



RAJIV GANDHI INSTITUTE OF PETROLEUM TECHNOLOGY
(AN INSTITUTION OF NATIONAL IMPORTANCE, GOVT. OF INDIA)



30th October - 2nd November

KAL TARANG & SOU HARDYA

SPONSORSHIP BROCHURE



RAJIV GANDHI INSTITUTE OF PETROLEUM TECHNOLOGY





विद्यारत्नम् भवति

RAJIV GANDHI INSTITUTE OF PETROLEUM TECHNOLOGY
(AN INSTITUTION OF NATIONAL IMPORTANCE, GOVT. OF INDIA)

*Hold fast to dreams
For if dreams die
Life is a broken-winged bird
That cannot fly.
Hold fast to dreams
For when dreams go
Life is a barren field
Frozen with snow.
-Langston Hughes*

CITY OF UNLIVED DREAMS

*Step into the Awakened
Identity Realm and claim
your four day pass to who
you were always meant to be.*

30th Oct - 2nd Nov

KALTARANG
&
SOUHARDYA



RAJIV GANDHI INSTITUTE OF PETROLEUM TECHNOLOGY

TABLE OF CONTENT

	PAGE NO.
1. ABOUT RGIPT	4
2. ABOUT KALTARANG	5
3. ABOUT SOUHARDYA	6
4. VISUAL HIGHLIGHTS	7-11
5. PREVIOUS GUESTS	12-13
6. PREVIOUS HEADLINERS	14-16
7. WHY SPONSOR US	17
8. SPONSORSHIP TIERS	18-19
9. PARTNERSHIP TITLES	20
10. PAST SPONSORS	21
11. CONTACT US	22-23



ABOUT RGIPT



Partner with Excellence. Fuel the Future.

Rajiv Gandhi Institute of Petroleum Technology is an Institution of National Importance established by the Government of India. As a premier center for engineering, science, and management, we don't just educate we build the future leaders, innovators, and disruptors of the global energy and tech landscape.

Why Partner with RGIPT?

- **Elite Industry DNA:** Co-promoted by the nation's top six energy titans - **ONGC, IOCL, OIL, GAIL, BPCL, and HPCL** in association with the **Oil Industry Development Board**.
- **Future Proof Innovation:** Our campus is a thriving hub for next gen technologies, pioneering advancements in Green Energy, Artificial Intelligence (AI), E-Vehicles, and Digitisation.
- **Premium Brand Visibility:** Sponsoring our initiatives connects your brand directly with high-caliber talent, leading researchers, and a vibrant community of future decision makers.
- **The Opportunity:** Align your brand with sustainability, cutting edge technology, and national excellence. Let's collaborate to drive innovation and elevate your corporate presence.



ABOUT KALTARANG

KALTARANG — Where Culture Meets the Cosmos

Born in 2011, Kaltarang has grown into far more than the annual cultural festival of RGIPT - it has become a cornerstone of expression, identity, and imagination. What began as a student-driven celebration has evolved into one of the region's most anticipated platforms, where every shade of culture becomes part of something infinite.

Kaltarang is a dynamic fusion of music, dance, drama, literature and fine arts, designed to blend high-energy entertainment with intellectual engagement.

- **30+ COMPETITIONS:** Spanning diverse artistic disciplines and drawing elite talent from premier institutions across India.
- **UNFORGETTABLE EXPERIENCES:** Featuring live performances by renowned artists, influential guest speakers, and interactive cultural exhibitions.
- **A HUB OF ENTHUSIASM:** Transforming the campus into a vibrant space that fosters cultural exchange, extensive networking, and lifelong memories.

This year, for four nights, our campus will completely transform into a cinematic, immersive world -The City of Unlived Dreams. Every stage, art alley, and district becomes a space where attendees can step into the alternate lives and forgotten ambitions they never pursued.

Backed by RGIPT and esteemed partners, Kaltarang offers an unparalleled platform for brands to engage with a passionate, high-achieving demographic. By integrating your brand into our immersive districts and cinematic world-building, you gain more than just logo placement—you secure deep, emotional resonance with an audience ready to be inspired.

KALTARANG isn't just an event.

It is where imagination finds form, and where every shade of culture becomes a part of something infinite.



ABOUT SOUHARDYA

Souhardya is the annual social fest of the Social Services Council - Arpan RGIPT, dedicated to fostering social awareness, meaningful connections and community driven change. More than just a fest, it is a platform where individuals come together to celebrate empathy, collaboration, and collective responsibility while inspiring action for a better society.

The fest brings together a diverse range of flagship events that encourage innovation, creativity, dialogue, and social engagement:

- **SOCI-O-THON** – Think, Innovate, Transform: A challenge empowering students to develop impactful solutions to real world social problems.
- **SCIENCE EXHIBITION** – A showcase of curiosity and innovation, where scientific ideas and projects come to life.
- **NIRMAAN** – The Conference: A platform where ideas ignite dialogue, inspire action, and connect innovation with purpose.
- **PRATIBIMB** – The Short Film Competition: Stories on screen that reflect society, inspire conversations, and drive awareness.
- **DRISHTIKON** – The Photography Challenge: Capturing perspectives that encourage people to see beyond the obvious.
- **RIWAAZ** – Celebrating traditions, empowering artisans, and preserving the heritage woven into every handmade creation.
- **SAMVAAD** – A battle of intellect and expression, fostering meaningful discussions on issues shaping society.
- **KAVIRAAG** – An evening where poetry becomes a voice for emotions, ideas, and social consciousness.

More than an annual fest, Souhardya is a celebration of humanity, where service meets creativity, cultures unite, and every initiative contributes to building stronger communities and lasting social impact. It is a movement that reflects the spirit of togetherness and social impact, empowering individuals to connect, contribute, and create a better future for all.



E-SPORTS





THROUGH THE LENS OF *Kaltarang*

KALTARANG 2025



Film & Media Events

Every frame has a story.



Fashion Events

Where creativity takes the runway.



Drama Events

Every stage holds a thousand stories.



RAJIV GANDHI INSTITUTE OF PETROLEUM TECHNOLOGY



THROUGH THE LENS OF *Kaltarang*



Art and Design Events

Where ideas take shape.



Dance Events

Energy, expression, and motion.



Winter Ball

Spun from starlight, sealed with a dance



RAJIV GANDHI INSTITUTE OF PETROLEUM TECHNOLOGY



THROUGH THE LENS OF *Kaltarang*



Music Events

Notes, noise, and everything in between.



Literary Events

Built on words and wonder.



Other Events

In conversation with tradition.





THROUGH THE LENS OF Souhardya



Science Exhibition

Where curiosity transforms into innovation.



Nirmaan: The Conference

Ideas igniting purposeful action.



RAJIV GANDHI INSTITUTE OF PETROLEUM TECHNOLOGY



THROUGH THE LENS OF *Souhardya*



Riwaaz

Honouring traditions, celebrating artistry



Kaviraag

Where verses breathe and emotions speak.



RAJIV GANDHI INSTITUTE OF PETROLEUM TECHNOLOGY

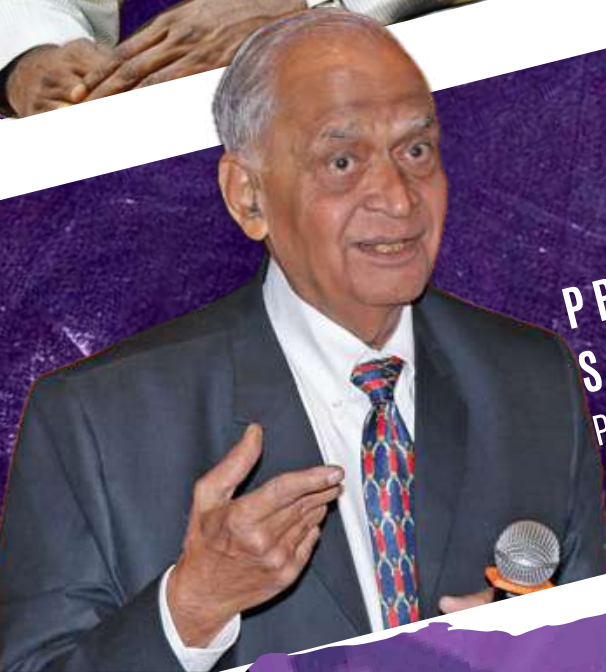
PREVIOUS GUESTS



MR. SANDEEP JAIN
FOUNDER,
GEEKS FOR GEEKS



DR. V. NARAYANAN
CHAIRMAN, ISRO



**PROF. M.M.
SHARMA**
PADMA VIBHUSHAN,
EMINENT SCIENTIST



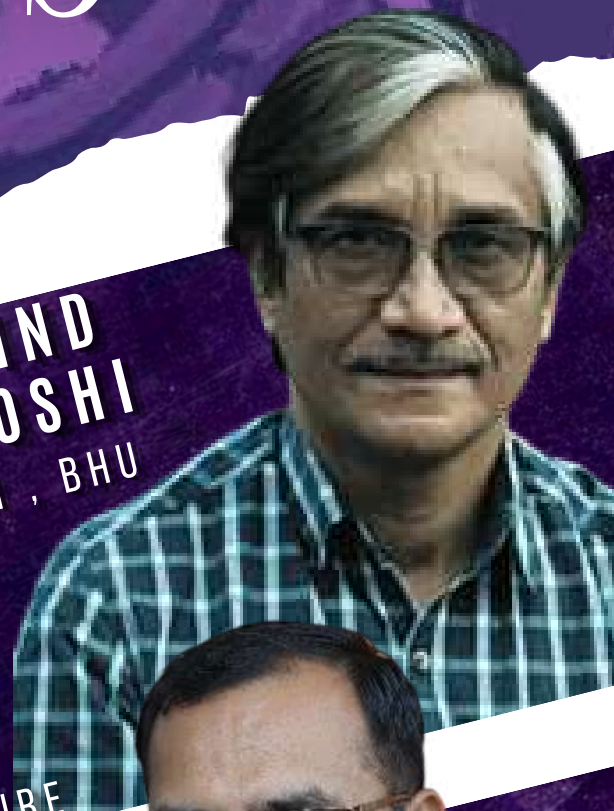
**MR. ANKUSH
SABHARWAL**
CEO, COROVER.AI



PREVIOUS GUESTS



**DR. ANURADHA
SINGH**
EDITOR, SLUMDOG MILLIONAIRE



**DR. ARVIND
KUMAR JOSHI**
FORMER DEAN, BHU



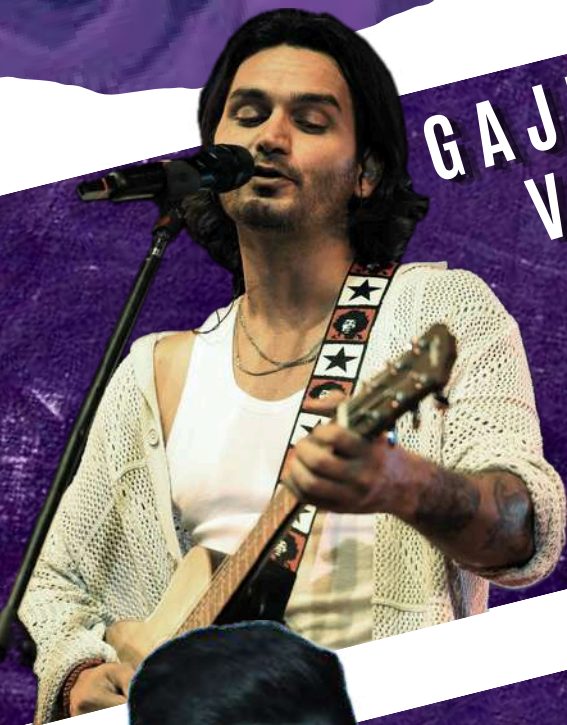
**MR. YOGESH
SHARMA**
DIRECTOR, MVVNL



**MR. JAI
SINGH**
IIS PERSONAL
ADVISOR
CM U.P.



PREVIOUS HEADLINERS



GAJENDRA
VERMA



ADITYA
NARAYAN



RAJAT
CHAUHAN



RAJAT SOOD



NIKHIL
D'SOUZA



PREVIOUS HEADLINERS



THE LOCAL
TRAIN



THE LOST
FIREFLIES



SWATTREX



LO / ST



SHREYA
JAIN

LOST STORIES



PREVIOUS HEADLINERS



SARVESH
ASTHANA



CHARAGH
SHARMA



AAYUSHI
RAKHECHA



DURGESH
DUBEY



Why Sponsor Us?

Unmatched Reach & Impact

- 15,000+ attendees from 40+ colleges across the country
- Backed by 200+ campus ambassadors amplifying pre-event buzz
- 30+ events, 20+ competitions, 10+ talks, and a ₹3 lakh+ prize pool

Why your brand?

- A purposeful **CSR** investment - Sponsor our youth, social and cultural initiatives.
- Digital Amplification - Leverage massive online campaigns, social media contests and student networks for nationwide visibility.

On-Ground Exhibitions

- Dedicated exhibition space to showcase your latest vehicles, accessories and services.
- Distribute exclusive merchandise and brand flyers to create lasting impressions.

Premium Brand Visibility

- Logo placement on banners, digital screens, event merchandise and promotional materials.
- Live announcements and brand integration throughout the festival.



70+ SPONSORS



3L+ PRIZE POOL



40+ COLLEGES



15K+ FOOTFALL

SPONSORSHIP TIERS



TITLE TIER (12L+)

- Official Branding: "Your Brand Name presents KALTARANG AND SOUHARDYA" on all marketing materials.
- Logo Visibility: Maximum presence on main stage, entry gates, merchandise, and certificates.
- Exclusive Association: Partner with a flagship event segment (Pro-Night, Cultural Show, Winter Ball)
- Digital Promotion: Featured posts, reels, and dedicated social media campaigns.
- On-Ground Branding: LED screens, banners, and high-traffic standees.
- Brand Activation Zones: Dedicated spaces for audience interaction and product promotion

Co-Title Tier(10L+)

- Co-Title Sponsorship: Recognized as "Co- Title Sponsor" across all promotional collaterals.
- Logo Placement: Prominent visibility on brochures, banners, event screens and merchandise.
- Exclusive Association: Partner with a flagship event segment (Pro-Night, Cultural Show, Winter Ball).
- Digital Reach: Extensive social media presence through mentions, reels, and event promotions.
- On-Ground Branding: Prime placement via standees and stalls in high-traffic zones.

Powered Tier (7L+)

- Official Branding: Recognized as "Powered by Sponsor" across all marketing materials.
- Logo Placement: Prominent visibility on brochures, banners, event screens and certificates.
- Event Sponsorship: Rights for largescale categories (Cultural Events, Pro-Nights).
- Digital Promotion: Featured in social media campaigns and fest updates.
- On-Ground Presence: Branding through standees and stage displays.

Co-Powered Tier (5L+)

- Official Branding: Recognized as "Co- Powered Sponsor" on marketing materials.
- Logo Placement: Prominent visibility on brochures, banners, event screens and certificates.
- Event Sponsorship: Association with specific events or segments.
- Digital Promotion: Mentions in social media posts and fest highlights (nonexclusive).
- On-Ground Presence: Branding in common areas and side-stage visibility.



SPONSORSHIP TIERS

PLATINUM TIER (3L+)

- High-impact visibility at event venues and collaterals.
- Brand Association with a particular event.
- Acknowledgement in social media campaigns.

GOLD TIER (2L+)

- High-impact visibility at event venues and collaterals.
- Logo featured in specific event banners and posters.
- Acknowledgement in social media Campaigns.

SILVER TIER (1L+)

- Medium logo presence on event banners and posters.
- Social media mentions and recognition in highlights.
- Periodic Event Announcements.

BRONZE TIER (75K+)

- Recognition as “Bronze Sponsor”.
- Recognition in digital fest posts.
- Brand Name on Standees.



PARTNERSHIP TITLE



PAST SPONSORS

PREMIUM SPONSORS
OTHER SPONSORS



RAJIV GANDHI INSTITUTE OF PETROLEUM TECHNOLOGY

FACULTY CONVENERS

DR.KOUSHIK GUHA BISWAS

DEAN,
STUDENT AFFAIRS
DOSA@RGIPT.AC.IN
+91 97755 51101

DR.SAJAL AGARWAL

ASSISTANT DEAN,
STUDENT AFFAIRS
AD.SF@RGIPT.AC.IN
+91 97606 14368

DR.AMIT SAXENA

CONVENER,
CULTURAL COUNCIL
ASAXENA@RGIPT.AC.IN
+91 75359 46089

DR.ARVIND SINGH

CONVENER,
SOCIAL COUNCIL
ARVIND.SINGH@RGIPT.AC.IN
+91 75719 93333



विद्यारत्नम् महोदयम्

RAJIV GANDHI INSTITUTE OF PETROLEUM TECHNOLOGY
(AN INSTITUTION OF NATIONAL IMPORTANCE, GOVT. OF INDIA)
REACH US : HARBANSHGANJ PO, JAIS, AMETHI — 229304, UP

CONTACT US



ANISH KALRA

**COORDINATOR,
KALTARANG**

**24MC3006@RGPT.AC.IN
+917906663145**

TANYA MITTAL

**SPONSORSHIP
COORDINATOR**

**24CD3046@RGPT.AC.IN
+917309969656**

SONAL

**COORDINATOR,
SOUHARDYA**

**24MC3049@RGPT.AC.IN
+917042886792**

RUDRANSH MISHRA

**SPONSORSHIP
COORDINATOR**

**24CS3043@RGPT.AC.IN
+916307606696**



विद्यारत्नम् महोदयम्

RAJIV GANDHI INSTITUTE OF PETROLEUM TECHNOLOGY

(AN INSTITUTION OF NATIONAL IMPORTANCE, GOVT. OF INDIA)

REACH US : HARBANSHGANJ PO, JAIS, AMETHI — 229304, UP