

**INDIAN INSTITUTE OF TECHNOLOGY
JODHPUR**



VARCHAS '14

13-16 FEB

VIGOUR | VALOUR | VICTORY

PARTNERSHIP BROCHURE



VIGOUR | VALOUR | VICTORY

IIT JODHPUR

Indian Institute of Technology Jodhpur (IITJ), formerly known as IIT Rajasthan, is one of the eight new IITs started by the Ministry of Human Resource and Development (MHRD). This institute aims at self sustainable development through its Centers of Excellence in Energy, Information and Communication Technology, System science and Biologically Inspired Systems Science.

VARCHAS

“Varchas” is the annual sports fest of IIT Jodhpur. Being the largest sports fest of Rajasthan, Varchas celebrates the spirit of sportsmanship and serves as a platform to showcase the countless hours of perspiration put in by teams to achieve excellence in their sport. Since its inception in 2011 the grandeur of Varchas has spread far and wide across the best colleges of India. Varchas encompasses the following under its banner:

-  **Sports Events**
-  **SOCH - An IIT Jodhpur social initiative**
-  **Jodhpur Mini-Marathon**





VISOUR | VALOUR | VICTORY

SPORTS EVENTS

"EVERY CHAMPION WAS ONCE A CONTENDER THAT REFUSED TO GIVE UP"

- ROCKY BALBOA



Varchas is an embodiment of this ideology and provides a platform to athletes to showcase their talent.



Sport Competitions are held at national level stadiums such as the Umed Stadium, Barkatullah Khan stadium and Gaushala Maidan which are a testimony to the success of the fest.



More than 1500 participants from all over the country participated in the fest last year.



Last year "Varchas" witnessed a performance by the upcoming band "Aagman" which is a sensation among the youth.



Athletes participate wholeheartedly in poker nights and other recreational informal events.



SPORTS EVENTS





VIGOR | VALOR | VICTORY

MARATHON

❧ The young professionals here at IIT Jodhpur organised the marathon with the aim of arousing social consciousness and solidarity among the individuals.

❧ The Mini-Marathon which was conducted in the streets of Jodhpur was the first of its kind.

❧ The MARATHON was organised in association with Rajasthan police.

❧ The chief guest was Mr. Gaurav Goyal, Collector & DM, Jodhpur

❧ Supported and backed by Sports Authority of India (SAI).

❧ The marathon advocated the noble cause of "Reaching the Last Person in all aspects".



MARATHON

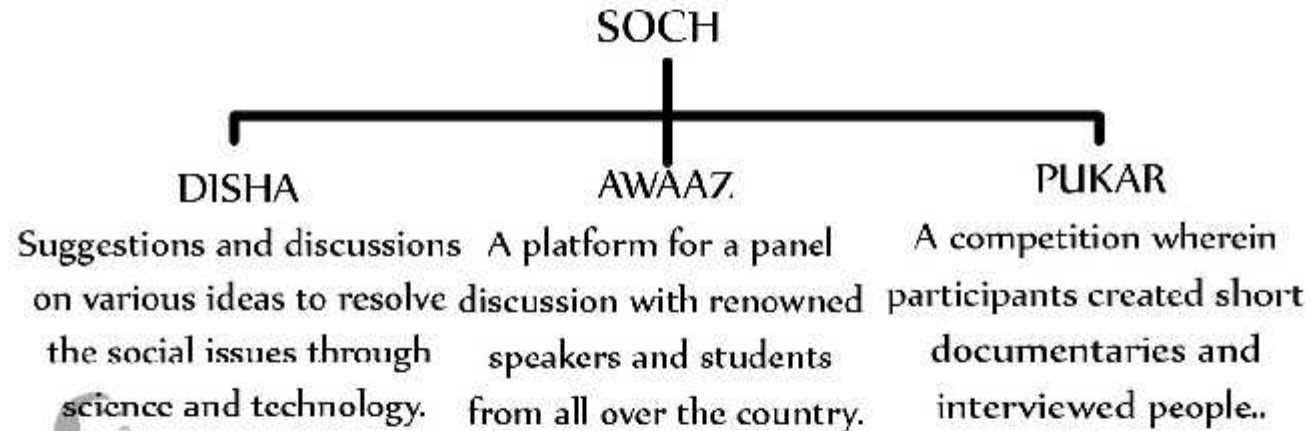




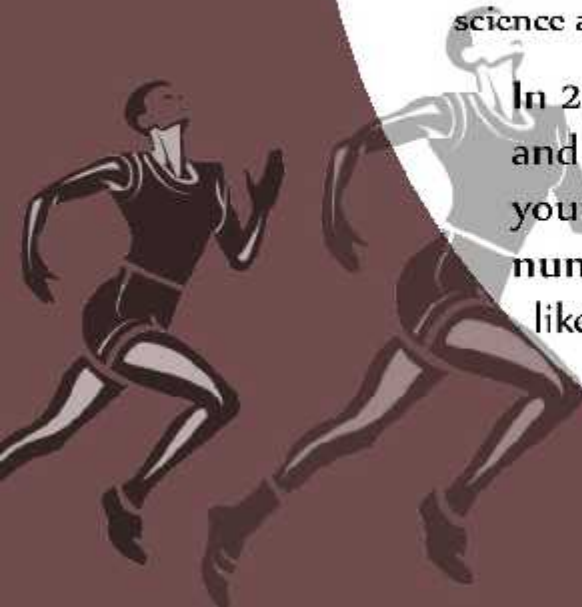
VISOUR VALOUR VICTORY

SOCH

SOCH is the social initiative of Varchas. We develop a platform to spread awareness and motivate the citizens to take a collective stand against contemporary social issues prevailing in our society and to come up with practical solutions to resolve such issues.



In 2013, we tried to enlighten issues like women empowerment and gender equality. In order to understand the mind set of our younger generations on these burning issues we visited numerous schools in JODHPUR and conducted competitions like essay writing, drawing and face painting.



SOCH EVENTS





VISOUR | VALOUR | VICTORY

PREVIOUS SPONSORS



NIVIA



REMINISCENCE





VIGOUR | VALOUR | VICTORY

TARGET AUDIENCE

Age Group: Below 18 years

- o Various Competitions like face painting, essay writing, drawing, debates for the school students and sports events for under privileged students.
- o Enormous participation in Marathon.

Age Group: 18-24 years

- o A direct Participation of 2000 college students during the sports festival.
- o Invitations will be sent to across 700 colleges of India.
- o Participation in marathon.

Age Group: Above 25 years

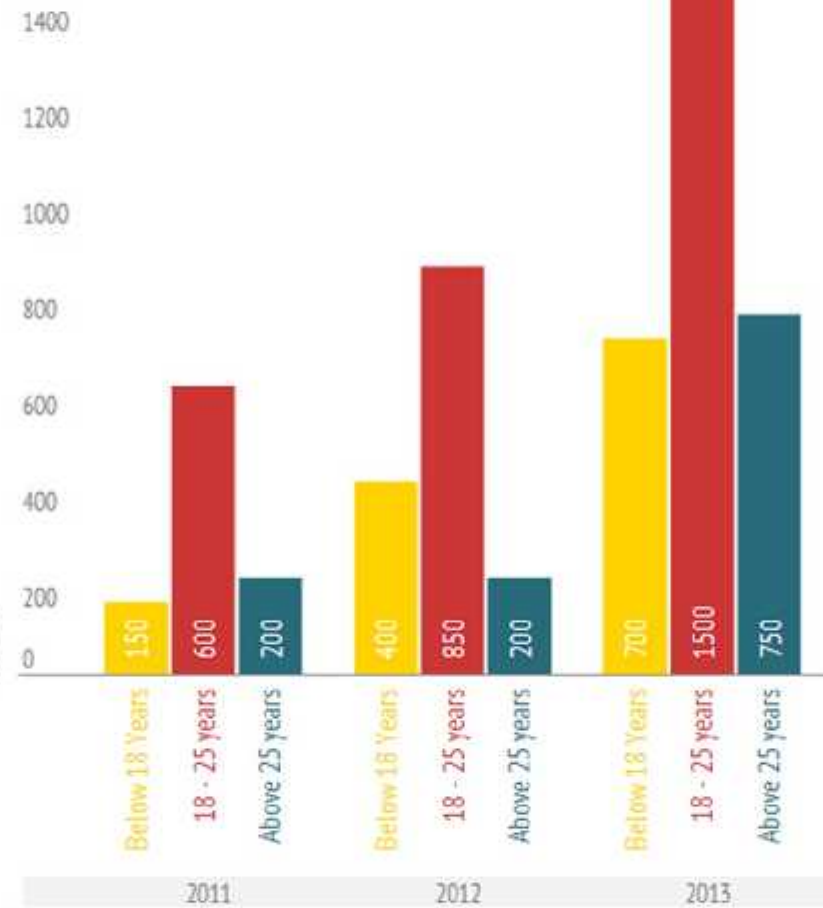
- o 750 people in this age group ranging from air force personnel, noted athletes, institute faculty, alumni and general public





VIGOUR | VALOUR | VICTORY

AUDIENCE REACH





VIGOUR | VALOUR | VICTORY

SPONSORSHIP BENEFITS

	TITLE SPONSOR	ASSOCIATE SPONSOR	EXECUTIVE SPONSOR	EVENT SPONSOR
NAME TIE-UP	●			
CERTIFICATES	●			
WRIST BAND	●	●		
ID CARD	●	●	●	
WEBSITE	●	●	●	●
FACEBOOK	●	●	●	●
POSTERS	●	●	●	●
BANNERS	●	●	●	●
FLEXES	●	●	●	●
STALLS	●	●	●	●



Title and Associate Sponsors will get the exclusive benefit of association with MARATHON.



Name Tie-up implies Fest's name would be mentioned as IIT Jodhpur & <COMPANY> present Varchas 14 in all means of publicity.

[illegible]

Contacts :

Harshit Srivastava
+91-7742959597

Aniruddh Ramrakhyani
+91-8769590058