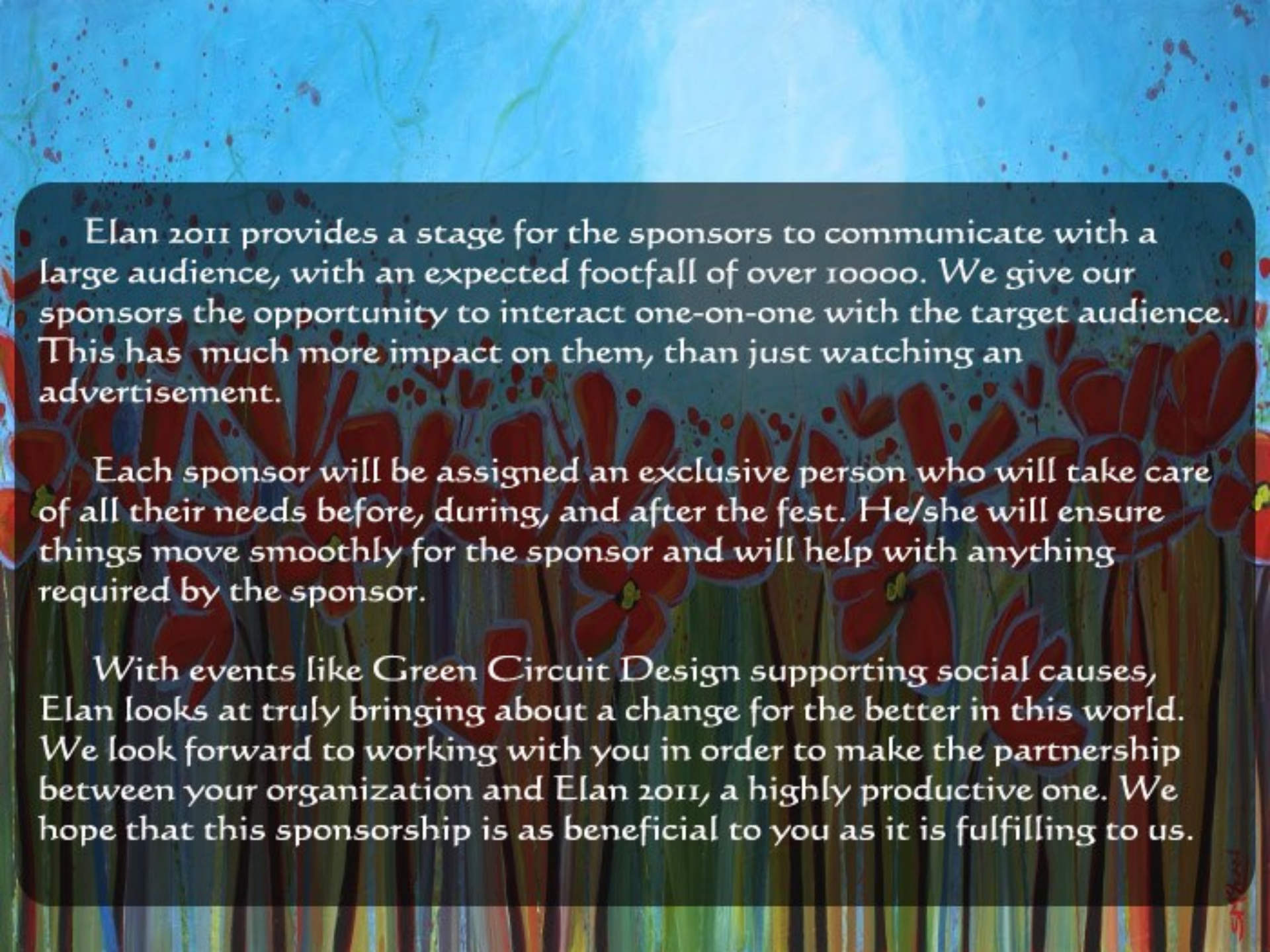
WHY SPONSOR ELAN?

In just a year since its inception, Elan has come to be associated with fun, creativity, talent and mass appeal. Elan 2010, the first edition of our fest, was a huge success with a footfall of about 5000.

IIT Hyderabad, now in its third year, is an emerging institute of global repute. In this period, IIT Hyderabad is looking at building long term relations with the industry.

The publicity of Elan is intricately linked with the publicity of our sponsors. The Elan publicity campaign will cover the following bases:

- Our brochures and posters will be sent to over 500 colleges spread all over the country.
- Visits to over 200 colleges in all major cities of India.
- Elan and its events will also be publicised through prominent national media channels.
- Billboards bearing Elan advertisements will be put up at strategic positions in the city of Hyderabad.
- Elan will be publicised on leading online websites like facebook, ibibo, twitter and others.



Elan 2011 provides a stage for the sponsors to communicate with a large audience, with an expected footfall of over 10000. We give our sponsors the opportunity to interact one-on-one with the target audience. This has much more impact on them, than just watching an advertisement.

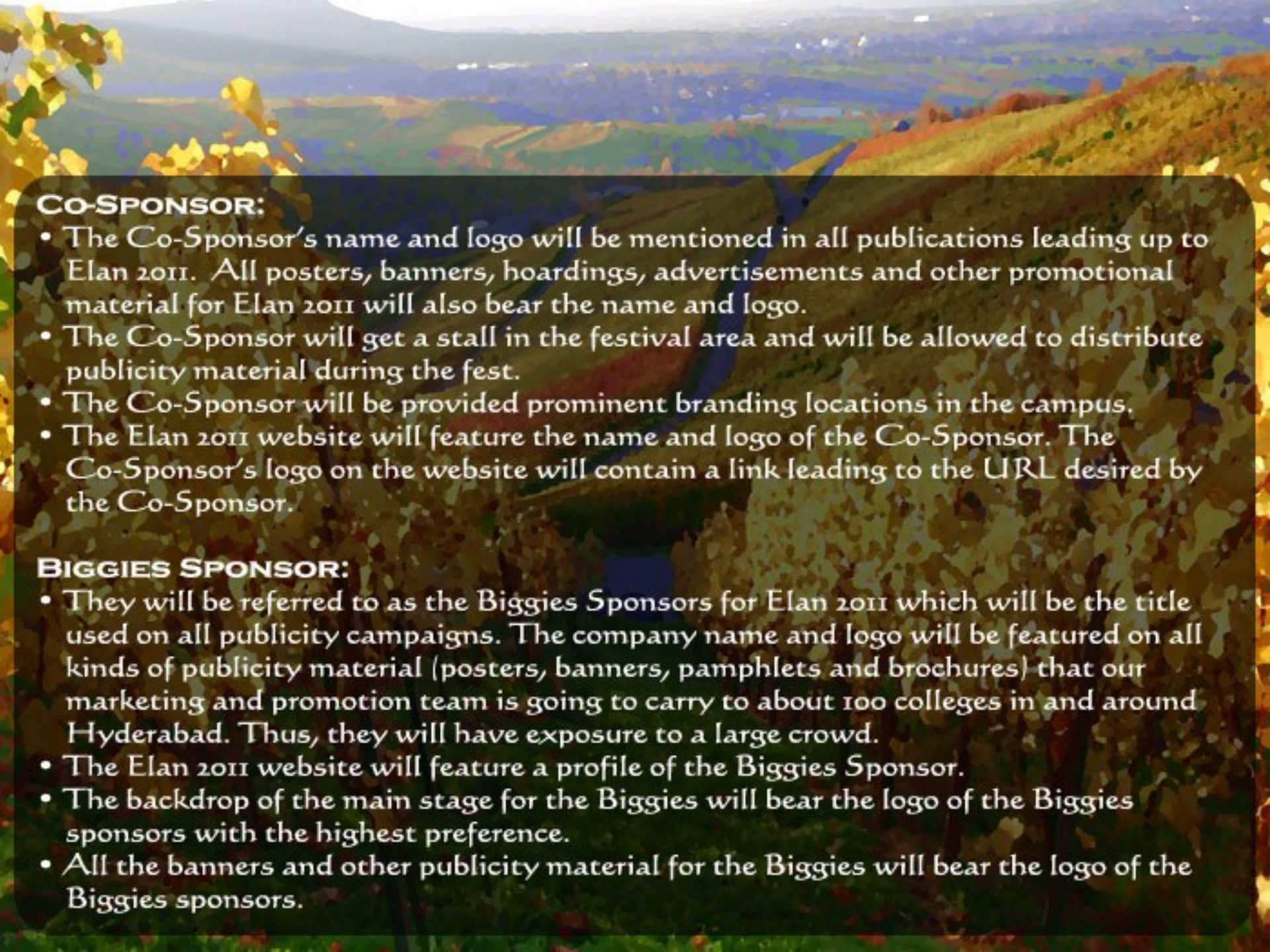
Each sponsor will be assigned an exclusive person who will take care of all their needs before, during, and after the fest. He/she will ensure things move smoothly for the sponsor and will help with anything required by the sponsor.

With events like Green Circuit Design supporting social causes, Elan looks at truly bringing about a change for the better in this world. We look forward to working with you in order to make the partnership between your organization and Elan 2011, a highly productive one. We hope that this sponsorship is as beneficial to you as it is fulfilling to us.

BENEFITS

PRIMARY SPONSOR:

- The festival will be named after the Primary Sponsor i.e., IIT Hyderabad and (Primary Sponsor) present Elan 2011. All publications (posters, pamphlets, invitations, hoardings, and newspaper advertisements) leading up to Elan will carry the name and logo of the Primary Sponsor.
- The Primary Sponsor can telecast their promotional videos/advertisements on screens which will be set up in the campus, during the fest.
- The Elan 2011 website will feature a profile of the Primary Sponsor. The logo of the Primary Sponsor will be displayed on all web-based publicity efforts, like browser extensions, blogs, and desktop themes. The name and logo of the Primary Sponsor will be featured on the sponsor's page of the Elan 2011 website and will be hyperlinked to the URL desired by the Primary Sponsor.
- The Primary Sponsor will be given a lecture slot to hold talks in the campus during Elan 2011.
- The sponsor will be allowed to distribute publicity material in a stall (approximately 15 feet x 10 feet) throughout the fest.
- The Primary Sponsor will be provided a volunteer to help out with the publicity efforts during the fest.
- Banners of the Primary Sponsor will be displayed at locations which provide maximum visibility during the fest.

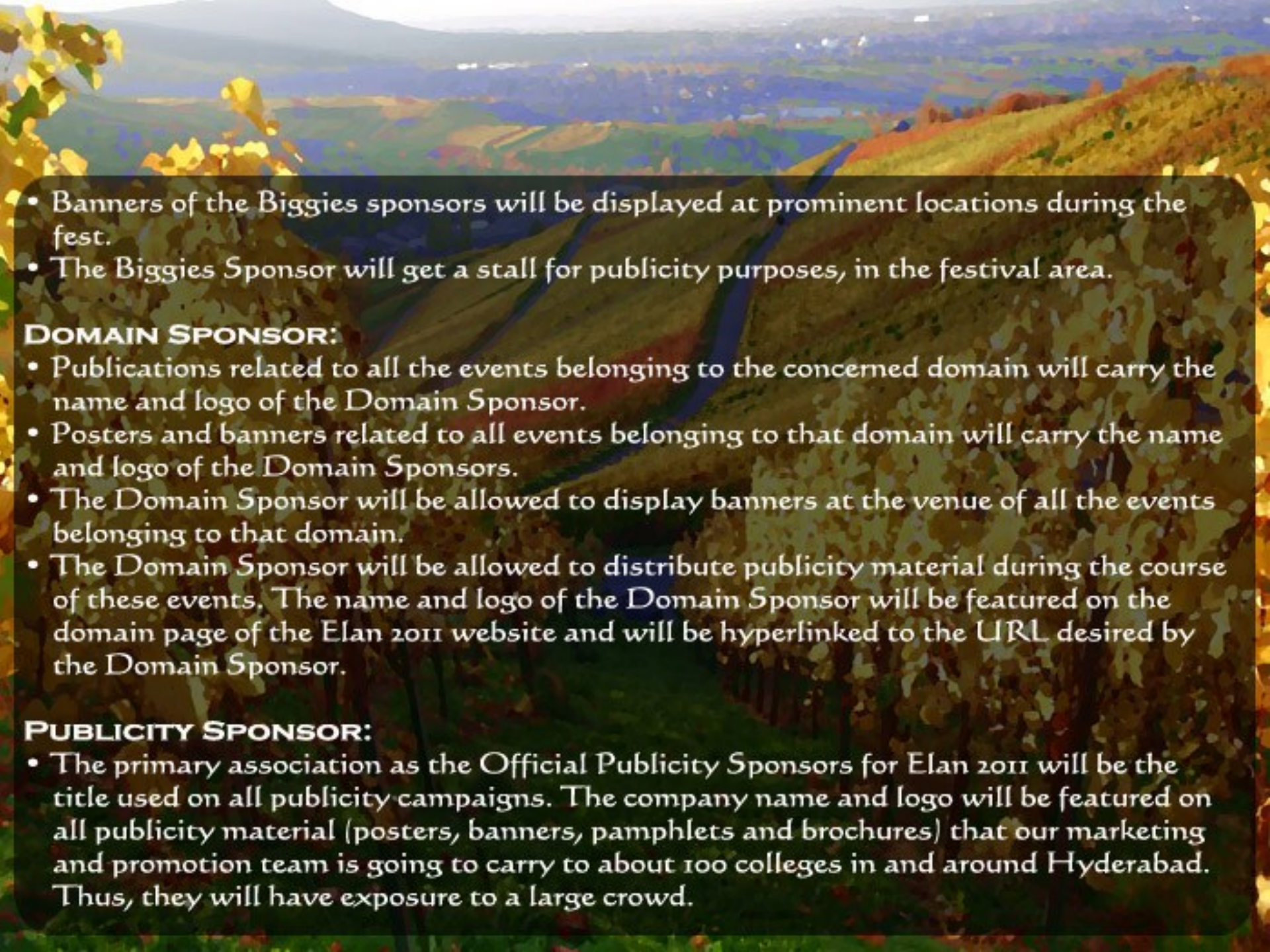


CO-SPONSOR:

- The Co-Sponsor's name and logo will be mentioned in all publications leading up to Elan 2011. All posters, banners, hoardings, advertisements and other promotional material for Elan 2011 will also bear the name and logo.
- The Co-Sponsor will get a stall in the festival area and will be allowed to distribute publicity material during the fest.
- The Co-Sponsor will be provided prominent branding locations in the campus.
- The Elan 2011 website will feature the name and logo of the Co-Sponsor. The Co-Sponsor's logo on the website will contain a link leading to the URL desired by the Co-Sponsor.

BIGGIES SPONSOR:

- They will be referred to as the Biggies Sponsors for Elan 2011 which will be the title used on all publicity campaigns. The company name and logo will be featured on all kinds of publicity material (posters, banners, pamphlets and brochures) that our marketing and promotion team is going to carry to about 100 colleges in and around Hyderabad. Thus, they will have exposure to a large crowd.
- The Elan 2011 website will feature a profile of the Biggies Sponsor.
- The backdrop of the main stage for the Biggies will bear the logo of the Biggies sponsors with the highest preference.
- All the banners and other publicity material for the Biggies will bear the logo of the Biggies sponsors.

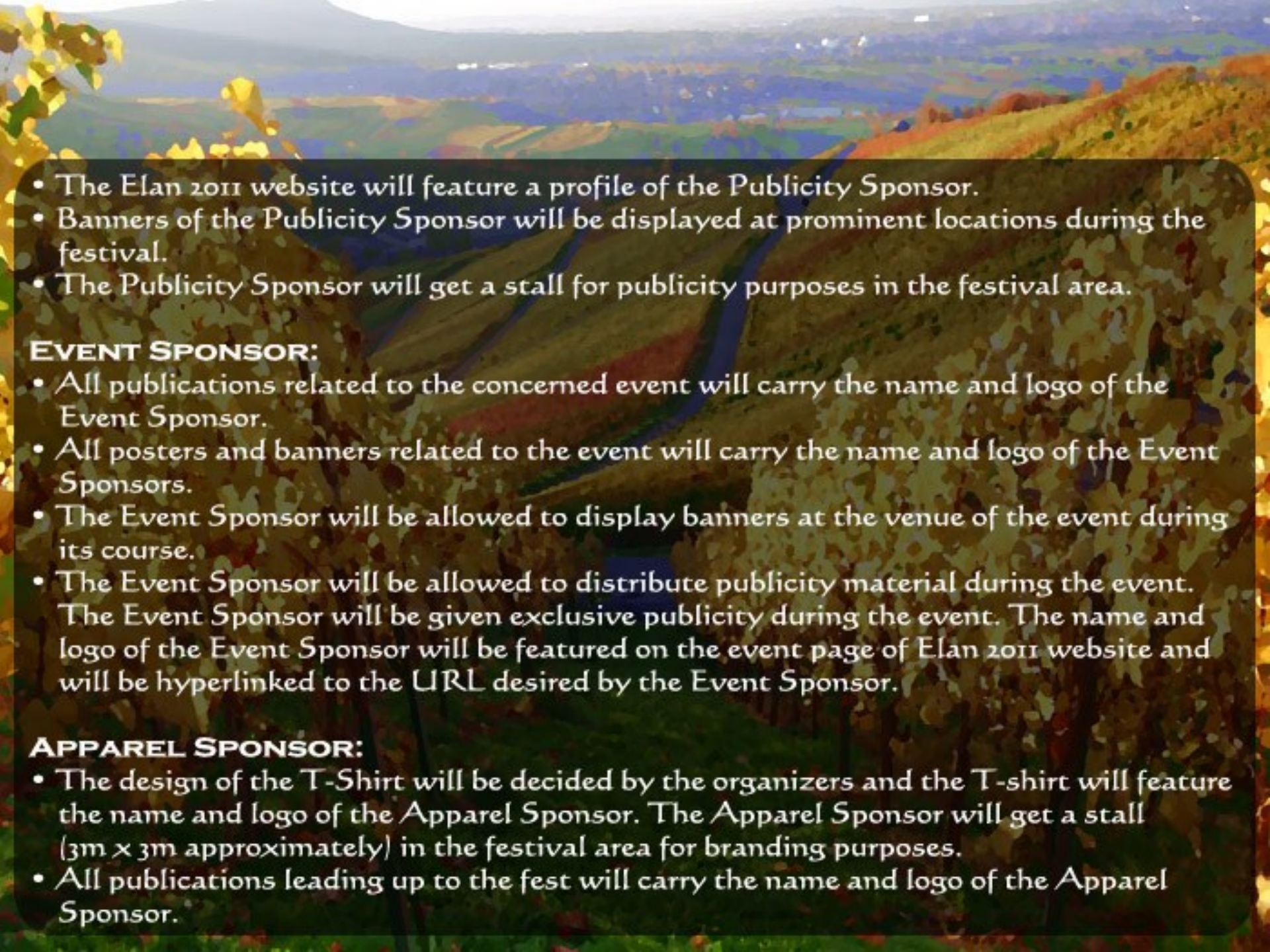
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- Banners of the Biggies sponsors will be displayed at prominent locations during the fest.
 - The Biggies Sponsor will get a stall for publicity purposes, in the festival area.

DOMAIN SPONSOR:

- Publications related to all the events belonging to the concerned domain will carry the name and logo of the Domain Sponsor.
- Posters and banners related to all events belonging to that domain will carry the name and logo of the Domain Sponsors.
- The Domain Sponsor will be allowed to display banners at the venue of all the events belonging to that domain.
- The Domain Sponsor will be allowed to distribute publicity material during the course of these events. The name and logo of the Domain Sponsor will be featured on the domain page of the Elan 2011 website and will be hyperlinked to the URL desired by the Domain Sponsor.

PUBLICITY SPONSOR:

- The primary association as the Official Publicity Sponsors for Elan 2011 will be the title used on all publicity campaigns. The company name and logo will be featured on all publicity material (posters, banners, pamphlets and brochures) that our marketing and promotion team is going to carry to about 100 colleges in and around Hyderabad. Thus, they will have exposure to a large crowd.

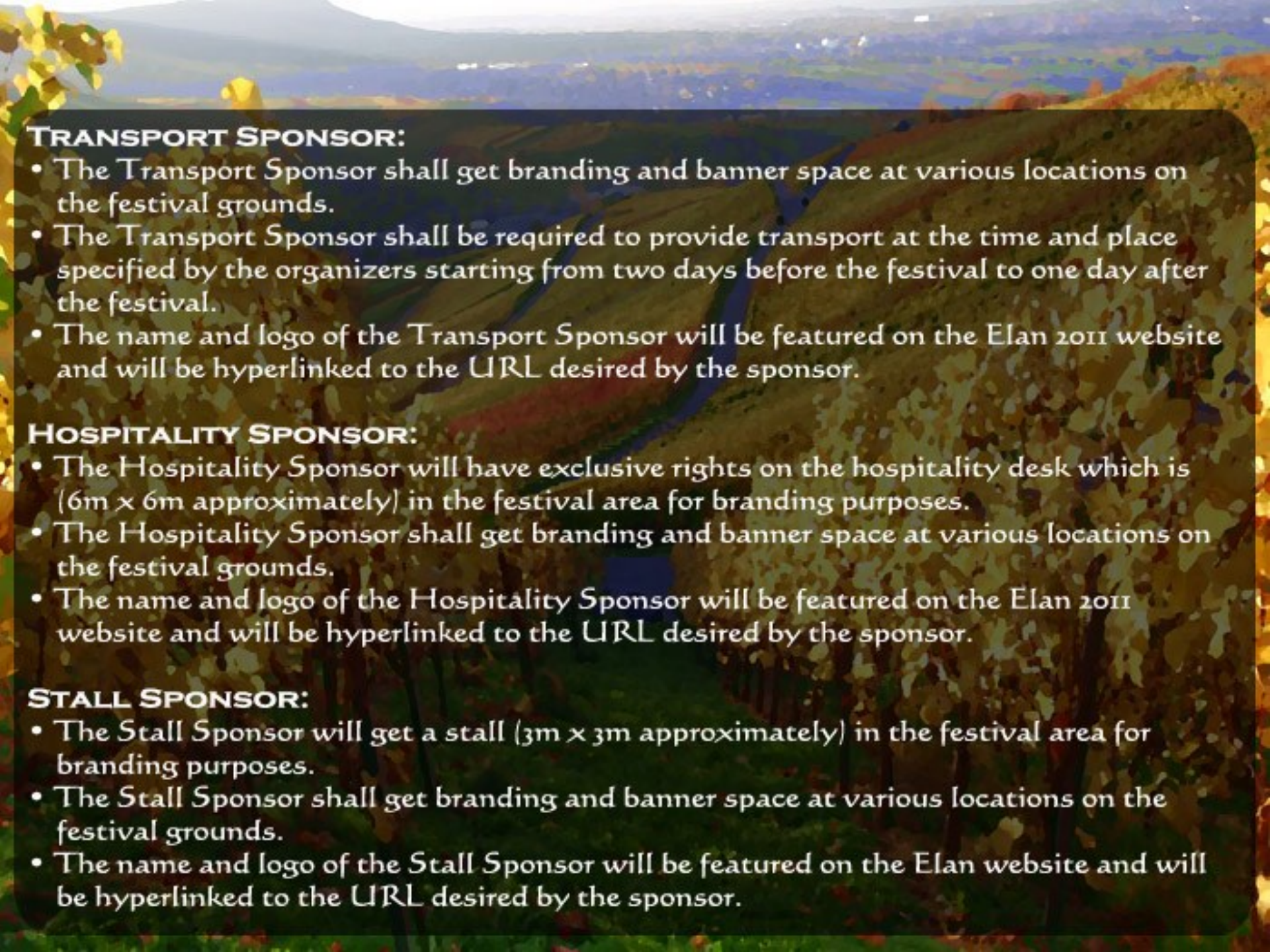
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- The Elan 2011 website will feature a profile of the Publicity Sponsor.
 - Banners of the Publicity Sponsor will be displayed at prominent locations during the festival.
 - The Publicity Sponsor will get a stall for publicity purposes in the festival area.

EVENT SPONSOR:

- All publications related to the concerned event will carry the name and logo of the Event Sponsor.
- All posters and banners related to the event will carry the name and logo of the Event Sponsors.
- The Event Sponsor will be allowed to display banners at the venue of the event during its course.
- The Event Sponsor will be allowed to distribute publicity material during the event. The Event Sponsor will be given exclusive publicity during the event. The name and logo of the Event Sponsor will be featured on the event page of Elan 2011 website and will be hyperlinked to the URL desired by the Event Sponsor.

APPAREL SPONSOR:

- The design of the T-Shirt will be decided by the organizers and the T-shirt will feature the name and logo of the Apparel Sponsor. The Apparel Sponsor will get a stall (3m x 3m approximately) in the festival area for branding purposes.
- All publications leading up to the fest will carry the name and logo of the Apparel Sponsor.



TRANSPORT SPONSOR:

- The Transport Sponsor shall get branding and banner space at various locations on the festival grounds.
- The Transport Sponsor shall be required to provide transport at the time and place specified by the organizers starting from two days before the festival to one day after the festival.
- The name and logo of the Transport Sponsor will be featured on the Elan 2011 website and will be hyperlinked to the URL desired by the sponsor.

HOSPITALITY SPONSOR:

- The Hospitality Sponsor will have exclusive rights on the hospitality desk which is (6m x 6m approximately) in the festival area for branding purposes.
- The Hospitality Sponsor shall get branding and banner space at various locations on the festival grounds.
- The name and logo of the Hospitality Sponsor will be featured on the Elan 2011 website and will be hyperlinked to the URL desired by the sponsor.

STALL SPONSOR:

- The Stall Sponsor will get a stall (3m x 3m approximately) in the festival area for branding purposes.
- The Stall Sponsor shall get branding and banner space at various locations on the festival grounds.
- The name and logo of the Stall Sponsor will be featured on the Elan website and will be hyperlinked to the URL desired by the sponsor.

PREVIOUS SPONSORS





www.elan.org.in

CONTACTS

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