



# SRIJAN & BASANT

IIT (ISM) DHANBAD

# SPONSORSHIP

B R O C H U R E 2 0 2 0

SOCIO-CULTURAL FEST || ALUMNI MEET || IIT ISM DHANBAD

*the legacy we hold*

# ABOUT US

The Indian Institute of Technology (Indian School of Mines), Dhanbad abbreviated as IIT (ISM) is a public engineering and research institution located in Dhanbad India. It was formerly known as Indian School of Mines and was a Deemed University before it got converted into an Institute of National Importance under the Institutes of Technology Act, 1961.

IIT (ISM) is located in the mineral-rich region of India, in the city of Dhanbad. It is the third oldest institute among the IITs. It was established by British Indian Government on the lines of the Royal School of Mines-London and was formally inaugurated on 9 December 1926 by Lord Irwin, the then Viceroy of India. It started as an institution to impart mining education, and today, has grown into a technical institution with various academic departments. The institute featured among the top 100 universities in the world in the QS World University Rankings of 2016 by Subject in the fields of Mining and Mineral Engineering IIT (ISM) admits its undergraduate students through Joint Entrance Examination (Advanced) previously IIT-JEE,

IIT (ISM) has 18 academic departments covering Engineering, Applied Sciences, Humanities and Social Sciences and Management programs.



"SRIJAN" is the biggest socio-cultural festival of eastern India which has been in the limelight since 1977. It attracts an annual footfall of over 30,000 from more than 200 colleges across the country every year and having prize money worth more than INR 7.5 lakhs. It offers a wonderful platform where participants from different parts of the country get a chance to interact, enhance and demonstrate their creativity, personality and talents.



# Convenor's Message

## SRIJAN

*"Your culture is your identity and personality. It gives you spiritual, intellectual and emotional distinction from others. The culture of society is defined by the manner in which its members lead their lives. The customs they follow, the festivals they celebrate and the moments of life they enjoy together is what constitutes their culture. We, in India, love to celebrate the joys of life with each other harmoniously. Although we may belong to different caste and culture, we believe in spirit of brotherhood and cooperation. In order to continue this everlasting fiesta, SRIJAN'20 extends a heartwarming welcome to all of you at IIT (ISM) Dhanbad. In this 3 day event, one can relive the joys of college life and be rejuvenated. This socio-cultural fest is a means of promoting our culture and traditions and to experience the diverse social and cultural aspect of our motherland. It is the perfect time to come together to share our ideas, visions and values to make a more progressive society. It is a platform to showcase the hidden talents and ideas of our energetic and zealous youth. The power they possess to change our perception with their wonderful ideas and thoughts. These events are not only entertaining but they also provide the much needed exposure. SRIJAN 19 shall not just be a cultural fest consisting of several events like painting dancing, singing, gaming, poetry writing and so on, but it will also act as a social event wherein the participants will cover some of the social causes contemporary to present time and provide meaningful solution to it. We look forward to meet you and have a wonderful time together in SRIJAN '20 at IIT(ISM) Dhanbad. Have a blast!!"--*

*- Prof. Rajni Singh ,  
Dept. of Humanities and Social Sciences,  
IIT(ISM) Dhanbad*





# Convenor's Message

## **BASANT**



*Basant is the annual alumni re-union of ISM Dhanbad, Where the stars of the show were, at one time, the organizers of the show. The re-union is one of the most emotional times of the ISM calendar specially so for the Alumni of the ages past who come as close to re-living their summer of 69 as possible even if they are literally 69. The festival also infuses a sense of goodwill amongst a larger community comprising of students, teachers and alumni with their family members. The day usually starts with sports in the morning culminates with the grand dinner for more than 4000 heads sandwiched between the two are working lunch, assembly, fellowship, fete , entertainment programmes ...*

*Better interaction between the technical institutions and industries is the need of the hour. The Industry-Institute Interaction (III) continuously promotes better teaching-learning process, creates awareness among the students about the industry environment, provides real practical knowledge to students and builds self-confidence in students to become an industry leader or entrepreneur.*

*Hence, at IIT (ISM) Dhanbad, Industry- Institute Interaction (III) is the most preferred event for the mutual benefit and growth of industries as well as technical institutions*

*Prof. Keka Ojha*

*Professor, Dept. of Petroleum Engg.,*

*IIT(ISM) Dhanbad*



*the Strength of*

# STATS



**200+**

College Participation  
across the Country



**30K+**

Footfall of  
Srijan 2019



**50+**

Events in various  
Cultural Genres



**50+**

National and  
International Artists



**200+**

College Ambassadors  
for Srijan 2019

## SOCIAL IMPACT



**900K+**

Reach through the  
official Facebook Page.



**300K+**

Views on Srijan Teasers,  
Vlogs and After Movies



**50K+**

Impressions & growing  
reach on Instagram.

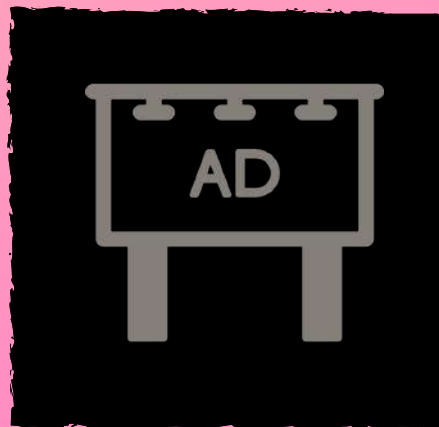


**100K+**

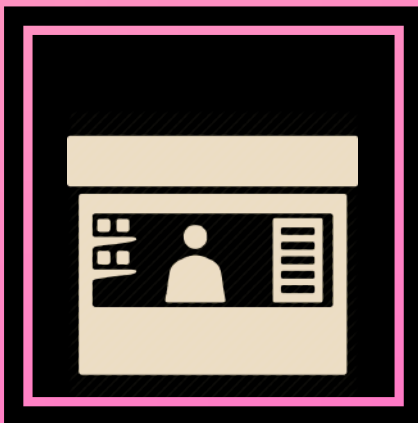
Visits on the official  
Srijan Website.

# Why Sponsor Srijan?

Publicity through banners, flexes, information booklets, flyers and other paraphernalia.



Extensive reach of posters to over 300 colleges and corporate across the nation.



Publicity through articles and advertisements in national dailies, business magazines new channels, social networking etc.



Appearance of name and logo of the sponsor in the website of Srijan 2020.



On campus branding and publicity during the festival amongst 30k odd participants, including students, professors and industry experts

Discussion Sessions by the sponsors which helps the company in realizing the mindset of the students and hence understand each other.



Idea platform for launching new products and technology demonstration.



# YOUR PART

WE WORK GOOD TOGETHER

**TITLE SPONSOR** (Rs. 15,00,000)

**Platinum Sponsor**

(Rs. 12,00,000)

**Gold Sponsor**

(Rs. 9,00,000)

**Silver Sponsor**

(Rs. 6,00,000)

**ASSOCIATE SPONSOR**

(Rs. 3 - 6 Lakh)

**STRATEGIC SPONSOR**

(Rs. 3 Lakh & Below)

**DECORATION SPONSOR**

(Rs. 3,00,000)

**SOUND SPONSOR**

(Rs. 2,00,000)

**EVENT SPONSOR**

(Rs. 1,00,000)

**PRIZE SPONSOR**

(Rs. 3,00,000)

**AIRLINE SPONSOR**

(Rs. 2,00,000)

**HEALTH SPONSOR**

(Rs. 1,00,000)

**BEVERAGE SPONSOR**

(Rs. 3,00,000)

**ONLINE SPONSOR**

(Rs. 2,00,000)

**ACCESSORY SPONSOR**

(Rs. 1,00,000)

**APPAREL SPONSOR**

(Rs. 3,00,000)

**MEDIA SPONSOR**

(Rs. 2,00,000)

**TEXTBOOK SPONSOR**

(Rs. 50,000)

**QUIZZING SPONSOR**

(Rs. 2,00,000)

**TELECOM SPONSOR**

(Rs. 2,00,000)

**GIFT SPONSOR**

(Rs. 50,000)

**LOGISTICS SPONSOR**

(Rs. 2,00,000)

**STYLE SPONSOR**

(Rs. 1,00,000)

**SHOPPING SPONSOR**

(Rs. 50,000)

# TITLE SPONSORS

## BENEFITS

- *Srijan provides an exquisite platform for interacting with personalities excelling in research and management related to various fields.*
- *Title sponsor will get the most amount of publicity among all sponsors during the festival.*
- *Audio and video presentations of title sponsor will be screened in the Pro-nite Ground on the main stage as well as at different strategic locations throughout the festival.*
- *Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the campus.*
- *The Title Sponsor will also be featured on the accessories during Srijan.*
- *All the banners of festival will be including the Title Sponsor presents Srijan.*

## PRE - FEST

- *The fest will be publicized as IIT(ISM) and the Title sponsor present Srijan 2020.*
- *Title Sponsor's name and logo will be published on all publications and media coverage.*
- *The official Srijan T-shirt will carry a logo of the title sponsor.*
- *The official website of Srijan will feature the name and logo of the sponsor as well as the sponsors' website link on the homepage.*

## POST - FEST

- *All the post media coverage will include the name of the title sponsor.*
- *A detailed branding report will be sent to you with extra emphasis on your brand presence and contribution to the fest.*
- *Full page coloured advertisement of the title sponsor will be featured on the Back-cover page of the Srijan 2020 souvenir which will be distributed to professors, students and organizers.*
- *Long term publicity is provided by printing the Title Sponsor's logo and name the certificated and trophies presented to the winners and runner up of every event.*



# PLATINUM SPONSORS

## BENEFITS

- *Audio and video presentations of Platinum sponsor will be screened in the Auditorium as well as at strategic locations throughout the event.*
- *Sponsor will get effective publicity of their brand during the festival.*
- *Sponsor will have the privilege to setup stalls at some strategic locations in the campus.*
- *Banners provided by the platinum sponsors will be put up at strategic locations to ensure maximum visibility.*
- *All the banners of festival will be including the Platinum Sponsor co-presents Srijan 2020.*

## PRE - FEST

- *The fest will be publicized as IIT(ISM) and the Platinum sponsor co-presents Srijan 2020.*
- *Platinum Sponsor's name and logo will be published on all publications and media coverage.*
- *The official website of Srijan will feature the name and logo of the sponsor as well as the sponsors' website link on the homepage.*

## POST - FEST

- *All the post media coverage will include the name of the platinum sponsor.*
- *A detailed branding report will be sent to you with extra emphasis on your brand presence and contribution to the fest.*
- *Full page coloured advertisement of the platinum sponsor will be featured on the Back-inside cover page of the Srijan 2020 souvenir which will be distributed to professors, students and organisers.*

# GOLD SPONSORS

## BENEFITS

- *Audio and video presentations of Gold Sponsor will be screened in the auditorium as well as strategic locations throughout the event.*
- *Gold Sponsor will be the exclusive event partner/organiser for an Informal event.*
- *Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the campus.*
- *Banners provided by the Gold Sponsors will be put at strategic locations to ensure maximum visibility*

## PRE - FEST

- *Gold Sponsor's name and logo will be published on all publications and media coverage.*
- *The official website of SRIJAN 2020 will feature the name and the logo of the sponsor as well as the sponsor's website link on the homepage.*
- *An exclusive Online Campaign by Srijan's social media platforms will feature Silver Sponsor for Marketing and Branding.*
- *All promotional banners will have the logo of the Gold sponsor embedded within that would be placed at strategic locations in the cities as Delhi, Mumbai, Kolkata, Patna, Jamshedpur, Dhanbad, Ranchi etc.*

## POST - FEST

- *After Movie of Srijan will include the Gold Sponsor in credentials.*
- *A half page colored advertisement of the Gold Sponsor will be featured on the BACK-INSIDE cover page of the SRIJAN 2020 souvenir which will be distributed to professors, students and organizers.*

# SILVER SPONSORS

## BENEFITS

- *Banners provided by the Silver Sponsors will be put at strategic locations to ensure maximum visibility.*
- *Silver Sponsor will be the exclusive event partner/organiser for an Informal event.*
- *Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the campus.*

## PRE - FEST

- *Silver Sponsor's name and logo will be published on all publications and media coverage.*
- *Silver Sponsor will be marketed in the campus by the online promotion team to increase the social outreach among the youth.*
- *An exclusive Online Campaign by Srijan's social media platforms will feature Silver Sponsor for Marketing and Branding.*
- *The official website of SRIJAN 2020 will feature the name and the logo of the sponsor as well as the sponsor's website link on the homepage.*

## POST - FEST

- *After Movie of Srijan will include the Silver Sponsor in credentials.*
- *An one fourth page colored advertisement of the Silver Sponsor will be featured on the BACK-INSIDE cover page of the SRIJAN 2020 souvenir which will be distributed to professors, students and organizers.*



# ASSOCIATE SPONSORS

## BENEFITS

- *Banners provided by the Associate Sponsors will be put at strategic locations to ensure maximum visibility.*
- *Associate Sponsor will be the exclusive event partner/organiser for an Informal event.*
- *Associate Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the campus.*

## PRE - FEST

- *Associate Sponsor's name and logo will be published on all publications and media coverage.*
- *Associate Sponsor will be marketed in the campus by the online promotion team to increase the social outreach among the youth.*
- *The official website of SRIJAN 2020 will feature the name and the logo of the associate sponsor as well as the sponsor's website link on the homepage.*

## POST - FEST

- *After Movie of Srijan shall include the Associate Sponsor in credentials.*
- *The logo of the Associate Sponsor shall be featured on the BACK-INSIDE cover page of the SRIJAN 2020 souvenir which will be distributed to professors, students and organizers.*



# STRATEGIC SPONSORS

## BENEFITS

- *Banners of the Strategic Sponsors shall be put at prominent locations to ensure maximum visibility.*
- *Strategic Sponsor shall be the exclusive event partner/organiser for an Informal event.*
- *Strategic Sponsor shall have the privilege to setup exhibitions and stalls in the campus.*

## PRE - FEST

- *Strategic Sponsor shall be marketed in the campus by the online promotion team to increase the social outreach among the youth.*
- *An exclusive Online Campaign by Srijan's social media platforms will feature Strategic Sponsor for Marketing and Branding.*
- *The official website of SRIJAN 2020 will feature the name and the logo of the sponsor as well as the sponsor's website link on the homepage.*

## POST - FEST

- *After Movie of Srijan will include the Strategic Sponsor in credentials.*
- *The logo of the Strategic Sponsor shall be featured on the BACK-INSIDE cover page of the SRIJAN 2020 souvenir which shall be distributed to professors, students and organizers.*



# PARTNERSHIPS



## TELECOM PARTNER

*The telecom partner will be provided one stall on the festival grounds to display its products. The telecom sponsor as our SMS partner will be provided with over 5000 mobile numbers for their advertising. Banners provided will be put up at prime locations on the campus during the festival.*

## BEVERAGE PARTNER

*Beverage partner would be required to provide us beverages of their brand. Banners provided by the partner will be put up at premiere locations on the campus during SRIJAN 2020 These partner will be provided one stall on the festival grounds to display its products and distribute publicity material.*



## AIRLINE PARTNER

*Airline partner would be transporting some of India's biggest stars and their staffs for our fest. Airline will gain prime advertising spot in the campus during the fest. Banners provided by the airline sponsor will be put up at prime locations on the campus during SRIJAN 2020.*

## EVENT PARTNER

*As our event sponsor, you would have premium visibility in a largely untapped and unexplored market especially in Bihar and Jharkhand. Banners provided will be put up at prime locations on the campus during the festival. Event partner will be provided with prime stall space to sell their products throughout the Event.*





## ONLINE PARTNER

*We at Srijan would like to have you as our online partners. You would handle a part of the online promotions while also reaching out to thousands of students across India through various online hunts, quizzes and photo events. Banners provided by the partner will be put up at premiere locations on the campus.*

## SOUND PARTNER

*Sound partner would handle the sound for our star night, Avalanche, Sur Sangram etc. Banners provided by the sound partner will be put at premiere locations on the campus during SRIJAN 2020.*



## GIFT PARTNER

*Gift partner would be required to give gifts and goodies to be given to the participants for various events Banners provided by the partner will be put up at premiere locations on the campus during SRIJAN 2020.*

## SHOPPING PARTNER

*Shopping partner would be required to give us vouchers of their shops to be given to various participants These partner will be provided one stall on the registration desk to display its products and distribute publicity material.*



## STYLE PARTNER



*Style partner would be required to provide apparels and accessories in events. They can also sponsor an individual event. Banners provided by the partner will be put up at premiere locations on the campus during SRIJAN 2020 also will be provided one stall on the festival grounds to display its products and distributor.*

## PRIZE PARTNER

*The prize sponsor would have the opportunity promote its brand and products in the stalls allowed at prime locations. The prize sponsor needs to provide prize money as decided by the organizers for every event that is held during the festival. The mementos would have names of the prize sponsor.*



## LOGISTICS PARTNER



*As the "Official Travel Partner" you would be closely working with our Hospitality team in taking care of the travel requirements of Professionals and celebrities. Banners provided by the Logistic partner will be put up at prominent locations on the campus during the festival.*

## MEDIA PARTNER

*The media partner will have to publicize the festival in its newspaper and magazine articles, radio and also in the website. The media partner will be provided one stall on the festival grounds to display its products and distributor publicity material. Banners provided by the media partner will be put up at premiere locations on the campus during SRIJAN 2020.*



## ACCESSORY PARTNER



*Our official Accessory sponsor will be allowed to feature their name logo on the accessories as wristbands etc. The festival accessories will be distributed to all youth including students, participants and other invitees at the festival. Banners and advertising goodies like posters etc. will bear the name of the sponsor*

## DECORATION PARTNER

*As our official decoration sponsor you shall be working in conditions with SRIJAN 2020 team to decorate and beautify the campus. Banners and advertising goodies as balloons dummies etc. will bear the name and logo of the sponsor*







## HEALTH & BEAUTY PARTNER

*Beauty and Health partner would be part of our fashion show and Footloose. These partner will be provided one stall on the festival grounds to display its products and distributor publicity material. Banners provided by the partner will be put up at premiere locations on the campus during SRIJAN 2020.*

## QUIZZING PARTNER

*Quizzing partner would be required to provide accessories for the event. Banners provided by the partner will be put up at premiere locations on the campus during events. These partner will be provided one stall during event to display its products and distribute publicity material*



## APPAREL PARTNER



*The T-shirt will feature the logo of the Apparel sponsor The sponsor can setup stalls on the festival grounds to display its products and distribute material publicity. Apparel sponsors need to supply 1500 fest T-shirts + 50 organizer T-shirts which are already printed as per the design submitted by the organizers.*

## TEXTBOOK PARTNER

*SRIJAN 2020 looks forward to a fruitful partnership with your esteemed company ad out stationary sponsors. Thousands of students attend SRIJAN every year and win events like UNs, quizzes and literary events, we believe it would be the perfect chance for you to reach out to your largest consumers. Banners provided by the partner will be put up at premiere locations on the campus during SRIJAN 2020.*



grateful to our

# PAST SPONSORS



ऑयल इंडिया लिमिटेड  
Oil India Limited



pantaloon's™

JET AIRWAYS

vodafone

HCL TECHNOLOGY that touches lives™



punjab national bank



cocoon



CAMPUS FRANCE  
campusfrance.org



नालको NALCO

ZEBRONIC  
Always Ahead



VAN HEUSEN

grateful to our

# PAST SPONSORS



# STAR NIGHT



*Over the years, stars like Salim Sulaiman & Javed Ali, Raftaar & Vipul Goyal and Meet Bros & Khushboo Grewal and many more famous artists have graced Srijan with their presence.*

# EDM NIGHT



*EDM artist such as Aceaxe, Bass Pundits, Candice Redding, Zephertone, DJ Tejas made everyone groove on their beats at Srijan.*



*Night*  
*with*



**Jubin Nautiyal**





ना LAYAK  
The Band





# DJ SHAAAN







# EVENTS OF SRIJAN'19

## MUSICAL EVENTS

AVALANCHE

AAROH

HARMONY

PAIR ON STAGE





# EVENTS OF SRIJAN '19

## DANCE EVENTS

HUSTLE HERD  
REFLECTION (DUO)

FOOTLOOSE  
STREET BEATS





# EVENTS OF SRIJAN '19



## FASHION AND STYLE

CAMPUS PRINCESS

PARIDHAN





# EVENTS OF SRIJAN '19

## OTHERS



HALLA BOL  
MONO-ACT  
RANGMANCH

FINE ARTS  
LITERARY  
QUIZZING

## PHOTOGRAPHY



# *making memories* TESTIMONIALS

## JUDGES

Enjoyed a lot !! I had wonderful 3 days with a superb team who kept everything well coordinated and managed team.

Kudos to the organizing team.

**Harshwardhan Bhan**  
**Judged Dance events**

It's a great event having different platforms to showcase different talents .

A Big Hub for Entertainers

**Samanway Banerjee**  
**Judged Quizzing events**

It was just an Awesome Experience. I would love to visit next year to witness more for such amazing performances by these young artist.

**Tarun Kohli**  
**Judged Dramatics event**

# *making memories* TESTIMONIALS



## *Jubin Nautiyal*

*What an amazing crowd it was IIT-ISM !!  
Such great energy and such great enthusiasm always  
makes live performance magical. Thank you for singing  
along and making it special.  
You were truly magical !!!*



## *DJ Shaan*

*Hell lot of a energy. IIT ISM Dhanbad was a memorable  
moment for me personally. Hope to see you again. Magic of  
the crowd was enough to keep me going. Thank You for this  
opportunity.*



## *Naalayak Band*

*IIT-ISM Dhanbad you were truly out of the world. What  
crazy crazy energy and what amazing love did you  
reciprocate back. Looking forward to coming back here to  
witness this lively insane audience.  
Yahi tera waqt hai IIT-ISM Dhanbad !!*

for further Queries

# CONTACT

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