



INDIRA GANDHI DELHI TECHNICAL
UNIVERSITY FOR WOMEN

presents

TAARANGANA

SPONSORSHIP BROCHURE 2020

01

ABOUT US

INDIRA GANDHI DELHI TECHNICAL UNIVERSITY FOR WOMEN

Indira Gandhi Delhi Technical University for Women (formerly known as IGIT) is the first all women engineering university in South Asia. It has been ranked first among the emerging engineering colleges of India.

1

2

IGDTUW was established as an independent university in May 2013, with the purpose of bringing forward women in fields of technology and management and foster an environment for excellence.

3

The objective of the University is to foster industry relevant research and innovations and help to enable women to become future leaders, managers, researchers and team players in the field of science, technology, and management.

02

JOURNEY TO
TAARANGANA 2020

T A A R A N G A N A

After six massively successful editions, the cultural extravaganza is all set to be back in February with its 7th edition - Taarangana'20! Taarangana is the annual cultural fest of IGDTUW, and is one of the most awaited cultural events in Delhi.

Via a wide variety of events in the fields of music, dance, theatre, and other artistic domains, this two-days cultural blast offers many creative students an opportunity and platform to showcase their stupendous talents, turning the campus to an ocean of culture, excitement, and opportunities.

The fest aims to bring together loads of zestful students from various institutions from all over India to meet others with similar interests, connect with each other and have a great time.

2
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2
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03

WE HAVE TOUCHED
MANY LIVES

56k+
FACEBOOK
LIKES



14k+
INSTAGRAM
FOLLOWERS



5k+
TWITTER
FOLLOWERS



21k+
FOOTFALL



1.7L+
ONLINE
REACH



2 DAYS

280
COLLEGE NETWORK
ACROSS NCR

500+
STUDENT
FORCE



04

OUR FLAGSHIP EVENTS



ANTRAA

*A melodious group
singing event.*



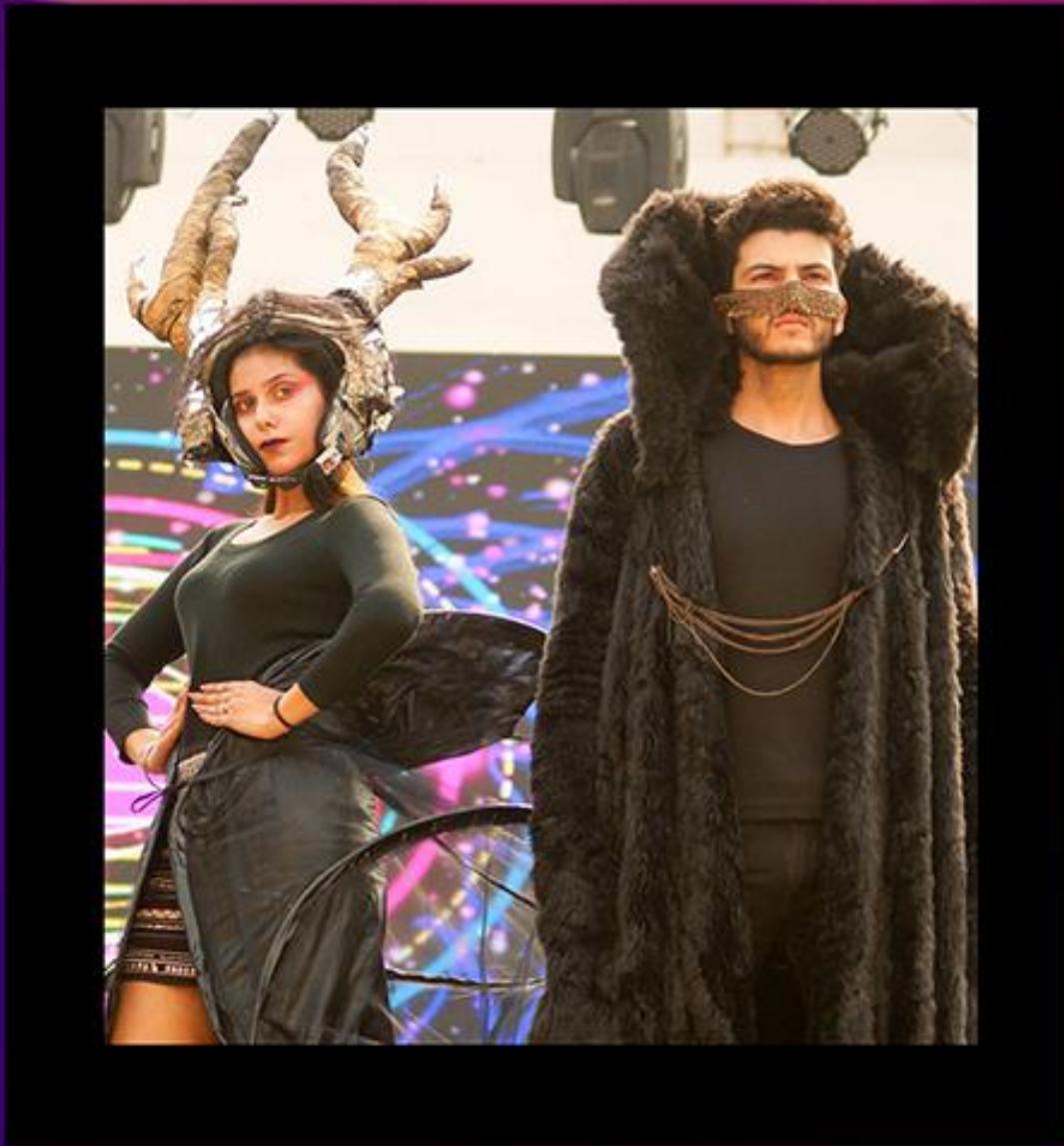
KNIGHTS OF THE FALL

*The famed battle
of bands.*



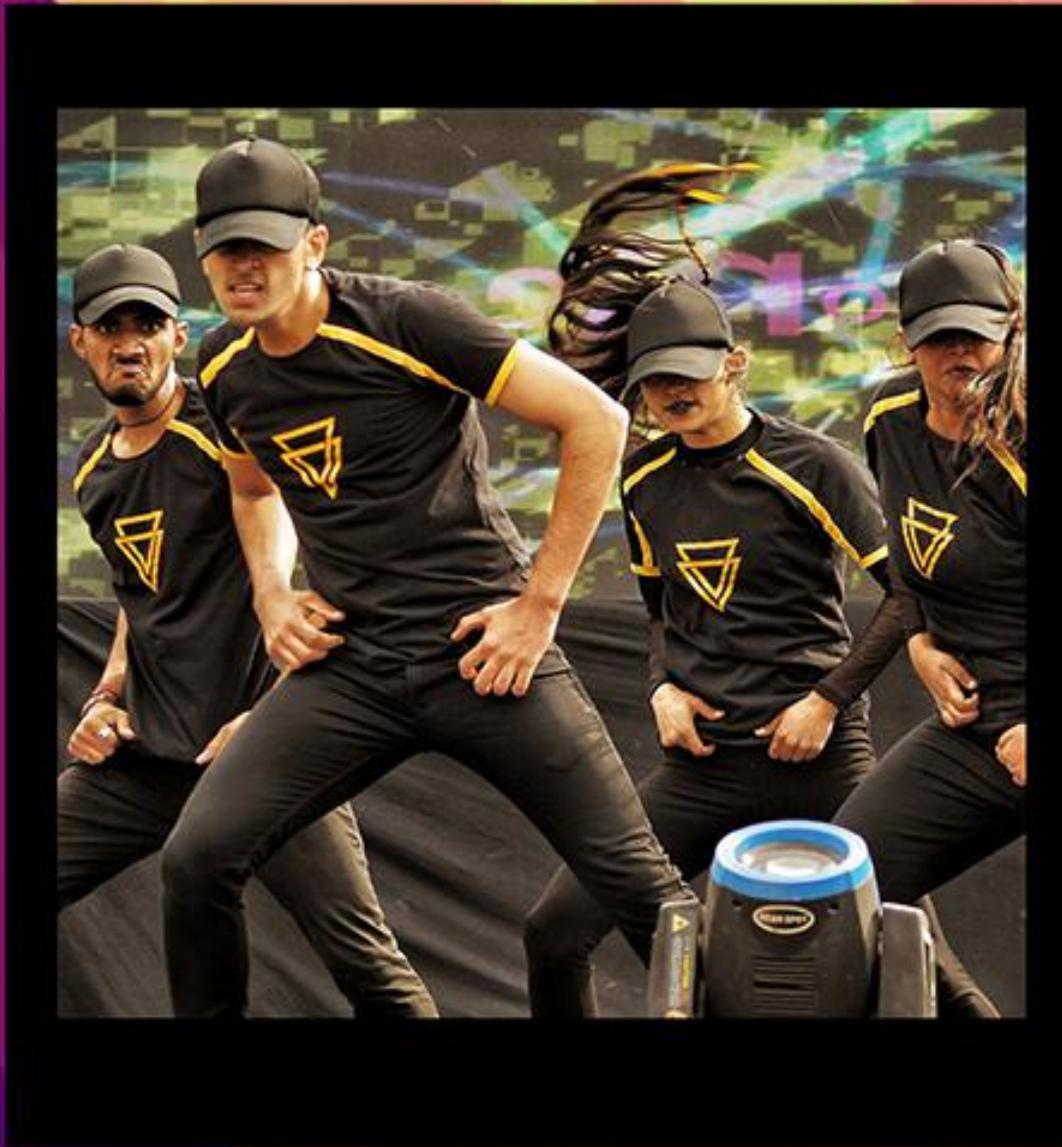
MR & MS TAARANGANA

*The search for the
most desirable.*



LILAC DREAMS

The ultimate fashion parade.



URBAN THUMP

Western dance crews' great face-off.



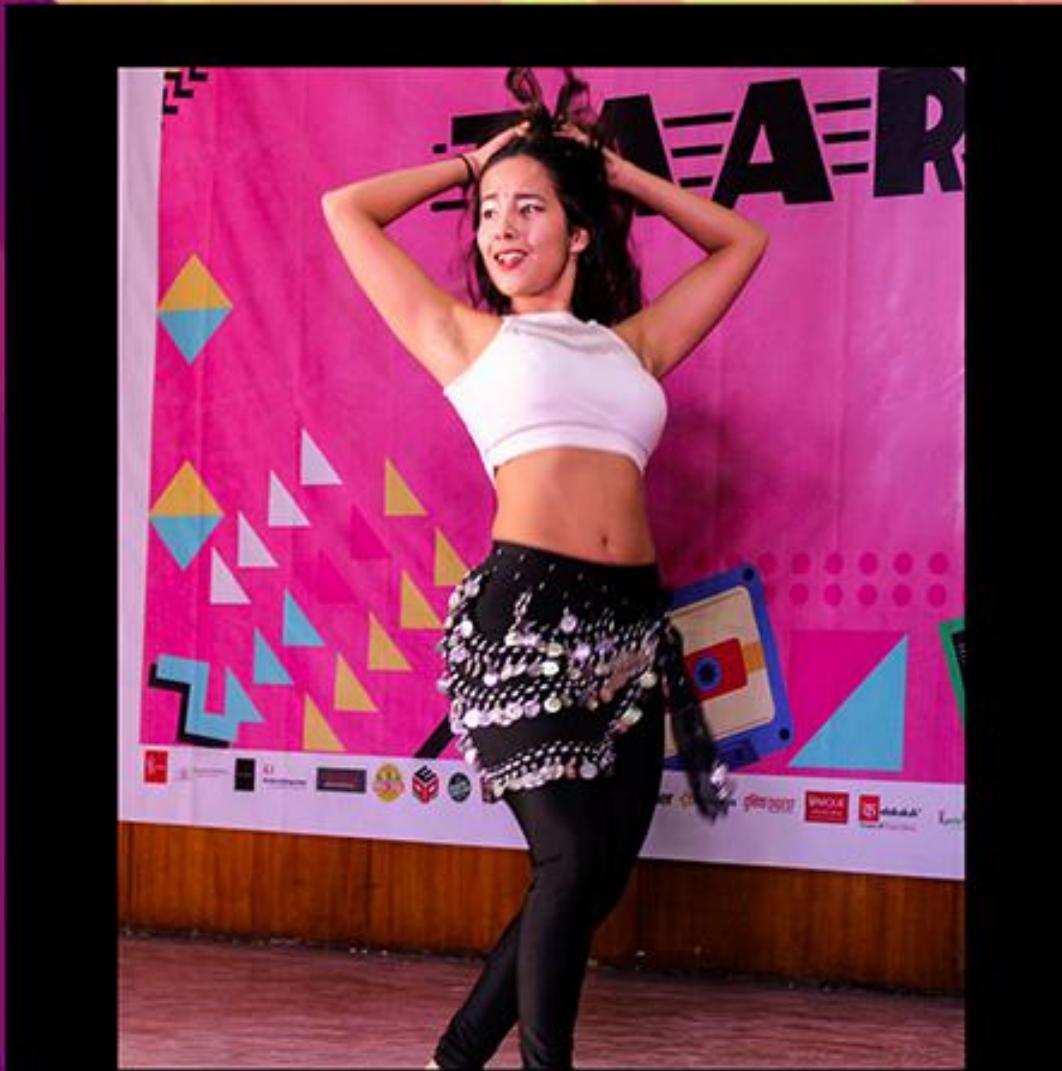
AAGHAZ

Nukkad nataks for the society aware.



SLAM POETRY

Rhyme your opinions on anything and everything.



SYNNOVE

Solo/duet dance showdown.



ANHAD

A solo/duet singing competition.



CAMPUS PRINCESS

*Presented by
Miss India organization*



POP ART

*Comical drawings of
favourite fictional
characters.*



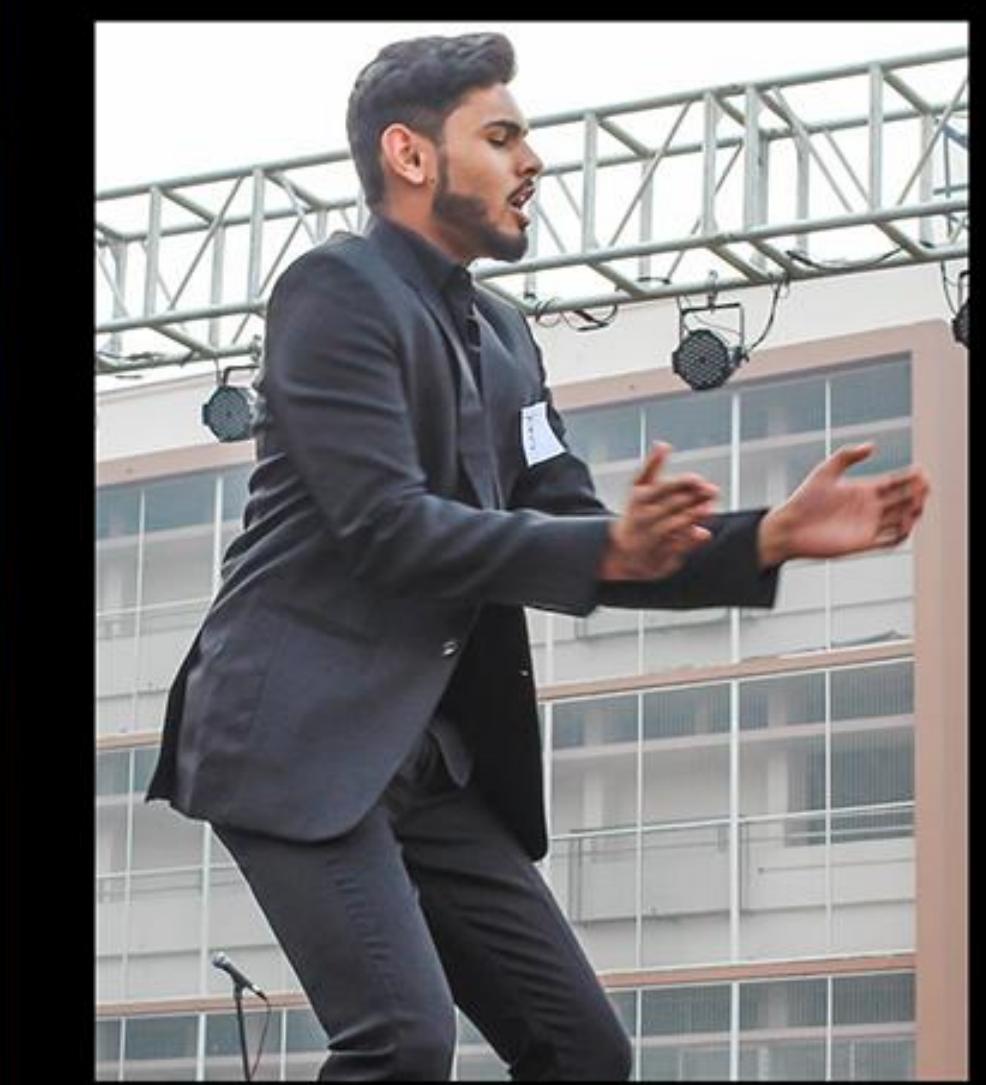
RANGMANCH

*A solo showcase of
acting skills.*



MOODLE DOODLE

*A creative hunt for
the best doodles.*



PITCH PERFECT

*Unique music with
no instruments.*

05

PREVIOUS
BLOCKBUSTER
SHOWSTOPPER



ZAKIR KHAN

Country's top stand-up comedian, writer, actor and Youtuber.



ARJUN KANUNGO

Famous singer, composer, songwriter and performer.



DJ KEVU

A duo with releases on Spinnin Records and Revealed Recordings.



DJ RAVATOR

DJ known for his versatile style of music.



PARASHARA BAND

A Delhi based progressive band, performs varied genres, themes and playing styles.



HARDY SANDHU

Prominent Punjabi
and performer.



DJ KERANO

The college version of the
Sunburn festival with some of
the best DJ's of the country.



DJ DARTH LEGION

The college version of the
Sunburn festival with some of
the best DJ's of the country.



BISWA KALYAN RATH

Viral stand-up comedian, writer
and Youtuber.



THE LOCAL TRAIN

Hindi rock band, has achieved massive
commercial success.



ABHISH MATHEW

Popular stand-up comedian
and internet sensation.



DJ DIEGO MIRANDA

Ranked 56th among the best
DJ's in the world.



DJ ZAEDEN

Performer at tomorrowland
festival in Belgium.



LAGORI BAND

Bangalore based band, combines
classical melodies with rock music.



SHIRLEY SETIA

Singer, performer and Youtuber.

HIGHLIGHTS FROM 2018 & 2019

DIWALI FETE - JHILMIL



Taarangana'19 organised the first ever big and grand Diwali fete - JHILMIL.

The fete aimed to create a festive vibe and a hype for the main extravaganza, that is Taarangana itself by bringing together many students from various colleges and give them, what some might call a mini-trailer to Taarangana.

HIGHLIGHTS FROM 2018 & 2019



JUGNI

Known for its sufi
rock sound



SHEELA CHAMARIA

India's leading
sculptor artist



RASIK GUPTA

A well known
“Hasya Kavi.”.



SWARAJ SINGH

Multi-talented open mic
performer and actor.



KANISHK PRIYADARSHI

Actor and anchor at
Scoopwhoop and Ok Tested.

HIGHLIGHTS FROM 2018 & 2019



NISHKARSH ARORA
Roadies Xtreme finalist



DIWAKER SHARMA
Sa-Re-Ga-Ma-Pa
runner-up.



RJ YUVI
RJ at Radio City.



SURESH NARAYANAN
Chairman and
Managing Dir. Nestle



FBB CAMPUS PRINCESS
Presented by Miss India
organization

HIGHLIGHTS FROM 2018 & 2019



SONALI KOTNALA
Known Actor



VIREN BARMAN
Mr. India 2016
1st Runner-up.



RJ RAHUL MAKIN
RJ at Fever 104.



SALONI SEHRA
Fashion Blogger



DEVESH KANDUJA
Mr. India 2016 finalist.

BRANDING AVENUES



06

WHY SPONSOR US?

1 • Long term association with South Asia's first women technical and management University ranked at first position among Top 10 Emerging Engineering Institutes of India.

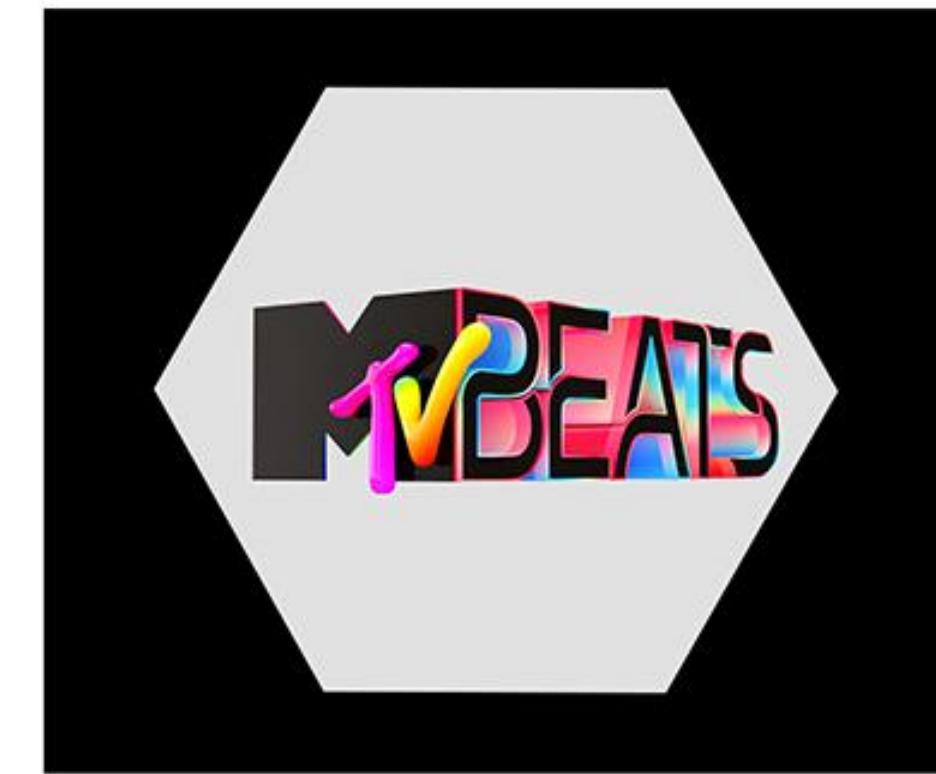
2. Target a huge audience (average 20k+) of young and dynamic students from the most elite colleges pan New Delhi and around India, and get the opportunity of interacting with them.

3. Market your brand's presence and shoot up on the popularity scale, both online and offline.

4. • Perfect platform to exhibit your product range & services within an excellent centrally located campus in the heart of Old Delhi.

07

PREVIOUS ASSOCIATIONS







PARTNER WITH US

BE A CASH CONTRIBUTOR OR IN-KIND SUPPORTER



FOOD



PUBLISHING



RADIO



SPORTS



TRAVEL



SOUND



BEVERAGE



FASHION



STATIONERY



GIFTS & MERCHANDISE



SOCIAL MEDIA



TECHNOLOGY



PRINT MEDIA



PHOTOGRAPHY



BEAUTY

*30K ONWARDS

08

DEALS IN
OUR MAGIC BOX

	TITLE	CO-SPONSOR	ASSOCIATE	EVENT
● ACKNOWLEDGEMENT AS	<name> and IGDTUW presents TAARANGANA 2020	TAARANGANA 2020 co-presented by <name>	TAARANGANA 2020 brought to you by <name>	<event_name> presented by <name>
● BANNERS, POSTERS	In all posters and banners, including Event Posters	In all posters and banners, including Event Posters	In all posters and banners, including Event Posters	Only in event specific Posters
● MERCHANDISE, CERTIFICATES	✓	✓	X	X
● 1 VIDEO MADE BY TAARANGANA TEAM TO PROMOTE THE COMPANY	✓	X	X	X
● WEBSITE	Header on all pages & Sponsorship page	Homepage & Sponsorship Page	Homepage & Sponsorship Page	Event pages & Sponsorship Page

	TITLE	CO-SPONSOR	ASSOCIATE	EVENT
● ONLINE SOCIAL MEDIA PROMOTION				
● PROMOTIONAL VIDEO WILL BE SHOWN ON BACKDROP BEFORE THE ARRIVAL AND DEPARTURE OF STAR ON THE STAGE				
● NO. OF STALLS [STD SIZE= 15X8 FT]	4	3	2	1
● CHANCES TO ADDRESS THE AUDIENCE	At inauguration, during fest & at closing	During fest and at closing	At closing	During the Event
● UNIQUENESS				For particular event unique.

	TITLE	CO-SPONSOR	ASSOCIATE	EVENT
● PROMOTIONAL VIDEO ON BACKDROP ON BOTH DAYS	Once ever 2 hours	Once every 4 hours	Once every 6 hours	Before and after the event
● NO. OF STANDEES* (TO BE PROVIDED BY THE SPONSORS)	12 - 15	10 - 12	8 - 10	5
● ADVERTISEMENT IN COLLEGE MAGAZINE	2 pages	1 page	Half page	X
● VOLUNTEERS TO PROMOTE YOUR PRODUCT ON 2 DAYS	3	2	2	X
● COVERAGE IN AFTER MOVIE AND PROMOTIONAL TEASER	✓	✓	✓	✓
● NO. OF EVENTS PROMOTED EXCLUSIVELY BY YOUR NAME	3 (1 online, 2 offline)	2 (1 online, 1 offline)	1 (choice of online/offline)	--



09



GET IN
TOUCH

GET IN TOUCH

ANUSHKA BHARTI	9650367683
PRATEEKSHA GUPTA	8168090747
SAKSHI SHREYA	7677599200

-  www.taarangana.com
-  sponsortaarangana2020@gmail.com
-  facebook.com/taarangana
-  twitter.com/_taarangana
-  instagram.com/taarangana



Kashmere Gate, Opp. St. James
Church, New Delhi,
Delhi 110006

