**Ganga Technical Campus**

(A unit of Ganga Group of Institutions)

G - POTENZIA-17

**Sponsorship Proposal**

**About Campus**

Ganga Technical Campus, popularly called ‘GTC’ is a premier college in NCR- Delhi. Ganga Group of Institutions has taken a courageous step in establishing the Ganga Technical Campus (GTC) at Vill. Soldha, Bahadurgarh situated on the border of Delhi. The sole aim is to bring top-of-the-shelf Engineering and Technology education to the very doorstep of the young generation who will form the backbone of the country's march to the front row of the developed nations. Ganga Technical Campus is spread over 15 acres of virgin, pollution free and calm environment and is run in three separate 4 storeyed buildings.

Founded by Dr. Sushil Gupta, Chairman Pawan Ganga Education society crystallized his long cherished dream of excellence in education by establishing a chain of schools and professional colleges in Delhi, Haryana. During the past three decades, many steps have been taken such as evolution of model syllabi, quality improvement programmes for teachers, interaction with industry through consultancy and continuing educational programmes.

**Other institutions under Ganga Group of Institutions**

* Ganga Institute of Technology & Management **(GITAM), Kablana**
* Ganga Institute of Architecture & Town Planning **(GIATP), Kablana**
* Ganga Institute of Education **(GIE),** **Kablana**
* Ganga International School, **(GIS),** **Hiran Kudna**
* Ganga International School, **(GIS), Bahadurgarh**
* Ganga International School, **(GIS), Rohini**
* Ganga International School, **(GIS), Kablana**

G- POTENZIA-17, the annual inter-college cultural festival of GTC has grown onto become one of the biggest and most popular college festivals of Haryana.

**About G- POTENZIA-17**

Living up to their old-age reputation of coolness blended with intellect, *GTCians* make sure the city comes to a standstill and all roads lead towards GTC when G- POTENZIA commences. From professional shows to Rocks bands, from folk dance to Choreography, from competitive events to informal events, the festival has it all. All this and the fun quotient make GTC one of the biggest and most popular cult fests. Now, G- POTENZIA is an established brand name in the festive calendar and one of the most awaited cult fests. The fest is jointly organized by Cultural and Students Welfare Committee. This brochure will give you the complete insight of the events and how can you associate with us.

***‘You haven’t seen life fella, if you haven’t seen our fest’***

***Main Attractions***

LIVE CONCERT

Footfall of 1600+, Over 50,000 watts of music, Star Celebrities performing LIVE on stage. Just can’t get any better. An experience of a lifetime you just can’t afford to miss.

CHOREOGRAPHY

Perfect evening time, mind blowing synchronizing of steps, showing dance as a true life form, and get ready as colleges’ battle out for the coveted Choreography Trophy.

STEP OF FORWARDS

From the newest Bollywood hits to all time classics, English chartbusters to Regional bests, see colleges’ dancing to the all of them and make you groove in this very popular Group Dance event.

Battle OF THE BANDS

This is the ultimate platform if you are a die heard metal and rock fan. The past has seen amateur turning into pro’s at this very event. Is it your turn, your time now?

Mr and Miss G- POTENZIA-17

Grind it out against the very best in the ultimate test of all your abilities you could think of and march towards the title of being the Mr and Miss G- POTENZIA-17.

Competitive EVENTS\*

\* Details, Lists of Events subjected to change without prior notice. (M) – Main Attractions.

* MUSIC DANCE LITERARY
* Solo Dance
* Solo Song (M)
* Inquisitive
* Battle of the Bands (M)
* Ad Mad
* Face Painting
* Street Play
* Treasure Hunt (M)
* Poster Making
* Mr and Miss G- POTENZIA-17 (M)
* Rangoli

**Why Associate with G- POTENZIA-17**

* Association with brand Ganga Group of institutions and brand G- POTENZIA.
* Excellent and Innovative Publicity (including Posters/ Flexes/ Banners/ Press/ Magazines /Newspapers /Publications etc.)
* Public Outreach of over 1500+ students over 2 days.
* Extensive Press and Media Coverage Outreach.
* Diversity in audience
* Informational/Promotional Stalls placed at strategic locations within the campus.
* Brand Outreach in 20+ colleges in and around Delhi-NCR along with GITAMs, and other top colleges.

**Sponsor BENEFITS**

**1) Sponsorship of Platinum : Rs. 2,50,000/- above:**

1. The Sponsors’ name and logo will be displayed on the Backdrop of the stage.

2. The Sponsors’ name shall appear on all the Banners and Posters of the event to be put in the colleges of Delhi-NCR.

3. The Sponsors’ name shall appear on the Standies.

4. The Sponsors’ name shall be announced on the Public Address System frequently.

5. The Sponsors will get a special mention in all the Press Releases and Conferences

.6. **Two stalls of 10’ x 10’ will be provided for the display of their products or publicity material and/or distribution of flyers on all two days of the festival.**

**2) Sponsorship of Diamond : Rs. 1,50,000/- and above:**

1. The name/logo of the Sponsor will be displayed on the Backdrop of the stage lesser prominent than the main sponsors.

2. The Sponsors’ name shall appear on the Banners and Posters of the events as Co-Sponsors.

3. The frequent announcements of the Sponsors will be made on the Public Announcement System and before and after the event(s).

4**. One stall of 10’ x 10’ will be provided for the display of their products on all two days of the festival**

**3) Sponsorship of Gold: Rs. 1,00,000/-**

1. The banners/posters provided by the Sponsor will be put up on the venue of the sponsored event.

2. The Sponsor’s name will be announced on Public Address System and before and after the sponsored event(s).

4) **Co-Sponsors: Rs. 50,000/-**

1. The banners/posters provided by the Sponsor will be put up on the venue of the sponsored event.

2. The Sponsor’s name will be announced on Public Address System and before and after the sponsored event(s).

**Partnership AVENUES**

* Online Partners
* Design Partners
* Beverage Partners
* Telecom Partners
* Radio Partners
* Media Partners
* Gaming Partners
* Prize Partners
* News Partners
* Travel Partners
* Hospitality Partners
* Logistics Partners
* Apparel Partners
* Publicity Partners

Companies interested in Partnership Avenues may contact,

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