AMITY UNIVERSITY YOUTH FESTIVAL 2012

AYF ’12
The Festival of Dreams
Dear potential sponsors,

Greetings on behalf of Amity University Youth Festival Steering Committee! Amity University Youth Festival (AYF) is the annual techno-cultural festival which promotes liberty, energy, enthusiasm and provides students with the opportunity to explore and rediscover themselves. Amity Youth Festival fosters creativity and imagination to stimulate the professional superiority and proficiency. By providing a platform to showcase student art forms, AYF creates a buzz of activity in the final weeks of the term, driving students to reach their full artistic potential in an engaging, accessible environment. Each year, faithful alumni, students, faculty, family, friends and the surrounding community participate in the premier festival celebrations where the Amity University continues to remain a staple in their minds and hearts.

Coupled with the legacy of fellowship and pride, the Amity University Youth Festival celebration, is one of the largest collegiate festival celebrations hence one of the most eagerly anticipated events in the University calendar. The success of the festival celebration, year after year, is the likely emanation of the collective efforts of students, alumni, faculty and members of the community. This year, the festival activities will be held from **February 9 - 11, 2012** and we have already begun laying the foundation for a successful series of events. We have been able to continue this tradition of excellence through the assistance and sponsorship from companies and organizations- like you!

It would be our distinct privilege to have your organization as a sponsor for the upcoming festival celebration. The festival celebration draws patronage from a diverse population of consumers and remains a valued occasion to bring increased advertisement and revenue to your organization. We encourage you to invest in each of the events with the expectation to reap countless benefits through this new partnership. Serving as a sponsor is not just about giving, but it is an opportunity for your organization to forge and nurture a relationship with Amity University and its community without walls.

We hope that you will consider sponsoring Amity University Youth Festival 2012 a worthwhile opportunity. To assist you with your decision, we have attached a proposal that includes a brief overview of the festival activities, benefits of sponsorship, and a detailed sponsorship guide. If you may have any questions or concerns please email us at **ayfs@amity.edu**. Thank you in advance for your sponsorship and partnership!
ABOUT THE FESTIVAL

Annually, Amity University hosts one of the largest technical-cultural festivals in India. Amity University Youth Festival (AYF) is dedicated to creating opportunities for all students to pursue their creative talents.

A programme of intriguing events will be held in a variety of venues at the heart of the campus, with something to cater to all tastes. With over 100 events spanning across 10 dynamic venues over 3 full days, AYF is an exhilarating experience from beginning to end.

KEY FACTS

- Over 100 events
- 1000+ performers from over 50 colleges around the nation
- 350+ festival staff and volunteers
- 50,000 attendees, with 8000 in campus accommodation.
- Numerous cross-cultural events encouraging inter-society collaboration
- Collaborations with TED-talks

AMITY UNIVERSITY

- Leading education group of India with over 80,000 students in 1000 acres of hi-tech campuses
- 3,500 faculty and scientist
- 35,000 alumni
- 135 patents filed
- Currently ranked 1st in the education times
- One of the largest student unions in the country

Amity University continues to reach new heights each day and enrich the lives of its students, alumni, faculty and the global community.
AMITY YOUTH FESTIVAL EXPERIENCE

Each year over 50,000 faithful alumni, family and friends come home to the mecca. The multi-faceted festival celebration has fostered a legacy of fellowship, entertainment and most importantly Amity University pride.

Whether walking across the bustling main ground during the celebrity night or getting a sneak peek at the newest trends in fashion and popular culture at the infamous fashion show or if it is receiving your spiritual fulfillment for the rest of the week at the Rock Concert, the Amity University Festival is an exhilarating experience from beginning to end. Each event during the three (3) day celebration promises to cater to all attendees.

Over time, Amity University has become a national event and continues to serve as a launching pad for upcoming artists, designers, entertainers and new products.

EVENT SUMMARY

CELEBRITY NIGHT

Date : Friday, February 10, 2012
Time : 4:00-10:00pm
Venue : Main ground

Estimated attendance: 10,000+ and various print media representatives

The rumors are true!! The Amity Youth Festival Celebrity night is one of the events that cannot be missed. Celebrities such as Sonu Nigam, Bombay Rockers, Adnan Sami, KailashKher, Rishi Kapoor, VashuBhagnani, JimmiShergill, Neha Dhupia, Anushka Sharma and Sukhbir, just to name a few have faced an enthusiastic Amity University audience year after year.

ROCK CONCERT

Date : Saturday, February 11, 2012
Time : 4:00 pm-10:00pm
Venue : Main ground

Estimated attendance: 8000+ and various print media representatives
The influence of the rock music transcends denominational barriers and pierces the hearts of listeners around the world. With Amity’s rich legacy in rock music and the emergence of great rock bands on a collegiate campus, Amity University Youth Festival would be incomplete without the celebration of one of the most powerful expressions of our faith. Amity University Youth Festival Rock Concert has hosted nationally acclaimed rock artists such as: Indian Ocean, Parikrama, Faridkot. Euphoria, etc.

CONSOLE GAMING LEAGUE

Date: February 9-11, 2012
Time: 10:00am-10:00pm
Venue: C Block Lobby
Estimated attendance: 2500+ and various print media representatives

The Amity University Console Gaming League is an event that needs no explanation, Professional and amateur gamers from all around the nation convene at the Console Gaming League for a three (3) day and night cascade of gaming frenzy. The Console Gaming League will be a crowd snapping experience for those who enjoy high fidelity sounds matched up to the captivating game experience bundled with nimble decision making every second.

FASHION SHOW

Date: Thursday, February 9, 2012
Time: 4:00-7:00pm
Venue: Main ground
Estimated attendance: 4000+ and various print media representatives

Amity University is the mecca of not only intellectualism, but also fashion consciousness. Yes, Amity University Youth Festival Fashion show is guaranteed to “pack the house” as a sold-out event. It is one of the largest shows of the year, because of its raw creativity and extravagance. It is an evening of fashion, elegance and style, as Amity student models exhibit clothing from the industry” s top designers. It is a “must see” event with a long-standing tradition for many Amity alumni.

DANCE CENTRAL

Date: Thursday, February 9, 2012
Time: 7:00-9:00pm
Venue: Main ground
Estimated attendance: 3500+ and various print media representatives
The Amity University Dance Central is the cornerstone of the week’s events. All dance organizations from the Amity University and around the country converge to compete in this long standing tradition, the art of dance. Dance performers are judged on the basis of their performance, creativity, and originality.

FRIDAY THE 13TH
Date : February 9-10, 2012
Time : 12:00am-5:00pm
Venue : C Block Basement
Estimated attendance: 500+ and various print media representatives

Amity University Friday the 13th is an event, comprising a ghost house such created introducing students to an unfamiliar fear. The event is frightening people for the past 3 years. This year this event is definite to raise goose bumps. Friday the 13th ghost house being crafted in the utmost ghoul style, this is one of the major attractions at the fest.

MINI GOLF
Date : February 9-10, 2012
Time : 12:00-5:00pm
Venue : Plaza
Estimated attendance: 500+ and various print media representatives

The Amity University Mini Golf is another new event added by the AYFSC. This event is designed solely for the social and professional networking opportunities in which many corporations have expressed interest. This event serves as the official PRELIMINARY event to KICK-OFF THE FESTIVAL SEASON!

SYMPHONY
Date : Friday, February 10, 2012
Time : 5:00-7:00pm
Venue : C Block Auditorium
Estimated attendance: 500+ and various print media representatives.

Amity students, alumni, and guest will convene in the C Block auditorium for a euphonious voyage of music. This event will be a celebration of rhythm, culture and arts.
STUDENT SYMPOSIUM
Date : Thursday, February 10, 2012
Time : 5:00-7:00pm
Venue : C Block
Estimated attendance: 100+ and various print media representatives.

Being a University which has departments in all incipient fields of engineering and technology, we here at amity would like to create a platform for the students to share their research work with concurring people. It shall give them an immense exposure with the expert panel from IETE. There are exciting prizes to be won along with IETE certificates.

DALAL STREET
Date : Thursday, February 10, 2012
Time : 2:00-4:00pm
Venue : C Block
Estimated attendance: 100+ and various print media representatives.

The stock markets have always riveted all from the young to the old. It is a game of skilfulness, intellect and dynamic decision making. If you think you can be a part of this thought-provoking game on virtual stock exchange and stock market.

BLACK BOX
Date : Thursday, February 10, 2012
Time : 11:00-1:00pm
Venue : C Block
Estimated attendance: 100+ and various print media representatives.

Testing you on every technical aspect known and unknown from books to hands-on technicality. Here you shall have fun filled time as we shall make you scratch your brains and bring in the superlative in you. Realize your hidden tech mind and enjoy with the prizes you win.

LAN NETWORKING
Date : Friday, February 10, 2012
Time : 11:00-1:00pm
Venue : C Block
Estimated attendance: 100+ and various print media representatives.

A hands-on experience along with codes and tips on LAN networking to provide you with an exposure on the networking platform. This shall involve teaching you from the scratch on how to operate and connect in different Operating Systems and also linking of client and a server. 7

**Technical Events:**

- Analogic
- Orcad
- Cryptocop
- Hash Import
- Alcoholic
- Blind Code
- FossCamp
- Brick Bond
- Similitude
- DataQ
- Technovation
- Mexclusive
- Roboracing
- Student Paper
- Green Eng.
- Impromptu
- Relationary
- X-Terminator
- Microcode
- Hash Import
- Poster (Civil)
- Tune-A-Town
- Website Design

**INTER-INSTITUTE AND CORPORATE EVENTS**

**Management Events:**

- National Seminar
- Abhivayakti&Anveshan
- Darwinism
- Fang
- Prashna quiz
- Khoj treasure hunt

and many more…
Creative Events:

- Pixels-photo exhibition
- theatre
- acoustic/sound event
- film festival

and many more…

Technical Events:

- Cryptocop
- Bugomania
- Roll-D-Road
- Debugging
- Technical Brain
- Mechanico
- Robofifa
- Poseidon WARS
- X constructions
- TypeItRight
- Level It up Design
- Robotrix
- Technocraft
- Explore
- Web Designing
- Formacion
- Simulation
- Innovation
- Electromania

and many more…
AMITY YOUTH FESTIVAL EXPERIENCE

SPONSORSHIP BENEFITS

Amity University Youth Festival reaches out to the upper echelon of young professionals and draws patronage from a diverse population of students, alumni, and consumers between the ages of 15-65. On account of the growing success of the Amity Youth Festival celebration, many organizations have considered this three (3) day celebration to be extremely valuable marketing opportunity. Sponsoring Amity University Youth Festival 2012 will make you a partner in creating the most monumental event the Amity University community has ever seen!

- Major visibility in one of the most significant events at Amity University and in the local community.
- Places your company at the heart of the festival that dominates the University campus which is known by the entire student body and directly experienced by over 20,000 students.
- Day of event and post event recognition
- Photo opportunities with the event participants and prize winners.
- Ability to distribute promotional materials at the festival (20,000 students, faculty, alumni and professionals will be in attendance)
- RESERVED VIP seating for company representatives who attend the event.
- Corporate recognition on event audio/visual screens or Jumbotrons.
- Tremendous marketing opportunities.
- Promotion of events in electronic and print media (TOI, HT, Sahara India and many more)

CORPORATE SPONSORSHIP

The PRESTIGE Sponsor Rs 25,00,000

As a Prestige sponsor, you will receive:

- Title sponsor recognition.
- Four (4) free standing stall for corporate material contribution at numerous key locations throughout the campus.
- Corporate Signage at all the Youth Festival events (including audio, visual, logo and advertisement signage). These events include: Promenade, Rock concert, Fashion show, Console gaming league, Celebrity night, Dance central and many more. Option to include company name in our description of main stage. i.e.: The XXXX Main Stage".
- Exclusive logo and tag-line placement at AYF. Special announcements at cultural nights.
- Exclusive right to erect a sponso’s stand, including sole ability to distribute promotional materials and to engage with sought-after student body face-to-face and without constraint.
- Thirty (30) complimentary tickets to the Festival.
- Gobo Logo to be displayed at the Festival events. Logo and web link on website (www.amity.edu/ayf) for 10 month period (1st hit on Google for „Amity Youth Festival” ). Exclusive promotion on website through web banners.
- Further logo and web-link placement on all emails and letters sent from Festival organisers.
- Guest of honor for inaugural and valedictory functions
- Two page center spread in the AYF souvenir.

The **LEGACY** Sponsor Rs 20,00,000

As a Legacy sponsor, you will receive:

- Co-Sponsor recognition
- Two (2) free standing and premium stall for corporate material contribution.
- Corporate signage at ten (10) youth festival events and two core platform events (including audio, visual, logo and advertisement signage). Choices include: Promenade, Rock concert, Fashion show, Console gaming league, Celebrity night, Dance central and events from technical, management domain.
- Exclusive logo and tag-line placement at AYF.
- Exclusive right to erect a sponsor’s stand, including sole ability to distribute promotional materials and to engage with sought-after student body face-to-face and without constraint.
- Twenty (20) complimentary tickets to the Festival.
- Gobo Logo to be displayed at the Festival events. Logo and web link on website (www.amity.edu/ayf) for 10 month period (1st hit on Google for „Amity Youth Festival” ). Exclusive promotion on website through web banners.
- Further logo and web-link placement on all emails and letters sent from Festival organisers.
- Back page advertisement in the AYF souvenir.
The **PLATINUM** Sponsor Rs 15,00,000

As a Platinum sponsor, you will receive:

- One (1) free standing stall and one (1) premium stall for corporate material distribution.
- Corporate signage at Seven (7) youth festival events and one core platform events (including audio, visual, logo and advertisement signage). Choices include: Promenade, Rock concert, Fashion show, Console Gaming League, Celebrity night, Dance central and events from the technical, creative and management domain.
- Exclusive logo and tag-line placement at AYF.
- Exclusive right to erect a sponsor’s stand, including sole ability to distribute promotional materials and to engage with sought-after student body face-to-face and without constraint.
- Ten (10) complimentary tickets to the Festival.
- Gobo Logo to be displayed at the Festival events. Logo and web link on website (www.amity.edu/ayf) for 10 month period (1st hit on Google for “Amity Youth Festival”). Exclusive promotion on website through web banners.
- Further logo and web-link placement on all emails and letters sent from Festival organisers.
- Back side of front cover advertisement in the AYF souvenir.

The **GOLD** Sponsor Rs 10,00,000

As a Gold sponsor, you will receive:

- One (1) free standing stall for corporate material distribution.
- Corporate signage at Five (5) of the youth festival events (including audio, visual, logo and advertisement signage). Choices include: Celebrity Night, Fashion show, 2Dance central, Promenade, Roadies, Friday the 13th, Console Gaming League and other events from the technical, creative and management domain.
- Exclusive logo and tag-line placement at AYF.
- Exclusive right to erect a sponsor’s stand, including sole ability
- To distribute promotional materials and to engage with sought-after student body face-to-face and without constraint.
- Five (5) complimentary tickets to the Festival.
- Logo and web link on website (www.amity.edu/ayf) for 10 month period (1st hit on Google for “Amity Youth Festival”). Exclusive promotion on website through web banners.
- Further logo and web-link placement on all emails and letters sent from Festival organisers.
- Full page (colour) advertisement in the AYF souvenir.
The **SILVER** Sponsor Rs 5,00,000

As a Silver sponsor, you will receive:

- One (1) premium stall for corporate material distribution.
- Corporate signage at Three (3) of the youth festival events (including audio, visual, logo and advertisement signage). Choices include events from the technical, creative and management domain.
- Exclusive logo and tag-line placement at AYF.
- Exclusive right to erect a sponsor’s stand, including sole ability to distribute promotional materials and to engage with sought-after student body face-to-face and without constraint.
- Two (2) complimentary tickets to the Festival.
- Logo and web link on website (www.amity.edu/ayf) for 10 month period (1st hit on Google for „Amity Youth Festival“). Exclusive promotion on website through web banners.
- Further logo and web-link placement on all emails and letters sent from Festival organisers.
- Half page (B/W) advertisement in the AYF souvenir.

The **MERIT** Sponsor Rs 1,00,000

As a Merit sponsor, you will receive:

- One (1) normal stall for corporate material distribution.
- Corporate signage at two (2) of the youth festival events (including audio, visual, logo and advertisement signage). Choices include events from the technical, creative, management domain.
- Exclusive right to erect a sponsor’s stand, including sole ability to distribute promotional materials and to engage with sought-after student body face-to-face and without constraint.
- Two (2) complimentary tickets to the Festival.
- Logo and web link on website (www.amity.edu/ayf) for 10 month period (1st hit on Google for „Amity Youth Festival“). Exclusive promotion on website through web banners.
- Quarter page (B/W) advertisement in the AYF souvenir.
IN-KIND CONTRIBUTIONS

The Amity University Youth Festival steering committee gladly welcomes donors of all sizes to participate in the Festival sponsorship effort. Any potential benefits will vary depending upon the details of the contribution. You can also make a monetary contribution or provide goods or services in its place, in return for the promotional benefits. You can also book a corporate booth for your material promotion. Your assistance is not only valued, but needed, and we thank you for your aid!

TARIFF

ADVERTISEMENT:

- Quarter page advertisement (B/W) Rs. 10,000
- Half page advertisement (B/W) Rs. 13,000
- Full page advertisement (B/W) Rs. 20,000
- Full page advertisement (Colour) Rs. 35,000
- Inside Front page (Colour) Rs. 45,000
- Inside Back page (Colour) Rs. 45,000
- Back page (Colour) Rs. 50,000
- Centre Spread (Colour) Rs. 60,000

PRODUCT DISPLAY (8 X 10 FT.)

- Free Standing Stall Rs. 70,000
- Premium Location Stall Rs. 50,000
- Other Stall Rs. 40,000

CONTACT US

If you would like any further information, or would like to discuss any of the opportunities in more detail, then please contact us using the modes of communication below:

Mail:  Prof. (Dr.) Ajay Rana- Chief Coordinator  
       Amity University Youth Festival Sponsorship Committee  
       Block – E2, Ground Floor Amity University, Sector-125, Noida – 201 303 (UP)  
       (091) 9818811756

Mr. Pradeep Narwal, Asst. Professor, 9654417520
Mr. Anjani Kumar Bhatnagar, Sr. Manager, 9899995055
Mr. Amit Pamnani, Business Development Manager, 9717694609

Email : ayfs@amity.edu
TERMS AND CONDITIONS

- Since sponsorship opportunities are limited, sponsors are suggested that these shall be allocated on first come first serve basis.
- Final allotment for sponsorship category will be confirmed on receipt and realisation of full payment.
- The sponsor shall bring their product display as desired by them for the display stalls.
- All payments for sponsorship/ stall bookings are to be made in advance.
- For product display two (2) light points will be available.
- All payments are to be made by DD/ local cheque in favour of AMITY SPONSORSHIP Account payable at New Delhi.
- All transactions are subject to Delhi jurisdiction.
- Bromide of the company logo and complete name of the company will be required for acknowledgement through backdrops, banners, brochures, invitation cards and other promotional materials.

MODE OF PAYMENT

All payments are to be made through DD/Local Cheque drawn in favor of AMITY SPONSORSHIP A/C payable at Noida/Delhi.