



**Vikrant**  
Group of Institutions  
INDORE



# SPONSORSHIP OPPORTUNITY



# QUEURTH 2K26

*(QUENCH YOUR THIRST)*

**ANNUAL FEST**

**SPORTS | TECHNICAL | CULTURAL**

**FEB. 24<sup>TH</sup> - 28<sup>TH</sup> 2026**

PARTNER WITH QUEURTH 2K26, THE FLAGSHIP ANNUAL FEST OF **THE VIKRANT GROUP OF INSTITUTIONS, INDORE** UNFOLDING FROM 24 TO 28 FEB. 2026.

WITH HIGH-OCTANE SPORTS, CUTTING-EDGE TECHNICAL SHOWCASES, AND ELECTRIFYING CULTURAL EVENTS, **"QUEURTH 2K26"** DELIVERS MASSIVE ON-GROUND VISIBILITY, DIRECT YOUTH ENGAGEMENT, AND POWERFUL BRAND RECALL IN FRONT OF THOUSANDS OF HIGHLY ACTIVE, DECISION-DRIVING YOUNG CONSUMERS.



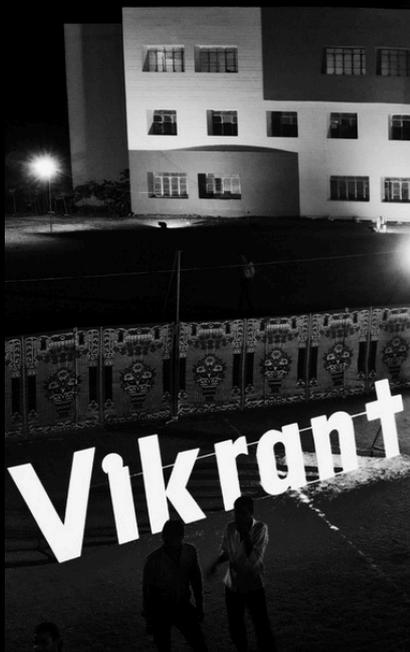


# INTRO DUCTION

**Welcome to an Unforgettable Experience**

**QUEURTH 2026 – “Quench Your Thirst”  
Annual Mega Fest of Vikrant Group of Institutions**

*QUEURTH 2026 is a five-day inter-college annual festival integrating technical excellence, cultural celebration, sportsmanship, creativity, and management skills. The fest attracts participation from multiple colleges across Madhya Pradesh and neighboring states, making it one of the most awaited campus events in the region.*





**Vikrant**  
Group of Institutions  
INDORE

**20** YEARS  
OF ACADEMIC EXCELLENCE

# Meet the **ORGANIZERS**

Vikrant Group of Institutions (VGI), Indore is a reputed educational group with over 20 years of academic excellence, offering undergraduate and postgraduate programs in Engineering, Management, Pharmacy, Nursing, Law, and allied disciplines.

VGI emphasizes holistic education, innovation, industry interaction, and large-scale student engagement. The upcoming QUEURTH 2026 and ATHENA Tech Fest will showcase our commitment to academic and extracurricular excellence, providing a platform for students to engage with industry leaders, participate in innovative projects, and celebrate their talents across various domains.



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# EVENT SCHEDULE



- **SPARDHA** (*The Sports Carnival*) - 24th – 26th Feb.
- **ROADIES** (*The Ultimate Challenge*) - 26th Feb.
- **AURA** (*The Inter-College Fashion Confluence*) & **RAGA-SAGA** (*The Curious Rock Band Performance*) - 27th Feb.
- **Skillsphere** (*Co-Curricular Activities*) - 27th Feb.
- **ATHENA** (*An Inter-College Tech Fest*) - 28th Feb.
- **FUNTOPIA** (*Fun Fair*) & **RYTHEMIX** (*The Cultural Night*) - 28th Feb.

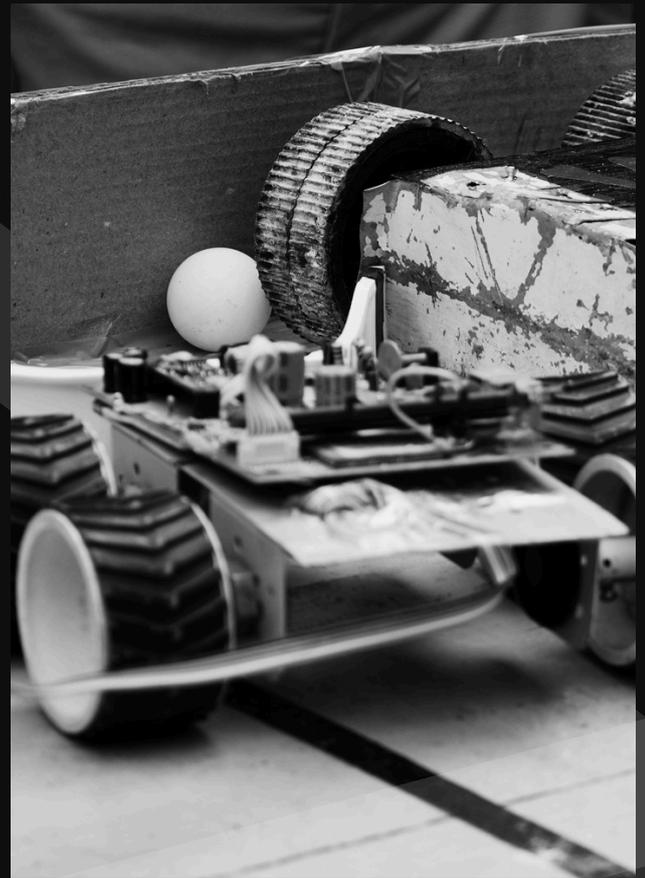
## ATHENA THE TECH FEST

An **inter-college technical competition** featuring events across:

- Engineering (Civil, CSE/IT, EC/EX, Mechanical, Fire & Safety)
- Pharmacy
- Nursing
- Management & Law

### Key events include:

- Robo Race & Robo Fight
- Algo Rush, Web App Sprint, Mind Hack
- Engine Dismantling & Junkyard Challenge
- Pharma & Nursing Model Making
- Treasure Hunt, Blindfold Trust Game, Ad-Mad Show
- Safety & Skill-Based Challenges



 **Prizes: Cash Prizes + Trophies + Certificates**





# WHY SPONSER QUEURTH - 2026???

- ✓ **Strong brand visibility over 5 days** of continuous engagement
- ✓ **Direct interaction** with young, tech-savvy and career-focused audiences
- ✓ **On-ground promotions**, sampling, lead generation & surveys
- ✓ **Category exclusivity** options
- ✓ **Association with education, innovation & youth development**



## EXPECTED REACH & AUDIENCE



- 👤 **6,000+** cumulative footfall.
- 🎓 Students from **Engineering, Management, Pharmacy, Nursing & Law**
- 👨‍🏫 **Faculty members and academic leaders**
- 🏢 **Industry professionals** and recruiters
- ➡️ Extensive reach through **digital promotions, social media campaigns, and on-campus branding**



# SPONSERSHIP CATEGORIES



BENEFITS	TITLE (1)	CO-TITLE (2)	ASSOCIATE (5)
<u>EVENT NAMING RIGHTS</u>	QUEURTH 2026 POWERED BY BRAND	QUEURTH 2026 PRESENTED BY BRAND	SEGMENT POWERED BY BRAND
<u>LOGO ON MAIN BACKDROP/ LED SCREEN</u>	CENTER - LARGEST	ADJACENT - LARGE	VISIBLE - MEDIUM
<u>ENTRY GATE BRANDING</u>	EXCLUSIVE	SHARED	SHARED
<u>STAGE SIDE WINGS BRANDING</u>	YES, EXCLUSIVE	YES	LIMITED
<u>ANCHOR MENTIONS &amp; CERTIFICATES</u>	FREQUENT+ PRIORITY & YES	REGULAR & YES	LIMITED & NO
<u>GUEST/ AWARD INVITES</u>	GUEST OF HONOUR	SPECIAL GUEST	-
<u>SOCIAL MEDIA CREATIVES</u>	ALL CREATIVES	MAJOR CREATIVES	LIMITED CREATIVES
<u>STANDEE PLACEMENTS</u>	6-8 PREMIUM POINTS	4 COMMON POINTS	2 SEGMENT-SPECIFIC
<u>BRANDING STALLS AT VENUE</u>	3 STALLS/ CANOPY*	2 STALLS/ CANOPY*	1 STALL/ CANOPY*
<u>VIP PASSES</u>	8 (CHILDREN INCLUDED)	6 (CHILDREN INCLUDED)	3 (CHILDREN INCLUDED)
<u>BRAND ASSOCIATION WITH ATHENA TECH FEST</u>	YES, EXCLUSIVE	YES	SEGMENT-SPECIFIC
<u>SHOWCASE ON WEBSITE, REGISTRATION PAGE &amp; LIVE TELECAST</u>	YES, MAX FREQUENCY	YES, HIGH FREQUENCY	LIMITED
<b>INVESTMENT</b>	<b>INR 1,00,000 + GST</b>	<b>INR 75,000 + GST</b>	<b>INR 50,000 + GST</b>

*\*Food Stalls are also available at discounted prices for 2 days.*





# LET'S **COLLABORATE**

We're ready to craft a high-impact sponsorship alliance aligned with your brand's growth objectives. Let's co-create a power-packed festival experience that drives engagement, visibility, and recall. Connect with our team to unlock custom sponsorship packages and on-ground activations—and put your brand at the center of QUEURTH 2K26.



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