



Directorate of Students' Welfare
Guru Gobind Singh Indraprastha University
Sec-16C, Dwarka, New Delhi-110078 Website: <http://ipu.ac.in>

F. No.GGSIPU/DSW/Anugoonj-2020/

Date: 15.11.2019

Notice Inviting Proposals for Sponsorship - "Anugoonj 2020"

Guru Gobind Singh Indraprastha University is established by Government of NCT of Delhi under the provisions of Guru Gobind Singh Indraprastha University Act, 1998. This is an affiliating and teaching University that aims to facilitate and promote studies, research and extension work in emerging areas of higher education with focus on professional education in the disciplines of engineering, technology, architecture, management, law, medicine, pharmacy, physiotherapy, nursing, education, journalism and mass communication, etc.

Guru Gobind Singh Indraprastha University is going to organize its '21st Annual Cultural Festival 'Anugoonj 2020' to be held from 6th February, 2020 to 8th February, 2020 on its campus at Sector-16C, Dwarka, New Delhi. Anugoonj, one of the largest and the best University festivals in Delhi, is an intricate labyrinth of glamour, euphoria and festivities, which attracts a major influx of participants from Delhi and outside. This year more than 31 events/ competitions will be organized to make this festival more glamorous. The three-day festival will also have star attraction (Bollywood Singer/ Rock Band).

Features of the festival

1. Around 70,000 students from more than 121 colleges affiliated to the University visit the campus during the festival.
2. Winner and Runner up teams of preliminary rounds will participate in more than 31 competitions/ cultural events like Music, Dance, Literary, Dramatic, Fine Arts, Mr. & Ms. Anugoonj during the festival.
3. Wide Media Coverage
4. Full Day Activities
5. Special attractions of the festival are live performances of renowned Rock Band, NSD Play and Bollywood Singer with band, Sufi Sangeet, Drama, Kavi Sammelan.
6. The show will attract a large maximum youth crowd.
7. Total number of youth visiting this festival is between twenty to thirty thousand every day
8. Eminent people would be visiting the festival from all spheres of society.
9. The show will be one of its kind which will cover all aspects of entertainment
10. The opening and closing ceremony will be with celebrities and prestigious personalities.
11. Excellent opportunity to promote your products

The Directorate of Students' Welfare invites proposals for sponsorship of University's Annual Cultural Festival Anugoonj-2020 in the following categories:

Platinum Sponsor

Sponsorship Fee

Rs.8,00,000/- and above (Demand Draft in favour of Registrar, GGS Indraprastha University)

Benefits

Company Publicity:

- (i) The logo and title of the company in big font size will be printed on the side panels at Main Stage and Second Stage.
 - (ii) The logo and title of the company will be printed in big font size on all banners, posters and news letter of the festival published by the organizer.
1. **Stalls for Publicity:** 03 Stalls each size of 15 feet x 15 feet with 03 tables, 04 chairs 01 Halogen light and 01 Power Point will be provided to the company for publicity/ selling their product.
 2. **Star Announcement:** We may request the Stars on all the **Three days** of Anugoonj to endorse the brand as in :- "Platinum Sponsor :- <Yourcompanyname> along with Promotional Video which shall be recorded on which the Star shall say the Company's Tagline(1 Liner) of not more than 10 Seconds.
 3. **Coverage on Official Newsletter of DSW :** The Sponsor's Information Shall be provided in the Newsletter of Anugoonj for all the three days mentioning the Sponsor Name and its Category on all 3 Days along with a Article on any 1 Day.
 4. **Permission For Helium Balloons :** The Sponsor Shall be Given Permission To Place Helium Balloons for their Promotion in The University Campus keeping in mind the Safety and Norms of University (Cost of Helium Balloon to Be borne by the Sponsor.)
 5. **Main Screen Display :** The Logo of the sponsor shall be Displayed on the Main Screen During Star Nights Alone (Without Space Sharing with Any other Sponsor) Accompanied by Announcement by Anchor.
 6. **Banners and standee:** The Company may place 50 banners and 50 standees in the area of the function.
 7. **Announcement:** The name of Special Title Sponsors will be announced during the various events at the main stage and second stage.
 8. **Pre-Fest Promotions :** Inclusion of Prefest Promotions on our Official Facebook Page of Anugoonj.
 9. **Other benefit proposition would be Negotiable.**

Gold Sponsor

Sponsorship Fee

Rs.5,00,000/- (Demand Draft in favour of Registrar, GGS Indraprastha University)

Benefits

Company Publicity:

- i)The logo and title of the company in big font size will be printed on the side panels at Main Stage and Second Stage.
- ii)The logo and title of the company will be printed in big font size on all banners, posters and newsletter of the festival published by the organizer.

1. **Stalls for publicity:** 02 Stalls each size of 15 feet x 15 feet with 03 tables, 04 chairs 01 Halogen light and 01 Power Point will be provided to the company for publicity/ sell their product.
2. **Star Announcement:** We may request the Stars on the **First Two Days** of Anugoonj to endorse the brand as in :- “Gold Sponsor :- <Yourcompanyname> along with Promotional Video which shall be recorded on which the Star shall say the Company’s Tagline(1 Liner) of not more than 10 Seconds.
3. **Coverage on Official Newsletter of DSW :** The Sponsor Information Shall be provided in Newsletter on Anugoonj for all the three days mentioning the Sponsor Name and its Category on first Two Days only along with a 1 Liner Tagline of The Sponsor.
4. **Main Screen Display :** The Logo of the sponsor shall be Displayed on the Main Screen in “Big Size” During Star Nights (Space Sharing with other Gold and Silver Sponsors) Accompanied by Announcement by Anchor.
5. **Banners and standee:** The company may place 25 banners and 25 standees in the area of function.
6. **Announcement:** The name of Special Title Sponsors will be announced during the various events at main stage and second stage.
7. **Pre-Fest Promotions :** Inclusion of Prefest Promotions on our Official Facebook Page of Anugoonj.
8. **Other benefit proposition would be negotiable.**

Silver Sponsor

Sponsorship Fee

Rs.3,00,000/- (Demand Draft in favour of Registrar, GGS Indraprastha University)

Benefits

Company Publicity:

- i)The logo and title of the company in big font size will be printed on the side panels at Main Stage and Second Stage.
 - ii)The logo and title of the company will be printed in big font size on all banners, posters and news letter of the festival published by the organizer.
1. **Stall for publicity:** 01 Stall each size of 15 feet x 15 feet with 03 tables, 04 chairs 01 Halogen light and 01 Power Point will be provided to the company for publicity/ sell their product.
 2. **Star Announcement:** We may request the Stars on the **First Day** of Anugoonj to endorse the brand as in :- “Silver Sponsor :- <Yourcompanyname> along with Promotional Video which shall be recorded on which the Star shall say the Company’s Tagline(1 Liner) of not more than 10 Seconds.
 3. **Coverage on Official Newsletter of DSW :** The Sponsor Information Shall be provided in Newsletter on Anugoonj for all the three days mentioning the Sponsor Name and its Category on first Day only along with A 1 Liner Tagline of The Sponsor.
 4. **Main Screen Display :** The Logo of the sponsor shall be Displayed on the Main Screen in “Small Size” During Star Nights (Space Sharing with other Gold and Silver Sponsors) Accompanied by Announcement by Anchor.
 5. **Banners and standee:** The Company may place 10 banners and 10 standees in the area of function.
 6. **Announcement:** The name of Special Title Sponsors will be announced during the various events at main stage and second stage.
 7. **Other benefit proposition would be negotiable.**

Special Sponsors

Sponsorship Fee

Rs.1,00,000/-or above (Demand Draft in favour of Registrar, GGS Indraprastha University)
Or

Rs. 50,000/-or above (Demand draft in favour of Registrar, GGS Indraprastha University) and company products of worth Rs.50,000/- or more for prizes to the winners of various events/ volunteers.

Benefits

Company Publicity:

- i. The logo and title of the company in middle font size will be printed on the side panels at Main Stage and Second Stage.
 - ii. The logo of company will be printed with the title as suggested by the sponsor in middle font size on all banners, posters and news letter of the festival published by the organizer.
1. **Stall for publicity:** One stall of size 15 feet x 15 feet with 03 tables, 04 chairs 01 Halogen light and 01 Power Point will be provided to the company for publicity/ sell their product.
 2. **Banners and standee:** The Company may also place their 05 banners and 05 standees in the area of function.
 3. **Announcement:** The name of Special Title Sponsors will be announced during the various events at main stage and second stage.

Event Sponsor

Sponsorship Fee

Rs.50,000/- (Demand Draft in favour of Registrar, GGS Indraprastha University)
Or

Rs. 30,000/- (Demand draft in favour of Registrar, GGS Indraprastha University) and company products of worth Rs.20,000/- for prizes to the winners of various events/ volunteers.

Benefits

Company Publicity:

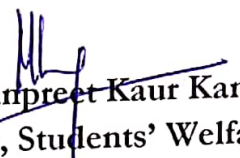
- (i) The logo of the company with the title Co-Sponsor will be printed in small font size on the side panels at Main Stage and Second Stage.
 - (ii) The logo of company will be printed in small font size on all banners, posters and news letter of the festival published by the organizer.
1. **Banners and standee:** The Company may also place their 2 banners and 2 standees in the area of function.

2. **Table and Chair Permission :** The Sponsors Shall also be provided with a permission to Place A Table and Chair.(Table And Chair to Be Brought by Sponsor)

The list of events and conditions of sponsorship is as per Annexure 'A' attached with the notice.

Note:

1. All the proposals should be submitted in the Directorate of Students' Welfare on or before 25th January, 2020 to finalize sponsors.
2. Payment of sponsorship fee will be submitted in the form of demand draft only in favour of Registrar, GGS Indraprastha University.
3. Tobacco and liquor companies will not be entertained for sponsorship.
4. All the sponsorship in kind will be submitted to the Directorate of Students' Welfare for distribution to the participants/ volunteers.
5. No Sponsors shall do or undertake any activity contrary to law, public order or health.
6. The sponsor suitability, viability and financial contribution towards Anugoonj-2020 will be subject to the decision of the Sponsorship Committee.
7. In case of any dispute relating to sponsorship during ~~the~~ Anugoonj, the decision of the Director, Students' Welfare shall be final and binding for all.
8. For further information, contact at dswggsipu@gmail.com or call at phone no. 011-25302801.


(Manpreet Kaur Kang)
Director, Students' Welfare

Copy to:

1. Controller of Finance
2. Concerned committee members
3. Assistant Registrar to the Vice Chancellor -for information of the Hon'ble Vice Chancellor.
4. Assistant Registrar to Registrar-for information of the Registrar.
5. In-charge, Server Room with the request to upload this notification on the University website under the link of Students' Welfare-Anugoonj2019.
6. Office Copy

Anugoonj-20206th to 8th February, 2020**EVENTS AT A GLANCE**

<u>S. No.</u>	<u>Items</u>	<u>Participants</u> <u>P</u>	<u>Accompanists</u> <u>A</u>	<u>Total</u> <u>P+A</u>	<u>Min. Time</u>	<u>Max. Time</u>
A. Music						
1.	Classical Vocal Solo (Hindustani or Karanatak)	01	02	03	05 mts.	07 mts.
2.	Light Vocal (Indian)	01	02	03	04 mts.	06 mts.
3.	Western Vocal (Solo)	01	02	03	04 mts.	06 mts.
4.	Group Song (Indian)	6-12	04	16	08 mts.	10 mts.
5.	Group Song (Western)	6-12	04	16	08 mts.	10 mts.
B. Dance						
1.	Folk Dance	08-14	02	16	06 mts.	10 mts.
2.	Choreography	08-14	02	16	07 mts.	12 mts.
3.	Classical Dance	01	03	04	06 mts.	10 mts.
4.	Nach Baliye	01 Boy/ 01 Girl	0	01/01	06 mts.	08 mts.
5.	Foot Loose	08-15	0	15	10 mts.	12 mts.
6.	Street Dance	08-14	02	16	10 mts.	12 mts.
C. Literary Events						
1.	Quiz	03	-	03	-	-
2.	Debate (Hindi)	02	-	02	03 mts.	04 mts.
3.	Debate (English)	02	-	02	03 mts.	04 mts.
4.	Creative Writing(Hindi)	01	-	01	01 hrs.	01 hrs.
5.	Creative Writing(English)	01	-	01	01 hrs.	01 hrs.
6.	Poetry Recitation(Hindi)	01	-	01	04 mts.	05 mts.
7.	Poetry Recitation(English)	01	-	01	04 mts.	05 mts.
8.	Just-a-minute (Hindi)	01	-	01	01 mts.	01 mts.
9.	Just-a-minute (English)	01	-	01	01 mts.	01 mts.
D. Dramatic						
1.	One Act Play	18	-	18	40 mts.	45 mts.
2.	Street Play	10-22	-	10-22	20 mts.	22 mts.
3.	Mono Acting	01	-	01	04 mts.	05 mts.
E. Fine Arts						
1.	On the Spot Painting	01	-	01	02 hrs.	02 ½ hrs.
2.	Collage	01	-	01	02 hrs.	02 ½ hrs.
3.	Clay Modeling	01	-	01	02 hrs.	02 ½ hrs.
4.	Cartooning	01	-	01	02 hrs.	02 ½ hrs.
5.	Rangoli	02	-	02	02 hrs.	02 ½ hrs.
F. Battle of Bands						
		04-10	-	04-10	15mts	20mts.
G. Mr. & Ms. Anugoonj 2020						
1.	Mr. Anugoonj 2020	01 Boy	-	01	-	02 ½ hrs.
2.	Ms. Anugoonj 2020	01 Girl	-	01	-	02 ½ hrs.
H. Talent Show for Students with Special Needs						
		01	01	02	03 mts.	4 mts.