



SABBRANG 2025

10th - 12th October

Sabrang

Sabrang is JKLU's premier annual cultural festival, a grand celebration of creativity, entertainment, and immersive experiences. Every year, it draws together students, artists, and performers from throughout the country, resulting in an electric atmosphere of music, technology, and artistic expression.

This year, Sabrang 2025 unfolds under the theme Noorvana—which is a one-of-a-kind mix of carnival magic and midnight splendor. From captivating performances, and engaging interactive experiences during the day to dazzling parties and high-energy celebrations under the stars, Noorvana promises an unforgettable journey of festivity.

A celebration of contrasts, this vibrant day-to-night transformation blends playful nostalgia with after-dark glamour in one cohesive visual experience.

As night falls, the mood shifts into a more immersive, glittering atmosphere with silver accents, reflective textures, and neon lighting.

Sabrang 2025



15+
THEMES
EVENTS

5+
FLAGSHIP



DJ
NIGHTS—
EXCLUSIVE
PERFORMANCES



FLAGSHIP EVENTS ↓



Sabrang 2025's flagship events are the highly anticipated, inter college group events that take place on stage.

We offer a magnifi cent opportunity for participating institutions nationwide to display their talent across spheres of fashion, music and dance.



An Experience You don't Want To Miss! ↓

VERSEVAAD

“ Debate In Rhythm

Raw energy, sharp lyrics, and unfiltered expression define Versevaad. Rap artists bring their verses to life in an electrifying face-off, blending rhythm and rhyme with powerful storytelling that resonates with the crowd.

PANACHE

“ Shrut Your Style!

The grandest runway event of Sabrang, Panache is where elegance, charisma, and confidence collide. Teams will display original collections or concepts with full choreography, soundtrack, and fashion narratives.

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Where
Rhythms Clash
And Moves
Ignite!

DANCE BATTLE

**ONE-ON-
ONE &
CREW VS.
CREW**

Dancers compete individually and in teams in a high-energy dance face-off.

**DIVERSE
DANCE
STYLES:**

Features hip-hop, free-style, krumping, and fusion styles.

**BEYOND
JUST
DANCING:**

It's about commanding the floor—showcasing presence, creativity, and dominance.

**HIGH-
STAKES
BATTLE:**

An elimination format keeps the competition fierce and exciting.



BAND JAM

A showdown of student bands performing original compositions and covers.

From rock and indie to classical fusion, Bandjam is the sonic pulse of Sabrang.

Bands are judged on creativity, technical prowess, audience engagement, and stage presence.

“

Prepare For
A Sonic
Showdown!

“

Where Drama
Comes Alive on
the Streets!

STEP UP

Step Up is all about individuality and self-expression through movement. Solo performers light up the stage with their creativity, charisma, and unique style—turning every performance into a statement.



Nukkad Natak is not just a performance; it is a celebration of creativity and expression with actors bringing stories to life.

Welcoming you all to the street play, a famous part of our tradition that combines elements of drama, music, and dance for spreading enjoyment amongst the masses.

Let The Music Set Your Soul Ablaze!

ECHOES OF NOOR

Musical Night

A soulful evening filled with melodies that touch the heart. Echoes of Noor brings together classical notes, modern tunes, and mesmerizing voices, leaving the audience spellbound with music that lingers long after the last song.

Chords Of Eternity!



The Road to **Sabrang**

WHY SPONSOR US?

An exciting opportunity for extensive brand exposure as a three day event is your canvas for opportunities. It's an opportunity to be part of a prestigious, high-energy cultural fest that engages thousands of young, dynamic individuals.

EXTENSIVE MEDIA COVERAGE:

Sabrang 2025 promises wide reaching media exposure through extensive coverage across print, digital, and social platforms.

UNPARALLELED VISIBILITY:

With an ever-growing audience, Sabrang attracts students, influencers, and young professionals from across the country, offering extensive brand.

HIGH-ENERGY, INTERACTIVE EVENT :

With carnival-style fun, immersive experiences, and electrifying performances, Sabrang offers a dynamic and engaging environment for brands to create memorable interactions with attendees.

50,000
Platinum

SPONSOR

BRANDING:

- “Fest Powered by Company Name” tag
- Most prominent logo on stage backdrop, banners, posters, brochures, ID cards, T-shirts, certificates, social media, and website.

Engagement & Activation:

- Prime stall space at central location.
- Representative invited as chief guest/judge for flagship event.

Visibility & Reach:

- 8+ dedicated social media posts, reels & stories with brand tags.
- Mentions in press releases and newsletters.

Privileges:

- 10 VIP passes.
- On-stage felicitation with certificate & memento.
- Option to add brand vouchers/goodies in welcome kits.

25,000
Gold

BRANDING:

- “Co-Powered by [Company Name]” on digital and on-ground materials.
- Logo on stage backdrop, select banners, brochures, and certificates.

Engagement & Activation:

- Stall space for promotions.
- Announcement as major stage events

Visibility & Reach:

- 5–6 featured social media promotions with interactive posts.
- Name mention in website footer & ticketing page.

Privileges:

- 6 exclusive passes.
- Felicitation on closing day.

15,000
Silver

SPONSOR

BRANDING:

- Logo on posters, website, select venue signage.

Engagement & Activation:

- Shared stall space (subject to availability).
- One-time acknowledgment on stage.

Visibility & Reach:

- 3–4 social media shout-outs with tags.

Privileges:

- 4 general passes.
- Access to post-event media & highlights.

10,000
Bronze

SPONSOR

BRANDING:

- Logo on individual event posters.

Engagement & Activation:

- Flyer/coupon placement at help desk.

Visibility & Reach:

- 1 social media thank-you post.

Privileges:

- 2 general passes.

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