



**MAHARISHI MARKANDESHWAR
(DEEMED TO BE UNIVERSITY)**

Mullana-Ambala, Haryana
(Established under Section 3 of the UGC Act, 1956)
(Accredited by NAAC with Grade 'A++')

75
Azadi Ka
Amrit Mahotsav



National Youth Festival

UniversuMM 2023

..... Unleash your Talent !!

NATIONAL YOUTH FESTIVAL



12th - 15th OCTOBER, 2023

MAHARISHI MARKANDESHWAR (DEEMED TO BE UNIVERSITY)
MULLANA - AMBALA, HARYANA

Associate yourself with the most happening National Youth Fest !

SPONSORSHIP BROCHURE

**LAW | MUSIC | MEDIA | DANCE | HEALTH | SPORTS | THEATRE | FASHION
BUSINESS | LITERARY | FINE ARTS | TECHNICAL | HOSPITALITY | AGRICULTURE**

ABOUT MM(DU)

Since its inception in 1993, Maharishi Markandeshwar Trust (MMT) has banked upon innovation and passion to make the process of education valuable as well as relevant in sync with global competition. In fact, the Trust has gone out of its way to rope in best practices in the education eco system which is so very evident in the ever-increasing influence and popularity of MM(DU), a leading and vibrant Deemed to be University under MM Trust. MM(DU) is known for its high employability quotient courses, world-class faculty, state-of-the-art infrastructure and larger-than-life success stories of its alumni.

MM(DU) has been the vanguard of every industry-institute engagement. Besides the regular classroom lectures, students also get a chance to take part in workshops and webinars apprising them of real-life business leadership challenges.

What we offer is more than a degree; it is the complete learning experience along with a robust monitoring network and with the best of opportunities, career and personal advancement across different fragments of the Full-Time Programs. Being a part of the lively, pioneering and socially engaged global community of MM(DU), students get to see diversity in all forms. They are able to rise to a culture of collaboration and develop the nerves to deal with the status quo.



UNLEASH YOUR TALENT

UNIVERSUMM 2023 EVENT CATEGORIES



Music



Dance



Theatre



Fashion



Literary



Fine Arts



Media



Sports



Health



Hospitality



Technical



Business



Law



Agriculture

CULTURAL EVENTS



FASHION
SHOW



BADSHAH
PERFORMING
LIVE @
UNIVERSUMM, 2016



DARSHAN RAWAL
PERFORMING
LIVE @
UNIVERSUMM



SHIRLEY SETIA
PERFORMING
LIVE @
UNIVERSUMM



FOLK DANCE



EVENTS



CULTURAL FEST



EVENTS



MANAGEMENT FEST



TECHNICAL FEST



SPORTS FEST



EVENTS



SPONSORSHIP OPPORTUNITIES

The UniversuMM Fest presents a unique opportunity for you to advertise your company among thousands of people and attract new customers. An appropriate window to exhibit to a target group of more than 20,000.

You are invited to be a part of the various sponsorship and marketing opportunities at one of the biggest Fest in the city.



SPONSORSHIP OPPORTUNITIES

1 TITLE SPONSOR

2 CO SPONSOR

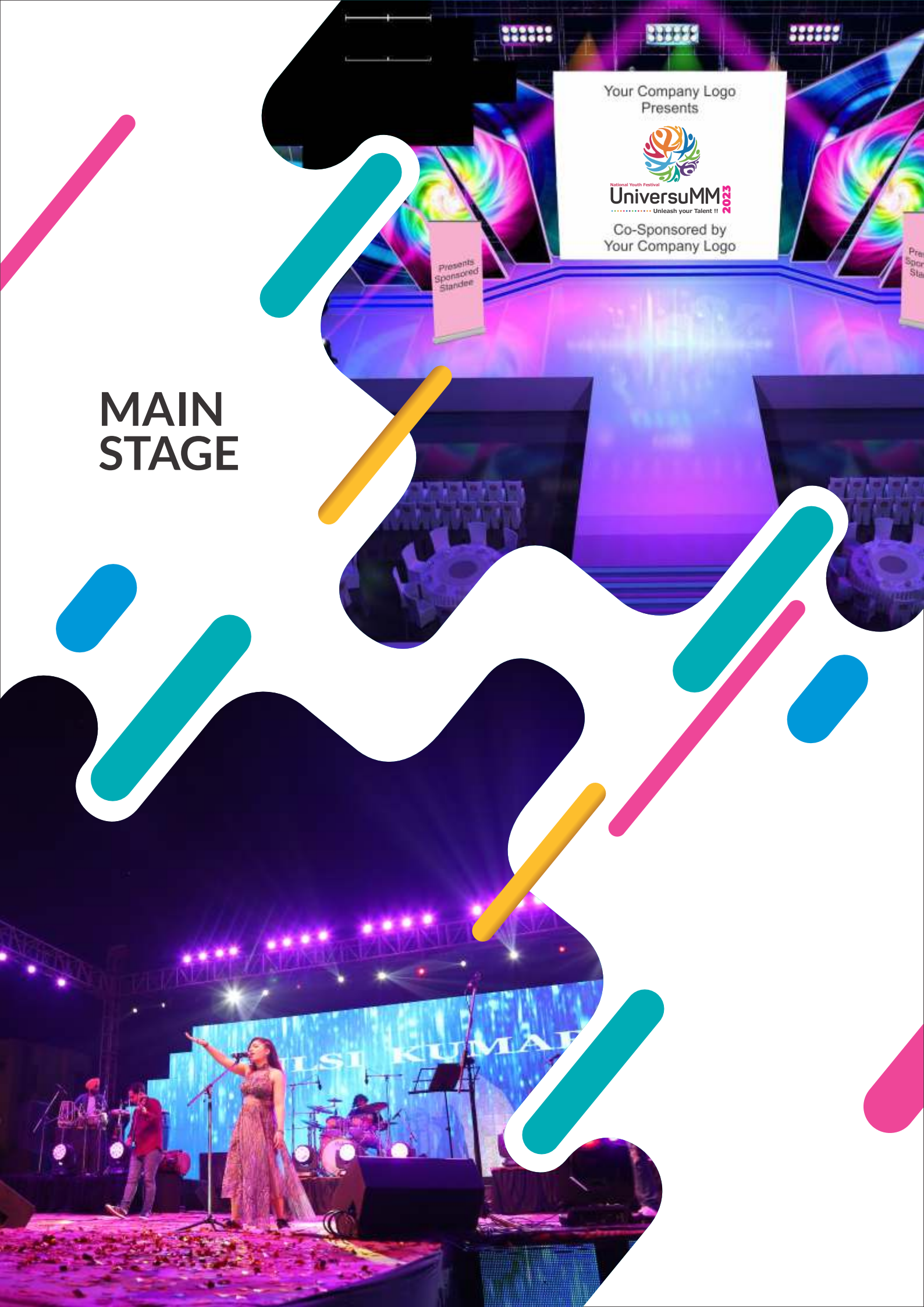
4 ASSOCIATE SPONSOR

8 KEY SPONSOR

PARTNERSHIP OPPORTUNITIES

**Print Media Partner • Radio Partner • Travel Partner
Merchandise Partner • Apparel partner • Stunt Partner
Online Web Partner • Grooming Partner • Beverage Partner
Technical Partner • Social Media Partner • Event Partner
Photography Partner • Videography Partner**

MAIN STAGE



Your Company Logo
Presents



National Youth Festival
UniversuMM 2023
Unleash your Talent !!

Co-Sponsored by
Your Company Logo

Presents
Sponsored
Standee

Pre
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LSI KUMAR

TITLE SPONSOR - ₹ 10 Lac



BRAND PRESENCE

- Display of the Brand on the Main Stage at the time of Event
- EMCEE driven Activities
- Branding in and around the Campus - 30 days
- Logo Presence in all the hoardings which will be displayed in near by Regions



TV ADVERTISEMENT

On Air TV 50 spots rotation on Khabrain Abhi Tak.
L-Band Advertisement through out the campaign at Khabrain Abhi Tak.



RADIO JINGLE & ADS

Punjab & Haryana 15 days campaign 15 times a day for a regular hammering



DIGITAL CAMPAIGN

Logo presence on Digital Platforms- Facebook, LinkedIn, Youtube, Whatsapp & Instagram



POSTERS & FLYERS DISTRIBUTION

Logo presence on Posters & Flyers which will be distributed among the colleges and universities.



HOARDING SPACE



BILLBOARD SPACE

CO-SPONSOR - ₹7.5 Lac



**BRAND
PRESENCE**

- Display of the Brand on the Main Stage at the time of Event
- EMCEE driven Activities
- Branding in and around the Campus - 10 days
- Logo Presence in all the hoardings which will be displayed in near by Regions
- Brand activation space - 15 days



**TV
ADVERTISEMENT**

On Air TV 10 spots rotation on Khabrain Abhi Tak.



**DIGITAL
CAMPAIGN**

Logo presence on Digital Platforms- Facebook, LinkedIn, Youtube, Whatsapp & Instagram



**POSTERS
& FLYERS
DISTRIBUTION**

Logo presence on Posters & Flyers which will be distributed among the colleges and universities.

Note:

Anything extra for Event Branding by the Sponsor will be from sponsors end.

We need information before hand from the sponsors if they are planning to put any extra branding and display set up.

ASSOCIATE SPONSOR - ₹2.5 Lac



**BRAND
PRESENCE**

- Display of the Brand on the Main Stage at the time of Event
- EMCEE driven Activities
- Branding in and around the Campus - 07 days
- Logo Presence in all the hoardings which will be displayed in near by Regions
- Brand activation space - 7 days



**TV
ADVERTISEMENT**

On L-Band Logo visibility on Khabrain Abhi Tak.



**DIGITAL
CAMPAIGN**

Logo presence on Digital Platforms- Facebook, LinkedIn, Youtube, Whatsapp & Instagram



**POSTERS
& FLYERS
DISTRIBUTION**

Logo presence on Posters & Flyers which will be distributed among the colleges and universities.

KEY SPONSOR - ₹ 1 Lac



BRAND PRESENCE

- Display of the Brand on the Main Stage at the time of Event
- EMCEE driven Activities
- Branding in and around the Campus - 3 days
- Logo Presence in all the hoardings which will be displayed in near by Regions
- Brand activation space - 3 days



DIGITAL CAMPAIGN

Logo presence on Digital Platforms- Facebook, LinkedIn, Youtube, Whatsapp & Instagram



POSTERS & FLYERS DISTRIBUTION

Logo presence on Posters & Flyers which will be distributed among the colleges and universities.

OUR PREVIOUS SPONSORS



LIST OF PAST PARTICIPATING UNIVERSITIES

- AMITY UNIVERSITY, GURGAON
- AMITY UNIVERSITY, RAJASTHAN
- AMITY UNIVERSITY, LUCKNOW
- AMITY UNIVERSITY, NOIDA
- ANDHRA UNIVERSITY
- SHIMLA UNIVERSITY
- BABA FARID UNIVERSITY OF HEALTH SCIENCES, FARIDKOT, PUNJAB
- BANASTHALI UNIVERSITY JAIPUR
- BHAGAT PHOOL SINGH WOMEN'S UNIVERSITY, SONIPAT
- CHANDIGARH UNIVERSITY, (MOHALI)
- CHANKAYA NATIONAL LAW UNIVERSITY, PATNA
- CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT
- CHAUDHARY DEVI LAL UNIVERSITY, SIRSA
- CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR
- CHITKARA UNIVERSITY RAJPURA
- CHRIST (DEEMED TO BE UNIVERSITY), BANGALORE
- DAV UNIVERSITY JALANDHAR
- DEENBANDHU CHHOTU RAM UNIVERSITY OF SCIENCE AND TECHNOLOGY, MURTHAL
- DR RAM MANOHAR LOHIYA NATIONAL LAW UNIVERSITY, LUCKNOW
- DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY
- GALGOTIAS UNIVERSITY
- GRAPHIC ERA HILL UNIVERSITY
- GUJARAT NATIONAL LAW UNIVERSITY
- GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
- GURU JAMBHESWER UNIVERSITY OF SCIENCE AND TECHNOLOGY, HISAR
- GURU NANAK DEV UNIVERSITY, AMRITSAR
- H.N.B. GARHWAL CENTRAL UNIVERSITY, SRINAGAR
- HIMACHAL PRADESH UNIVERSITY, SHIMLA
- I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY, JALANDHAR
- IGNOU, DELHI
- INDUS INTERNATIONAL UNIVERSITY, UNA
- JAGRAN LAKECITY UNIVERSITY, BHOPAL
- JAMIA MILLIA ISLAMIA, UNIVERSITY
- K.R. MANGALAM UNIVERSITY, GURGAON
- KURUKSHETRA UNIVERSITY, KURUKSHETRA
- LOVELY PROFESSIONAL UNIVERSITY
- M M UNIVERSITY, SADOPUR, AMBALA
- MAHARAJA AGRASEN UNIVERSITY
- MAHARAJA GANGA SINGH UNIVERSITY, BIKANER
- MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY, BATHINDA
- MAHARISHI DAYANAND UNIVERSITY, ROHTAK
- MM UNIVERSITY, SOLAN
- NATIONAL INSTITUTE OF TECHNOLOGY KURUKSHETRA
- NATIONAL LAW UNIVERSITY AND JUDICIAL ACADEMY, ASSAM
- NATIONAL UNIVERSITY OF STUDY AND RESEARCH IN LAW, RANCHI
- NIILM UNIVERSITY
- PANDIT BHAGWAT DAYAL SHARMA UNIVERSITY OF HEALTH SCIENCES, ROHTAK
- PANJAB UNIVERSITY, CHANDIGARH
- PUNJABI UNIVERSITY, PATIALA
- RAJASTHAN TECHNICAL UNIVERSITY, KOTA
- RAYAT BAHRA UNIVERSITY
- RIMT, UNIVERSITY
- SGT UNIVERSITY, GURUGRAM
- SHARDA UNIVERSITY, NOIDA
- SRI GURU GRANTH SAHIB WORLD UNIVERSITY, FATEHGARH SAHIB
- SRI DEV SUMAN UTTARAKHAND
- SYMBIOSIS INTERNATIONAL UNIVERSITY, PUNE
- TAMIL NADU NATIONAL LAW SCHOOL
- THE NORTHCAP UNIVERSITY, GURUGRAM
- THE TAMILNADU DR. AMBEDKAR LAW UNIVERSITY
- UNIVERSITY OF DELHI
- UNIVERSITY OF PETROLEUM AND ENERGY STUDIES, DEHRADUN
- UTTAR PRADESH TECHNICAL UNIVERSITY
- UTTARAKHAND TECHNICAL UNIVERSITY, DEHRADUN
- VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
- YMCA UNIVERSITY OF SCIENCE AND TECHNOLOGY, FARIDABAD



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Mullana-Ambala, Haryana

(Established under Section 3 of the UGC Act, 1956)

(Accredited by NAAC with Grade 'A++')

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