

Our annual event VIBGYOR will take place on

27<sup>th</sup> & 28<sup>th</sup> January, 2024 at Baba Farid Group of Institutions, Bathinda (Punjab).

"Let's meet our Goals Together"









## BRIEF ABOUT THE FESTIVAL

- 2 DAYS OF THE FESTIVAL COMPRIZING OF MORE THAN 50 TECHNICAL AND CULTURAL EVENTS
- 9<sup>TH</sup> EDITION OF VIBGYOR INTERNATIONAL FEST
- **BIGGEST EVENT OF THE REGION**
- 2 LAC+ EXPECTED FOOTFALL
- INTERNATIONAL PERFORMANCES
- PARTICIPATION FROM NATIONAL AND INTERNATIONAL LEVEL
- CELEBRITY PERFORMANCES BY LEADING BOLLYWOOD AND PUNJABI SINGERS.
- PARTICIPATION OF STUDENTS FROM REPUTED EDUCATIONAL INSTITUTIONS OF THE COUNTRY SUCH AS IIT'S. **IIM's, NIT'S IN VARIOUS EVENTS**
- **AMUSEMENT PARK**
- FOOD COURT BY LEADING MULTINATIONAL FOOD CHAINS
- PRIZE MONEY MORE THAN RS. 15 LACS
- ARMY AND AIR FORCE EXHIBITIONS











o www.instagram.com/babafaridgroup











www.youtube.com/babafaridgroup

in https://in.linkedin.com/in/babafaridgroup

# SOME OTHER **EVENTS AND ATTRACTIONS**





























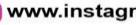




www.facebook.com/babafaridgroup



www.twitter.com/babafaridgroup



o www.instagram.com/babafaridgroup

www.youtube.com/babafaridgroup

in https://in.linkedin.com/in/babafaridgroup

## EVENT PROMOTIONAL PLAN

#### PRINT PROMOTIONS

- ADVT. IN NEWS PAPERS
  - PRE & POST EVENT COVERAGE

### **DIGITAL PROMOTIONS**

- LIVE STREAMING ON FACEBOOK, YOUTUBE
- WHATSAPP/TWITTER
  - EMAIL/SMS
- PROMOTION VIDEO

#### **OUTDOOR PROMOTIONS**

- HOARDINGS THROUGHOUT THE REGION
  - BANNERS

#### INDOOR PROMOTIONS

- WELCOME GATE/ENTRY GATE
  - FLAG PROMOTIONS
- BANNERS/POLE BANNERS/ ARENA BOARDS
- BACKDROP ON MAIN STAGE

#### **MULTIMEDIA PROMOTIONS**

- PROMOTION VIDEO ON THEATHER SCREEN
- PROMOTION VIDEO ON **CHANNELS** 
  - ADVT. ON RADIO









o www.instagram.com/babafaridgroup





## **SPONSORSHIP OPPORTUNITIES**

**INASSOCIATION WITH** 

**POWERED BY** 

**CO-POWERED BY** 

**EVENT SPONSORS** 







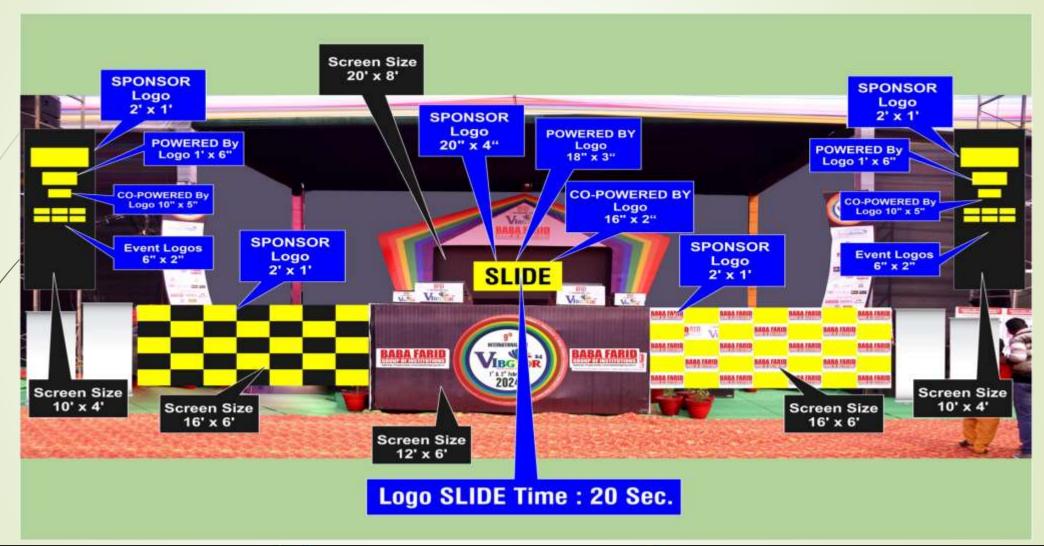
# SOME OF THE PATTERNS OF **ADVERTIZEMENT &** PROMOTION FOR YOUR REFERENCE





www.facebook.com/babafaridgroup

# MAIN STAGE (LED DISPLAY)













# DIGITAL INVITATIONS

Invitation send through e-mails: 3 Lac





www.facebook.com/babafaridgroup



www.twitter.com/babafaridgroup





## **VIBGYOR** GATE **DESIGNS**









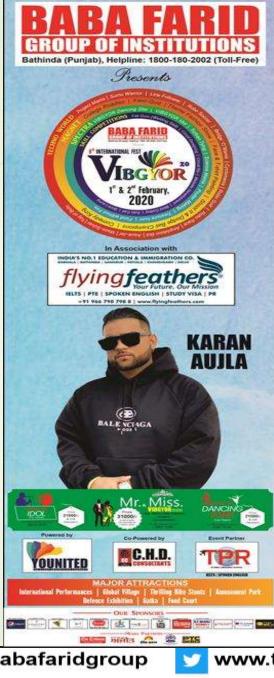








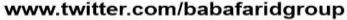




# POLE BANNERS

Total number of pole banners: 36 in campus through out the year













DESIGN OF BUS FLEX

www.facebook.com/babafaridgroup









www.facebook.com/babafaridgroup



o www.instagram.com/babafaridgroup



www.youtube.com/babafaridgroup in https://in.linkedin.com/in/babafaridgroup





Star Performer VIBGYOR-2024







www.twitter.com/babafaridgroup





in https://in.linkedin.com/in/babafaridgroup

## OUR SPONSORS





















