



SANGRAM

29th March - 1st April

The Annual Sports Festival Of IIT Roorkee

Proposal for association of

With SANGRAM



Our success has really been based on partnership from the very beginning

- Bill Gates



About IIT ROORKEE

LEADING THE WAY

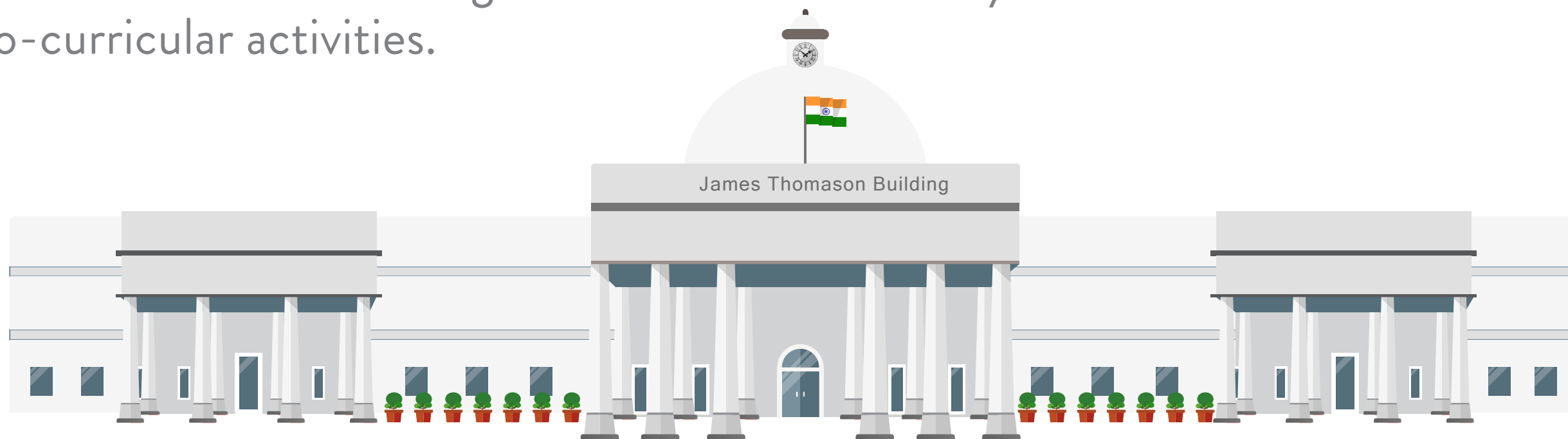
Founded in 1847, is the oldest Technical Institution of Asia.

LEARNING

It has been a fountainhead of new ideas and innovations in society.

INSPIRING THE WORLD

Proud record of nurturing the talent of the country in both academics and co-curricular activities.



About SANGRAM

PLAY

Sangram boasts of being a one of a kind festival hosted by IIT Roorkee and is a four-day sports extravaganza. An assortment of sports events is held in venues all over the 350-acre campus.

CONQUER

It has been a fountainhead of new ideas and innovations in society.

REVEL

Alma mater to a legion of prominent personalities and academicians.
Nurturing the talent of the country in both academics and sports



OUTREACH

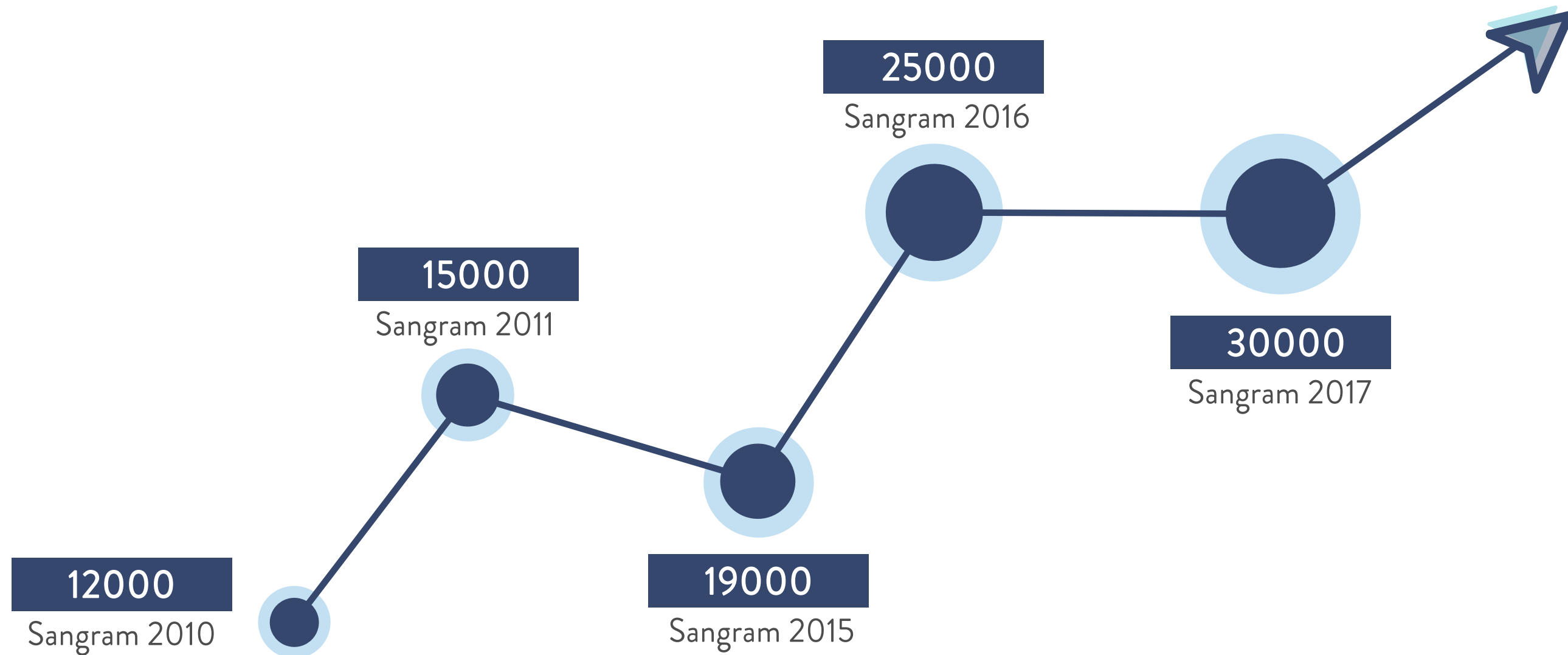
The fest has a special team dedicated to outreach and corporate relationships.

With major colleges from all over India participating and digital marketing to more than **200000 heads**.



Sangram has established a robust outreach across the student fraternity with a footprint of more than **30000**.

FOOTFALL





OFF CAMPUS PUBLICITY



OFF-CAMPUS PUBLICITY



भारतीय प्रौद्योगिकी संस्थान रुड़की
Indian Institute of Technology Roorkee

In association with

Online Ticketing Partners
goeventz

Managing Partner
THRILL ZONE

ISC

SANGRAM'17

AWARETHON

Sangram Roorkee Half-Marathon

5th March 2017 6 am LBS Ground IIT Roorkee

Categories	Registration Fee
5 Kms Mini Marathon	₹ 200
10 Kms Quarter Marathon	₹ 800
21 Kms Half Marathon	₹ 1000

Offline Registration : 4th March (10:00am - 5:00pm)
Venue : IIT ROORKEE Gate Number - 1 (Main Gate)

REGISTER AT : SangramIITR.in

Fooding Partner: Spice Club
Associate Partner: Centrum Roorkee
Medicine Partner: Jania Medicare
Beverage Partner: Amul
Commercial Partner: AIS
Supported By: [Logos]
Welfare Partner: [Logos]

For details contact :
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Sumit +91-7895191828

Presence of logo of company on the posters, leaflets and invites sent to the major colleges all over the country.

OFF-CAMPUS PUBLICITY

Messages sent to the participants will contain the name of the company(SMS Campaign).



Publicity through Newspaper Partners.

Publicity through more than 1000 students partner across the country.



Publicity through promotional trips selectively targeting the students.

SOCIAL MEDIA PUBLICITY

Exclusive mentioning on the official website of Sangram.

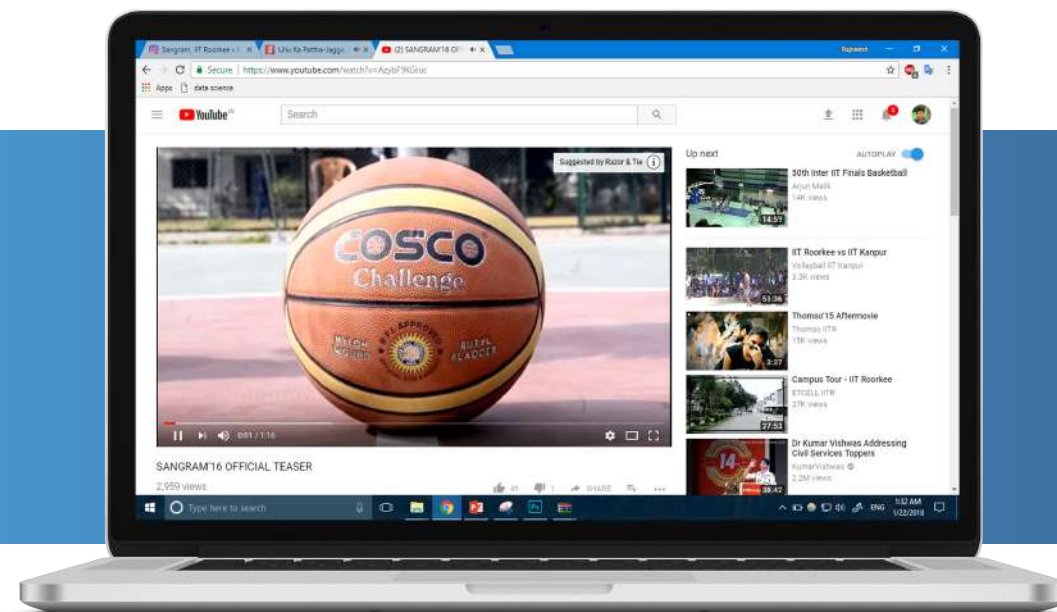
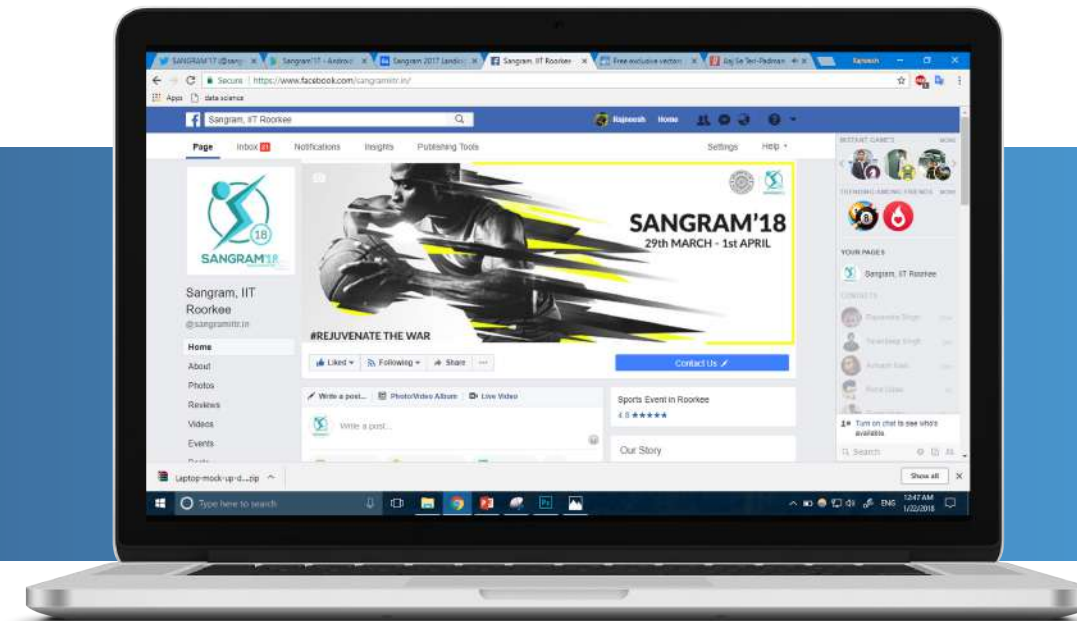


Branding through the official App of Sangram.



SOCIAL MEDIA PUBLICITY

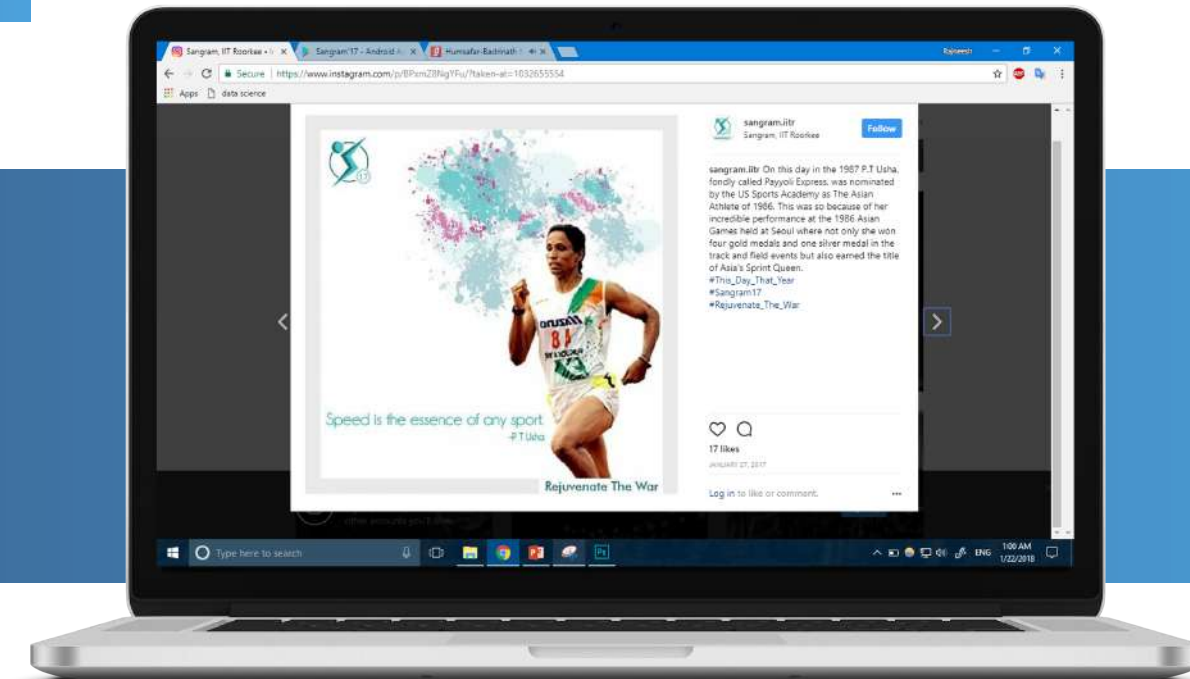
Branding through the official Facebook page of Sangram.



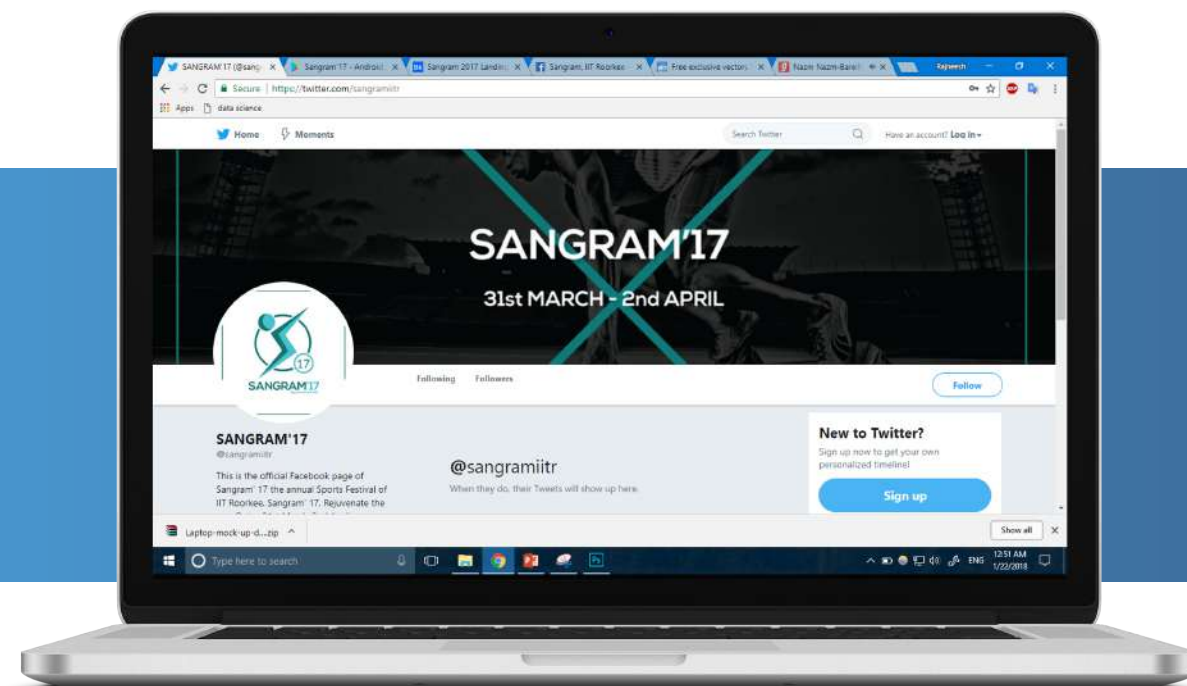
Branding through the official Youtube handle of Sangram.

SOCIAL MEDIA PUBLICITY

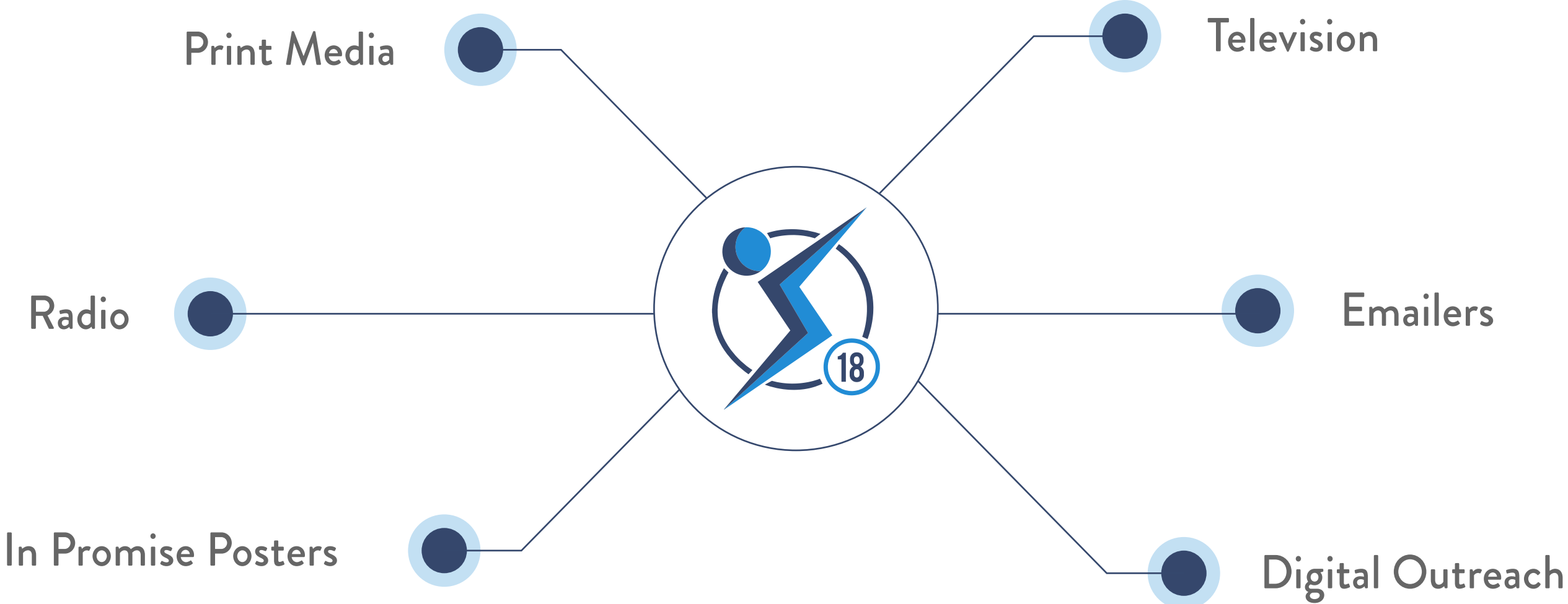
Branding through the official Instagram page of Sangram.



Branding through the official Twitter handle of Sangram.



MEDIA OUTREACH





ON CAMPUS PUBLICITY



ON-CAMPUS PUBLICITY



Logos on Certificates.



Logos on ID cards of participants and team members



Branding through kit.

ON-CAMPUS PUBLICITY



Mega Hoardings, flexes, backdrops, standees, stalls put at Strategic locations across the institute for five days

ON-CAMPUS PUBLICITY



SOCIAL INITIATIVES



Primary Education



Blood Donation



Rural Sports Lteracy



Clothes Distribution



anushruti®
nurturing silence, creating life



P J F



GoSports
FOUNDATION



CHILD RIGHTS AND YOU
Ensuring lasting change
for children



WORD OF GRATITUDE

Sangram team expresses gratitude for your valued attention. Sangram'18 strives to bring enthralling and rejuvenating events to its participants and best value to our sponsors.

To our sponsors, our participants, to us- we honour your spirit of encouragement. It will be our privilege to be associated with you.

Your valuable suggestions/queries/feedback are welcome. We also look forward to symbiotic collaborations.

Regards,
Aby Jose
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