uur`ja 2019

22\textsuperscript{nd} - 23\textsuperscript{rd} November’19

The Annual Cultural Fest Of UPES
About Us

UPES, Dehradun was established 16 years ago in the year 2003. Since then it’s been a thrilling ride to where we stand now. With one of the most beautiful campuses in India, UPES sprawls over 44 acres with 6 schools and each school having different specializations which makes UPES different from all other universities in India. Our main purpose is not just improving but evolving and that also on every front, be it academia or be it extra curricula. Uurja being the premiere annual cultural festival, we are all set to make it the grandest on this 15th anniversary to honor culture.
Brief About Uurja

Uurja, the annual cultural fest of UPES is back with a bang. This fest is always a place of unrestrained joy, something of a street party, an excuse for the whole college to let their hair down and be playful. This year our theme for Uurja is “Indo-Western Fusion”. This time our main motive is to break the conventions of the convenient good and embrace the shadows beneath. When we hear ‘fest’, we immerse ourselves into the thoughts of alluring colourful lights, unstoppable music, DJs and even savoring food and that is exactly what we hope to achieve. As the name suggests, the fest is full of vigour and energy of students, faculty and 9000+ participating individuals from various universities across India. Last year, on both days we had artists like DJ Siana Catherine and Hardy Sandhu to make this ride even more thrilling and this time we again hope to do that. So this November 22 and 23, pack your best outfits and come join us on this exhilarating and electrifying journey.
Events and Experiences

Abhinay: One of the the most sought events in UURJA, ABHINAY is a battle of drama, of acting and emotion and stories that make way to your heart.

Come along and follow this ride unforgettable.

Mr and Miss UURJA: Got your personality, smile and sense on point?! Well, then gear up for the biggest awards of the event, you’ll be remembered and looked for more than you think!

Footloose: Dance is Expression. Dance is Passion. It’s Ice against Fire and no one knows who is going to win! Footloose is our very own dance face off! The best versus the best, this is one trail to take over!

War of Bands: Rhythm is the beat of life and what is life without music, well nothingness?

But what is good music and what is more of your taste, well all here is unique and this is your chance to slay! Your band, your beat, your artistic battlefield!
**Talent hunt:** What you are is no one else, what you have, has no one else.

Grab your opportunity to the best, get noticed and become your own emperor. This chance is yours, this is you and now it is your time to take over!

**IPL Bidding:** Did your team not win this IPL? Do you have to take a stand every single time!
Hey! Come to UURJA and get your own team. Your finisher in your pocket, but fight for it to the fullest and that big boy jersey is all yours!

**Tomorrowland:** Get lost in those beats transcending and that music so high, this is a trance you won’t feel again. Especially when we have our DJs specifically chosen for your cherished trance!

**Barati Dance:** Done with celebrity hashtags and fancy outfits? We give you this oneof kind opportunity to get high on the beat and trip to your punjabi wedding song!
# Monetory Sponsorship

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<th>Category</th>
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<th>Name of Sponsors</th>
<th>Amount (in Lakhs)</th>
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<td>Co-Sponsors</td>
<td>UPES presents Uurja-19 Co-Sponsored by</td>
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<td>Event Sponsor</td>
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<td>As per number of events</td>
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Instructions about the Sponsorship

**Flags and Stones**

*In Venue Branding* (Pre and During Fest):

- Full Size Banners and Standees, having 25% inclusion of the sponsors’ half logo nearness as TITLE SPONSOR.
- Full Size Banners (16' X 8) at the section door of University
- One at the Food Court (10x14")
- Brand nearness at the passage standee
- One at Amphitheater (10'x14)
- Logo and all Banners (roughly 20), standees at fundamental stage

“Sponsorship business marking flags having 100% coverage supports (the printing substance to be given by the themselves)."

1. **Big Size Banners** (20'x15') at every one of the accompanying
   - Library Wall
   - Energy House/University Entrance
   - Nescafe
   - Amphitheater (Old and New)
   - In each academic block
   - Gandhi Chowk

2. **Little Size Banners** (A4 Size) everywhere throughout the University (at Grounds) and Private Hostels (around 25-30).
Pre-Fest Publicity

- Official Logo launch and Theme launch of UURJA in both campus, KANDOLI and BIDHOLI marked the beginning of countdown of cultural fest.

In Fest Publicity

- Logo presence on the back standing of the main stage + wings + digital screen (time to time).
- Logo presence on the back standing of the second stage + wings.
- Logo presence on the back standing of the open air Amphitheatre.
- Logo presence on the back standing of all events.
- 3 commercials per day on all the projectors screen. Each commercial not more than 90 seconds.
- Display of the company logo envoute the main stage.
- Promotional announcements during Flagship Events.
Why be our Sponsors?

Keeping up the pride of the college, we guarantee you of using the sponsored fund in the most ideal way that could be available.

**Cafe's/Restaurants/Hotels:**
By supporting us, we ensure that we help you in repositioning in the general public where there is an immense competition. Undergrads being the significant clients will enable you to extend the business. By giving the markdown coupons the items will go about as a fascination for clients.

With the assurity of Cafe's logo on our site and flags, with vast exposure, we anticipate that you will bolster us by subsidizing for our individual fests.

**Institutions:** By supporting us, we ensure that we commit to you. The school being devoted to the graduation degrees comprises of a substantial number of understudies who should need to seek after their further investigations from a famous University like UPES. Along these lines, so as to accomplish right training, they may look for establishments that may enable them to pass the examinations identified with higher investigations with decent evaluations. Conduction of classes inside the grounds and interfacing with the understudies and elucidating their questions may help accomplish statures.

With the assurity of foundation's sponsorship logo on our site and flags, with expansive exposure, we anticipate that you will bolster us by financing for our particular fests.
Credits

Chief Convenor
Mr. Karan Singh
+91-9929161865
ksingh@ddn.upes.ac.in

Convenor
Mr. Anant Prakash Mishra
+91-9897240983
apmishra@ddn.upes.ac.in

Student Convenor
Mr. Atendra Vikram Singh
+91-9045287337
atendra31@gmail.com

UPES
UNIVERSITY WITH A PURPOSE

Energy Acres, P.O. Bidholi via Premnagar, Dehradun-248007