



IIIT ALLAHABAD

# **EFFERVESCENCE**

## ANNUAL CULTURAL FEST

ASSOCIATION BROCHURE

# ABOUT US

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Indian Institute of Information technology, Allahabad is one of the most prestigious institutes all over India, where a lot of brilliant young minds come together to achieve a collective good. The success of its students in every sphere, whether cultural or technical, speaks for its great eminence.

Effervescence is the annual cultural festival of IIIT Allahabad. It is one of the most monumental festivals across colleges in North India. This fest brings to light the essence and ethos of IIIT Allahabad. An average footfall of 21k+ is witnessed across the three days of mind-boggling fun. We, at Effervescence have hosted a plethora of celebrities and eminent personalities in form of different events.

Main stage events of our festivals have been lit up by bands like The Local Train, Lagori, and the celebrity night has been a witness to magnificent performances by celebs like Farhan Akhtar, Neha Kakkar, Benny Dayal, Daler Mehndi, Lucky Ali, Sona Mohapatra. People such as Abhijeet Ganguly, Akash gupta have left the audience in splits of laughter, and poets like Kumar Vishwas have left an astonishing impact on crowds through their subtle wit and amazing poetry skills. The various cultural events of literature, musical and dramatics domain attract overwhelming talent from some of the best institutes across India.

# WHY SPONSOR US?

## 1. Brand Power:



100% Non profit student  
run organisation



100+ Year Round events



15,000+ Alumni Strength



100+ Acres of campus  
area for branding



200+ Corporate Associations



120+ Participating colleges



5+ Events for Corporate and Social Responsibility.

## 2. Brand Penetration:



38,000+ Likes on facebook  
on official page



One of the biggest Star Nights  
across North India



5,00,000+ Website hits



120+ Media Articles, 5+ Media Association,  
10+ Media-Persons at the Event.



21,000+ footfall each year.



8,00,000+ worth Prizes



Nationwide presence in  
400+ colleges.

# SPONSORSHIP DETAILS

PACKAGE	PRICE
	INR
TITLE	—
ASSOCIATE	8 L
PLATINUM	5 L
GOLD	2.5 L
SILVER	75 K
BRONZE	25 K

if you want to be a title sponsor contact us  
the donation given as sponsorship are **100% deductible**. Under **Section 80G and 80GGA**, an approved university/educational institution of national eminence is eligible for donation with 100% deduction without any qualifying limit .

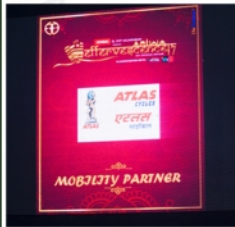
# SPONSORSHIP BRACKETS

BENEFITS	TITLE	ASSOCIATE	PLATINUM	GOLD	SILVER	BRONZE
Multicity Exposure	✓					
Logo on Passes/Certificates/Invitation /Merchandise	✓					
Marketing Head/CEO to be honoured at Main Stage	✓					
Radio Mentions	✓	✓				
Permission to conduct promotional events	✓	✓				
Main Gate Branding	✓	✓				
Main Stage Branding	✓	✓				
Coverage by emcees at regular intervals	✓	✓	✓			
Standees	✓	✓	✓			

BENEFITS	TITLE	ASSOCIATE	PLATINUM	GOLD	SILVER	BRONZE
Access to database	✓	✓	✓			
Stalls in fest area	(24*24)	(15*15)	(12*12)	(12*12)		
One to one interaction	✓	✓	✓	✓		
LED Backdrop	✓	✓	✓	✓		
On-Campus Branding	✓	✓	✓	✓		
Paraphernalia through goodies	✓	✓	✓	✓		
Formal Event Sponsors	✓	✓	✓	✓	✓	
Branding through online media partners	✓	✓	✓	✓	✓	✓
VIP Fest Passes	✓	✓	✓	✓	✓	
Logo on official platforms on social networking sites	✓	✓	✓	✓	✓	✓
Link to company's website on EFFE'19 website/app	✓	✓	✓	✓	✓	✓

# AVENUES OF BRANDING

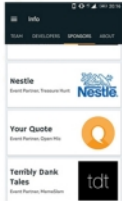
## MAIN STAGE/GROUND/CAMPUS





# AVENUES OF BRANDING

## DIGITAL BRANDING



**Efferescence, IIT Allahabad** added 3 new photos to the album: Sponsoring Album, Efferescence 17 - with Hashtags Photographs, 6 October 2017

Take a look at this year's sponsors for Efferescence! The team thanks all of them for their generous support and all that helped bring great performers to the college and showcase their talents. To know more about any one of our sponsors, click on the respective photos in this album. We'll be updating more photos in coming days. [View Tweets](#) · See more



**Efferescence, IIT Allahabad** Sponsoring Album, Efferescence 17 - with Hashtags Photographs, 6 October 2017

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## PROMOTIONAL ACTIVITIES ACROSS NORTH INDIA



# AVENUES OF BRANDING

## LOGO PRESENCE




# GLIMPSES

A diamond-shaped photograph of Farhan Akhtar singing into a microphone, wearing a red t-shirt. The background is dark with some stage lighting.

**FARHAN AKHTAR**

A diamond-shaped photograph of Neha Kakkar singing into a microphone, wearing a dark blue top with gold jewelry. The background is dark.


**NEHA KAKKAR**

A diamond-shaped photograph of Benny Dayal singing into a microphone, wearing a black cap and glasses. The background is dark with some stage lighting.

**BENNY DAYAL**


A diamond-shaped photograph of Sona Mohapatra singing into a microphone, wearing a red top and large earrings. The background is dark.

**SONA MOHAPATRA**


A diamond-shaped photograph of Daler Mehndi singing into a microphone, wearing a red turban and a dark jacket. The background is dark.

**DALER MEHNDI**


# GLIMPSES

A diamond-shaped photograph of Kumar Vishwas singing into a microphone. The background is dark and out of focus.

**KUMAR VISHWAS**

A diamond-shaped photograph of a band member of Local Train playing an acoustic guitar and singing into a microphone. The background is dark with some stage lighting.

**LOCAL TRAIN.**

A diamond-shaped photograph of two men performing. One man in a red shirt is in the background, and another man in a white shirt is in the foreground, singing into a microphone. The background is a bright teal color.

**CLUB BANDITZ**

A diamond-shaped photograph of a performer on stage. The performer is wearing a hat and a patterned outfit. In the background, there is a large, stylized logo that says "ago" in a light blue color.

**LAGORI**

A diamond-shaped photograph of Abhijeet Ganguly singing into a microphone. He is wearing glasses and a dark shirt. The background is dark.

**ABHIJEET GANGULY**

# SOCIAL CAUSE



## Prayaas

An initiative by the students of IIIT Allahabad, in order to educate the poor people living in nearby villages



## Book Donation Drive

It's a social cause event which urges all to donate old books to the poor for their good.

## Plantation Drive

This social cause event contributes to the greenery of the area, as more than 1000 seeds are planted.



## Blood Donation Camp

One of the most successful blood donation campaigns during effervescence with 500+ participants from across India.



# PAST ASSOCIATES



**fbb**  
INDIA'S FASHION HUB

**Flipkart**



**Coke  
Studio**

**max**

**ZEBRONICS**  
ALWAYS AHEAD

**KTM  
RACING**



**बैंक ऑफ बड़ौदा**  
**Bank of Baroda**



**TATA**



केनरा बैंक  
**Canara Bank**

**saavn**



इण्डियन ओवरसीज बैंक  
**Indian Overseas Bank**



**airtel**



**ODM**  
integriti dance music



**ISRAEL**



**THE  
VERB**  
—DANCE STUDIO—



**VIACOM 18**





# ASSOCIATION POLICIES

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- 01** All cheques / DDs are to be drawn in favour of 'Students Gymkhana, IIIT Allahabad'.
- 02** All payments will be eligible for deduction under section 80(G) of The Income Tax Act, 1961.
- 03** Any other proposal, demand or counter offer of the sponsor may be entertained. However, decisions as to final offering rests solely with the organisers.
- 04** The failure to furnish one or more of the social media would purely be accidental and unintentional. In case of such a failure, if any, the sponsors would not be entitled to claim compensation or bring about any other action against the organisers. It cannot be used as a ground to repudiate the contract of sponsorship.



# CONTACT US

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