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(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM, THALAMBUR, PERIYAPALAYAM - CHENNAI



VELS
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Under VELS INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
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VELS NAKSHATRA TALENT UNLEASHED! 2025

Gear up for Real Entertainment

26, 27, 28 FEBRUARY 2025

SPONSORSHIP BROCHURE

ABOUT NAKSHATRA

Vels Nakshatra is a 3-day inter-college/university cultural fest that has always been a platform for various forms of entertainment and talent. Vels Nakshatra enhances the confidence levels of students, allowing them to perform better. Participants, and attendees, witness spectacular variations in performances throughout the event. We focus on making Vels Nakshatra a platform for the unseen and deserving. Over 1000 students experience 23 grand events on stage, as seen in previous years. Get ready for bigger, better, and brighter experiences.

ABOUT CHANCELLOR

Dr. Ishari K Ganesh

He is an educationist, philanthropist, environmentalist, sports enthusiast and a business magnate well-known for his innovative business ventures around the world. He founded the Vaels Educational Trust in 1992 to establish his own college of Pharmacy in a rented building with 36 students and 10 staff. He is the youngest founder-chancellor of a University in India. He is also the president of the Tamil Nadu Olympic Association the President of Tamil Nadu Taekwondo Association and The Taekwondo Federation of India. He is the Founder and Chairman of Vels Film International.

Dr. Ishari K Ganesh has established a 150-bedded Multi-Specialty Hospital in memory of his late father, Shri Isari Velan, to offer free medical facilities to patients with advanced illness. He also offers educational scholarship to more than 500 students across his institution, every year.



ABOUT VICE PRESIDENT

Dr. Preethaa Ganesh

The Vice president of Vels Groups is a dynamic management professional with a vision to redefine Indian education to globally acclaimed standards and make India a knowledge power by providing premium yet affordable education to all segments of society. She has a demonstrated history of working in education management and manages the operations of the Vels conglomerate, comprising 52 institutions, 34 campuses, 48000 students and 7700 staff. Her core competencies include negotiation, marketing, team building, project management and Human Resource Management. She is actively involved in social issues and holds them close to her heart. She has been chosen as the Pink Ambassador by India Turns Pink, an organization that creates awareness of Breast Cancer and provides ways to fight it for women of all ages. Additionally, she is an active philanthropist has established scholarships to support not only academically brilliant children but also those who come from economically disadvantaged backgrounds and seek assistance in pursuing their goals. Her contributions through various Free Education Schemes have garnered immense appreciation.



NAKSHATRA FROM THE PAST....



OUR LEADING SPONSORS



TITLE SPONSOR PACKAGE ₹10,00,000/-

- ▶ Backdrop at all event stages of Nakshatra 2025 (excluding pro and select events)
- ▶ Banners at prominent locations on the college campus
- ▶ Display of the organization's logo on the homepage of the Nakshatra website
- ▶ Reservation for a stall area up to 100 sq.ft. in the Nakshatra market
- ▶ Display of a promotional video/presentation approx. 4 minutes in duration on the stage before all major events
- ▶ Prominent display of The organizations logo and name on all promotional materials of Nakshatra
- ▶ Prominent presence in all Nakshatra related release and publications
- ▶ Two-page colour (centre pages) advertisement in Pinnacle, the Nakshatra magazine.
- ▶ Prominent displays in all media coverage of Nakshatra

ASSOCIATE SPONSOR PACKAGE ₹7,00,000/-

- ▶ Default sponsorship for one event of the sponsor's choice, including a back drop at the event stage
- ▶ Banners (up to 2 nos.) at prominent locations on the college campus
- ▶ Display of the organization's logo on the homepage in Nakshatra website
- ▶ Display of the promotional video/presentation on the stage before the sponsor's events
- ▶ One-page colour (interior) advertisement in the Nakshatra magazine

PLATINUM PACKAGE ₹5,00,000/-

- ▶ Organization's logo on the home page of Nakshatra website
- ▶ Reservations for stall area up to 100 sq.ft. in the Nakshatra Market
- ▶ Display of promotional video/presentation for 3 minutes of duration on the stage before all events
- ▶ Prominent Displays of logo and name on all promotional material related to Nakshatra
- ▶ Prominent mention in all Nakshatra related releases and publications
- ▶ One full page colour (interior) advertisement in the Nakshatra magazine
- ▶ Prominent presence in all the media coverage Nakshatra

DIAMOND PACKAGE ₹3,00,000/-

- ▶ Default sponsorship for two events as per your choice, and back drop at event stage
- ▶ Display of organization's logo on the homepage of the Nakshatra website
- ▶ Reservations for stall area up to 100 sq.ft. in the Nakshatra Market
- ▶ Display of promotional video/presentation for 3 minutes of duration on the stage before the events
- ▶ Prominent Displays of logo and name on all promotional material related to Nakshatra
- ▶ Prominent mention in all Nakshatra related releases and publications
- ▶ One half page colour (interior) advertisement in the Nakshatra magazine
- ▶ Prominent presence in all the media coverage of Nakshatra

GOLD PACKAGE ₹2,00,000/-

- ▶ Default sponsorship for any two events of your choice, and back drop at the event stage
- ▶ Display of the organization logo on the home page of Nakshatra website
- ▶ Reservations for stall area up to 100 sq.ft. in the Nakshatra Market
- ▶ Display of promotional video/presentation for about 3 of minutes duration on stage before all major events
- ▶ Prominent Display of logo and name in all promotional material related to Nakshatra
- ▶ Prominent mention in all Nakshatra related releases and publications
- ▶ One quarter page colour (interior) advertisement in the Nakshatra magazine
- ▶ Prominent presence in some media coverage of Nakshatra

SILVER PACKAGE ₹1,00,000/-

- ▶ Default sponsorship for any two events and back drop at the event stages
- ▶ Display of the organization logo on the home page of Nakshatra website
- ▶ Display of promotional video/presentation for 3 of minutes duration on the stage before all major events
- ▶ Prominent display of logo and name in all promotional material related to Nakshatra
- ▶ Prominent mention in all Nakshatra related publication
- ▶ Prominent presence in some media coverage of Nakshatra

MEDIA PARTNER PACKAGE



- ▶ Can select any two events or the Pro Show for the live coverage
- ▶ Presence of partner's logo on the backdrop on the respective event
- ▶ Presence in all promotional materials related to Nakshatra
- ▶ Display of organization logo on the home page of the Nakshatra website
- ▶ Banners (up to 2nos) at prominent locations in the college campus
- ▶ One half page colour (interior) advertisement in Nakshatra magazine

NAKSHATRA MAGAZINE ADVERTISEMENT

- ▶ Front page - ₹20,000/-
- ▶ Back page - ₹10,000/-
- ▶ Centre page - ₹25,000/-
- ▶ Full page - ₹5,000/-
- ▶ Half page - ₹2,500/-
- ▶ Quarter page - ₹1,200/-

NAKSHATRA STALLS

- ▶ Single day - ₹5,000/-
- ▶ Two days - ₹10,000/-
- ▶ Three days - ₹15,000/-

Facilities:

Shamiana - 10x10 Size Stall, Power supply, Table and Chairs.

Stall Coordinator:

Dr. K. Kamala - 89390 90553 | Dr. S. Durgalakshmi - 91590 59073

Dr. P. R. Kalyan Chakravarthy - 73580 09517

Dr. S. Vijaya Raj - 98400 76005 | Dr. Y. Durgadevi - 96771 36278

Sponsorship Coordinators:

Dr. P. Jegathesan - +91 99621 77879 | Dr. S. Vennilaa Shree - +9190800 30619

Dr.K. Sankar Singh - +91 98941 04068 | Dr. B. Kalaiyaran - +91 77082 47311

Dr. P. Vanitha - +91 99406 12577 | Dr. S. Jayakani - +91 74488 10960

FOR MORE DETAILS

Convenor

Dr. R A Kalaivani

Coordinators

Dr. R Sridhar - 98403 44409 | Dr. Madona B Sahaai - 9176060203

Student Coordinators

Kharthick Ragav L +91 97899 03547 | Pramod V +91 91481 19319

Queen Jerry P +91 97100 18999

26
TO
28
FEBRUARY



VELS
NAKSHATRA
TALENT UNLEASHED! 2025
Gear up for Real Entertainment



SCAN TO
REGISTER



5 LAKHS

WORTH
CASH PRIZES