

Tarang'23

LARGEST CULTURAL FEST
in central India

IIITDM, JABALPUR



ABOUT **IIITDM**, JABALPUR

FOPM IIITDM Jabalpur

- ✦ Among the Top IIITs in India
- ✦ Declared an Institute of National Importance under the IIIT Act
- ✦ Boasts a thriving batch strength of 4500



ACHIEVEMENTS



GLOBAL FEST
1st Position in Beatbox
Competition

INVICTA 2020
Group Dance Champions
GLOBAL YOUTH FEST 2023
2nd Place in Group Dance



ACHIEVEMENTS

Winner at SBI YONO Quiz Regionals, Bhopal 2020

Runner-ups at ChimeraX Quiz, MANIT Bhopal 2020

Finalists at ChimeraX Quiz, MANIT Bhopal 2022

Winner in Slam Poetry, IIT Kharagpur Springfest Nationwide Prelims Bhopal

Edition 2022



PEARL FEST 2023 (BITS HYDERABAD)

1st Place in Nukkad Natak

1st Place in Mono-Acting



ABOUT TARANG

WHERE CULTURE COMES TO LIFE!

Since its inception in 2006, Tarang has continuously set rising benchmarks in the quality of the fest, its competitions, guest lectures, sponsorship, and participation. The competition has grown even fiercer, with pro-nites becoming the top reason for attendance, thanks to our generous sponsors. Tarang isn't just a place for fun and games but also a platform for testing intellectual, artistic, oratory, and creative skills.

IIITDM, JABALPUR



EVENT TIMELINE

Akash Gupta
stand up comedian

day1

singers
amit Mishra

day2

day3

edm night
sun burn



Central India's
Largest Cultural Festival

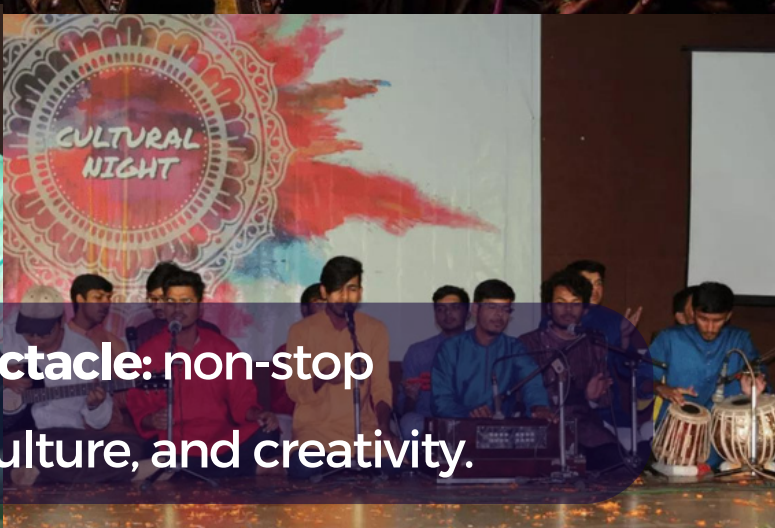


Stars in Our Midst



An Audience of

4500+



**A Three-Day Spectacle: non-stop
entertainment, culture, and creativity.**



40+ Diverse Cultural Events

IIITDM, JABALPUR



The background of the slide is a vibrant, slightly blurred image of a festival or fair. It features numerous colorful umbrellas in shades of purple, blue, and yellow, some with intricate patterns. In the foreground, a dense crowd of people is visible, many with their hands raised in the air, suggesting a lively atmosphere. The overall lighting is warm and festive.

WHY SHOULD **YOU** SPONSOR US?

IIITDM, JABALPUR

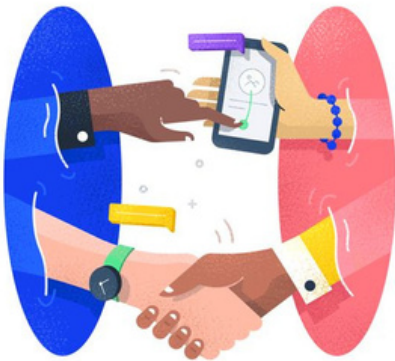




Target marketing



Unparalleled exposure



Cultural relevance



Brand activation opportunities

EVENT OUTREACH

HACKBYTE'23

WEBSITE GROWTH

visitors

200 000

Sponsor page reach

150 000

Social media reach

20 000

Sponsor website had **12-15%** user engagement increase during event

visitors

100 000

Sponsor page reach

30 000

Social media reach

20 000

Sponsor website had **8-12%** user engagement increase during event

INVICTA'20

TARANG'18

visitors

50 000

Sponsor page reach

30 000

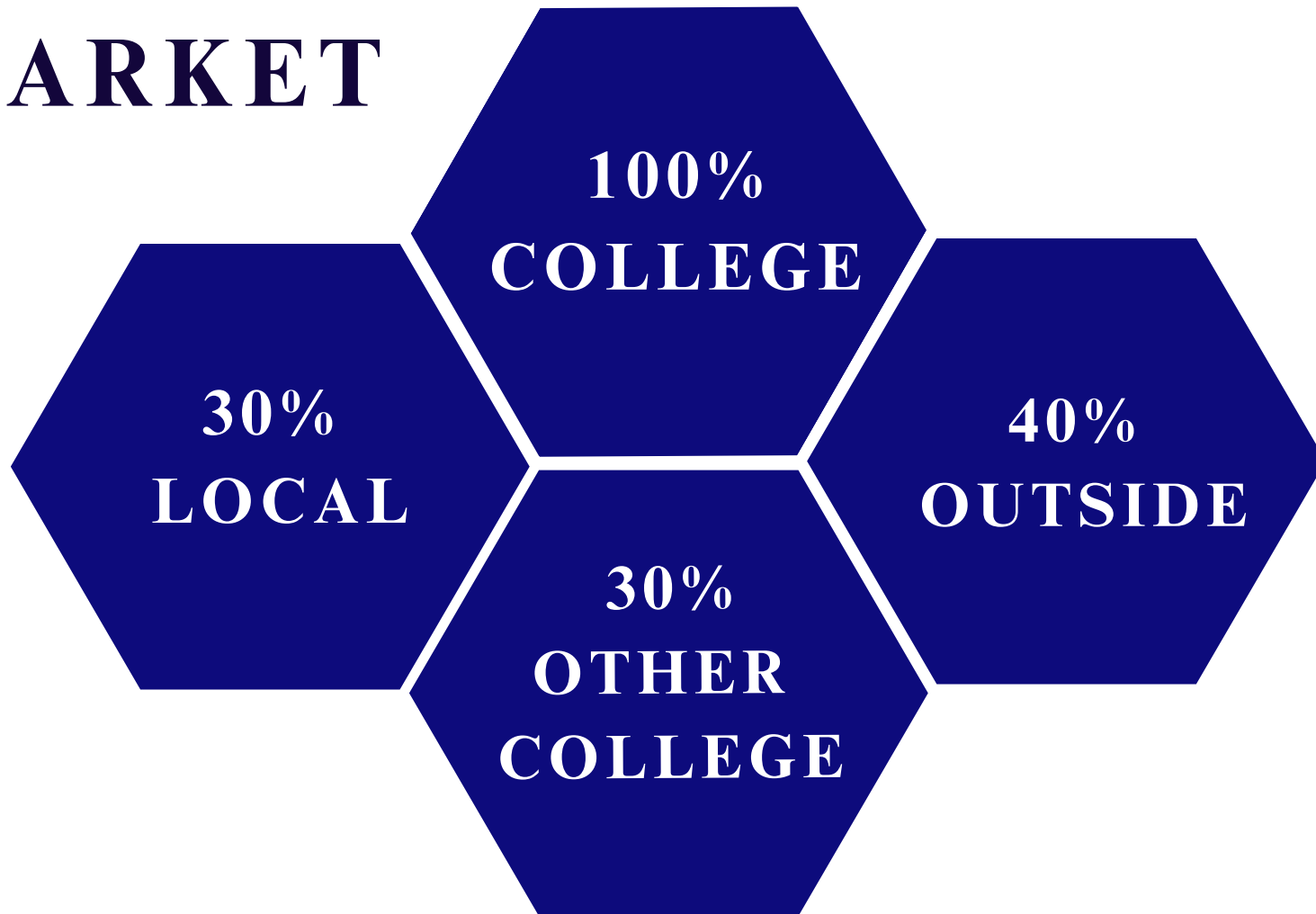
Social media reach

15 000

Sponsor website had **15-20%** user engagement increase during event



YOUR MARKET



REACH

till now

BRANDS

8+ brands are already part of the family

LOCAL

15+ locals are already part of the family

BENEFITS OF SPONSORSHIP

Monetary tiers	Silver	Gold	Platinum	Named	Title
Sponsor page	✓	✓	✓	✓	✓
Web act carousal		✓	✓	✓	✓
Premium coverage			✓	✓	✓
Sponsor posts (common post and stories)		✓	✓	✓	✓
individual post			✓	✓	✓
reels			✓	✓	✓
Banners/ posters (some)/ Hoarding (limited)	✓	✓	✓	✓	✓
Event banners				✓	✓
Sponsored segment			✓	✓	✓
Verbal announcement		✓	✓	✓	✓
Non-compete agreement				✓	✓
Global presence (with 'Tarang'23' title)					✓
Merch logo placement			(Limited)	✓	✓
All printer PR material		✓	✓	✓	✓