



UDGHOSH '13

MAYHEM FOR VICTORY

26th-29th
SEPT 2013

POST FESTIVAL MARKETING REPORT

VOTE OF THANKS

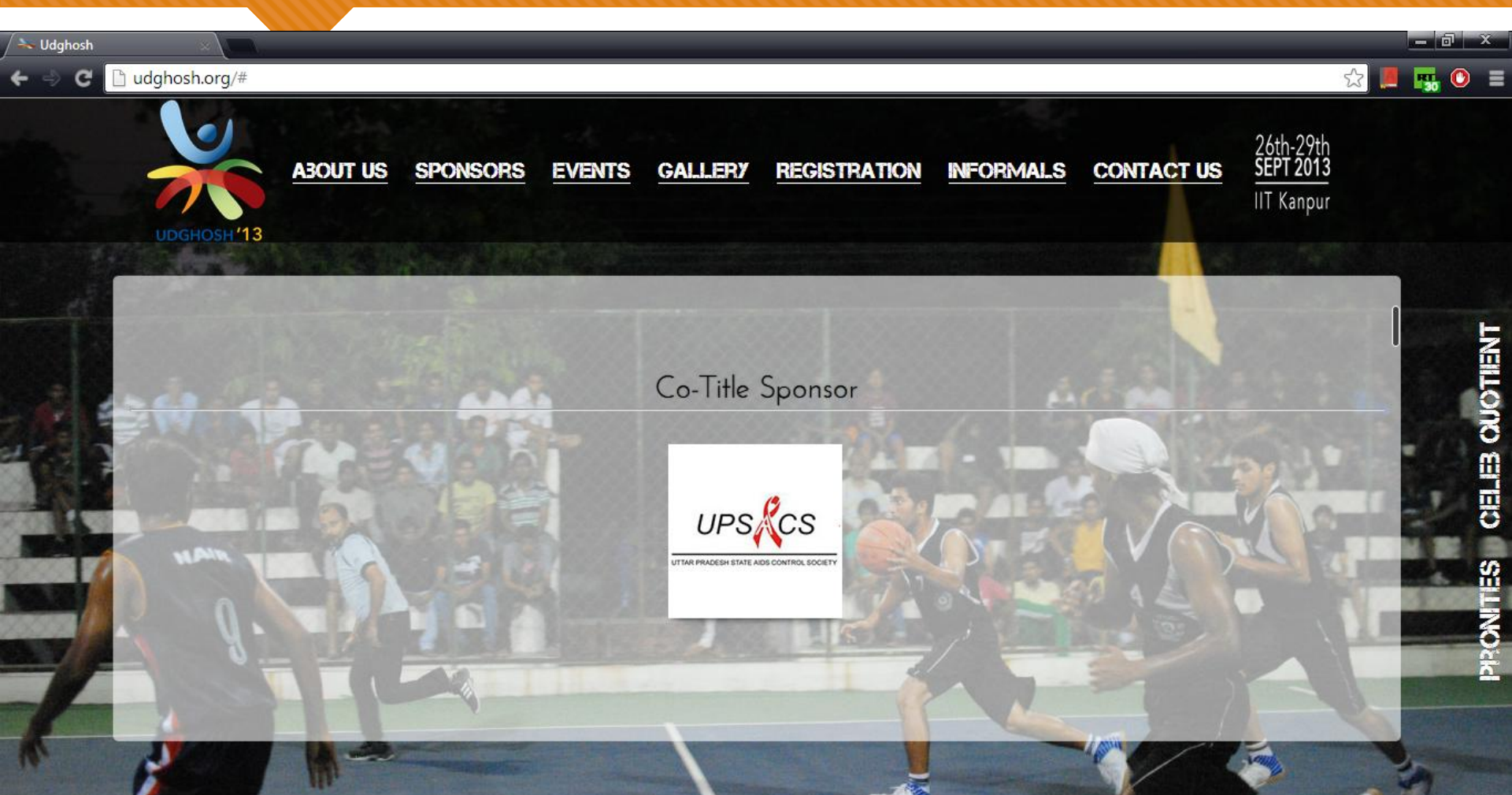
Udghosh' 13 witnessed participation of over **1800 students** from **across more than 70 colleges** unravelling their nerves to achieve the Overall Trophy in 20 sporting events and several informal events. It witnessed one of the finest and toughest competitions in college sporting events raising the bar sky high.

In Udghosh' 13 we increased the **number of formal events, conducted prolific informal events** and also **organized several shows and workshops** to attract participants and IITK campus junta hence ***providing exceptional brand visibility.***

Without the aid of UPSACS, this magnitude would not have been achieved. Shown below are glimpses from the festival that depict the **promotional activities** and branding offered to UPSACS during Udghosh' 13.

UPSACS as Co-Title Sponsor on Udghosh website:

Our website witnessed an average of 6000 clicks per day in the month of September



UPSACS on Udghosh Facebook Page:

- This is the most visited avenue for any event of the festival whether formal or informal.
- On an average it witnessed **3000** views for each post

Sponsors Udghosh'13

https://www.facebook.com/photo.php?fbid=424938004282754&set=a.424937920949429.1073741825.200215826754974&type=3&theater

Udghosh
Liked · September 26

Co-title Sponsor

Like Comment Share

You and 2 others like this.

Write a comment...

UPSACS

UTTAR PRADESH STATE AIDS CONTROL SOCIETY

Sponsors Udghosh'13 5 of 25

Tag Photo Options Share Send

Advertisement in The Pioneer:

2 Advertisements of Udghosh'13 appeared in The Pioneer, a leading National Newspaper which carried logo of all our sponsors. The ad published on 26th Sept is shown below

The image shows a collage of newspaper pages from 'The Pioneer'. The central focus is an advertisement for the 'Udghosh '13 Annual Sports Meet' at IIT Kanpur. The ad features the event title, dates (Sept 20-23), and the slogan 'BREATHE. LIVE. PLAY.'. It also includes a list of sponsors, with the UPS & RCS logo circled in red. The background of the ad shows silhouettes of athletes in various sports poses.

Chance for Viru, Yuvi to stake claim

Team India's batting lineup this time will look to get even better, greater than in the 2011 World Cup. Viru and Yuvi will be looking to get even better than in the 2011 World Cup. Viru and Yuvi will be looking to get even better than in the 2011 World Cup.

Udghosh '13 Annual Sports Meet

IIT KANPUR PRESENTS

UDGHOSH '13 Annual Sports Meet

BREATHE. LIVE. PLAY.

26th Sept - 29th Sept 2013

UPS & RCS

Cricdot

Udghosh'13 Newsletter:

Total of 6000 newsletters were distributed among the entire students' community with aim to promote and inform the campus residents.

SPONSORS

MINI MARATHON

"The miracle isn't that I finished. The miracle is that I had the courage to start."

It is the time to test your stamina and belief as we organise a mini marathon to celebrate the spirit of sports and send a message of awareness about AIDS through our social campaign - Fight AIDS: Be Aware, Take Care

Prizes worth 1.5 L to be won

C'EST MAGNIFIQUE (INFORMALS)

SPORTSMANIA
Are you a sports geek? If yes, then this is the right place. Come, participate, scratch your mind to solve some puzzles and win goodies and virtual money.

MINUTE TO WIN
In our show, one minute is all you get. If you think you can make it stay long enough to complete a challenge and prove that you've got what it takes, to win it all in a minute, this is the place for you!

I NEED YOU
Step in the ground in a crowd of hundreds to find a stranger who can help you win awesome goodies and virtual money.

TREASURE HUNT
Prize: The winning show us, take on your thinking cap, get ready to level up your, and set your train of thought in motion during the night as you are going to need all your wits to find out the hidden treasure.

CASINO
Overflow with gaming, nightlife, entertainment and more. It is a game of both luck and wit, so get your strategy and push your luck to bluff your opponent.

ROWDIES
Experience thrills, adventure, drama, touch of aggression. Be ready with your guts to face thrill with a bang.

ATTRACTIONS:

- Live matches and Movie Screenings
- Spectator of the day
- Lottery
- Tank Run
- Capturo - Photography competition

Goodies worth 30 lakhs at stake!!!

UDGHOSH '13

BREATHE. LIVE. PLAY.

FEATURING THIS YEAR
All set to grace us with her presence, this ace shuttler needs no introduction. Winner of 2010 Commonwealth Gold medal in women doubles, she is truly an inspiration for the young India.

ASHWINI PONNAPPA

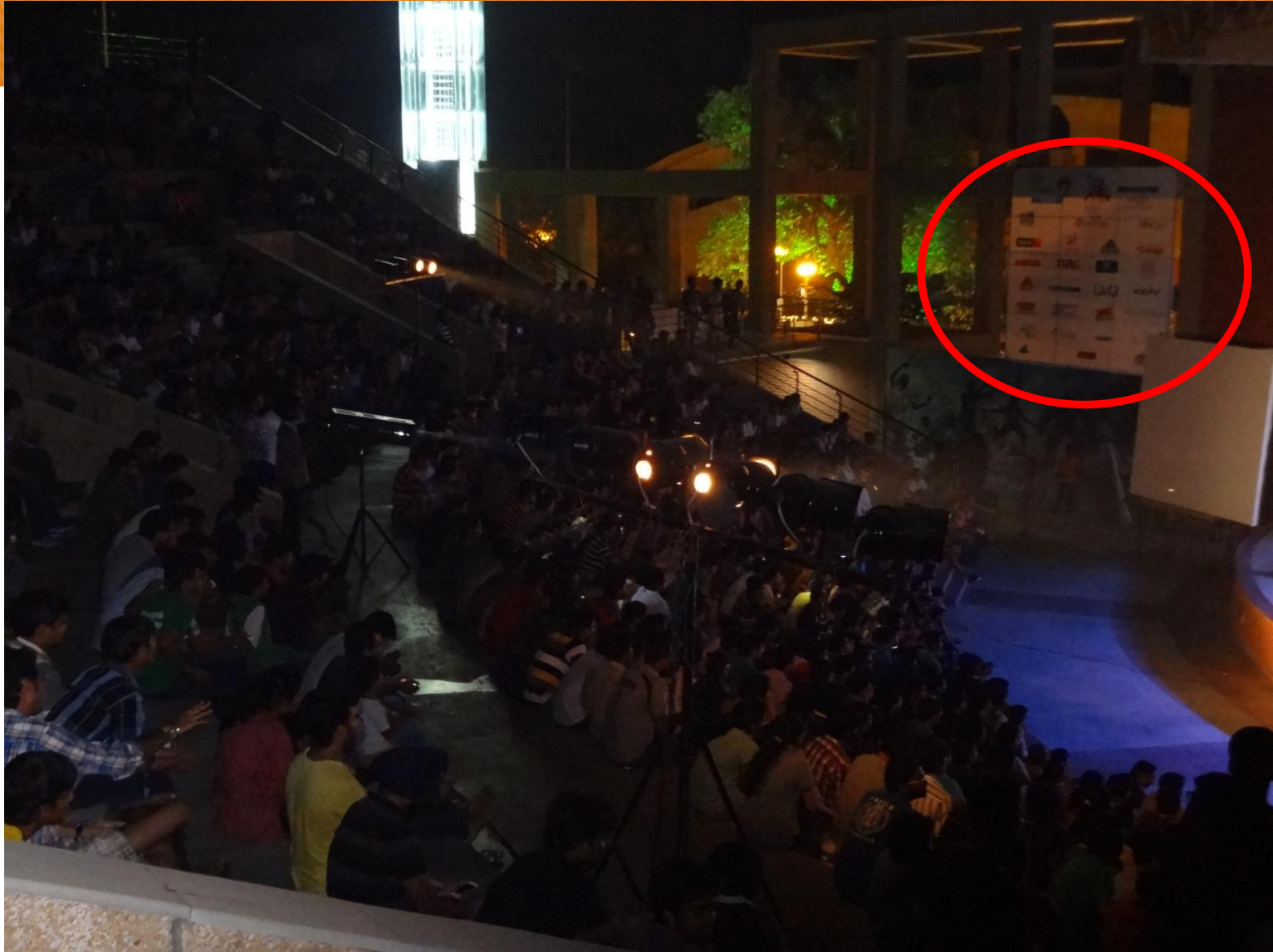
OPENING PERFORMANCE
After creating a huge fan base with awe inspiring performances in India's Got Talent, Avijit and Tinku acrobats group are ready to set stage on fire during the opening ceremony.

ACROBATIC SHOW

INDIAN MARTIAL ART AND FIRE SHOW

UPSACS logo on Hoarding(15X15 feet) in OAT:

A Mega Banner was put up in the OAT(Open Air Theatre with 1400+ capacity) where the Opening Ceremony, Acrobats Show, Fencing show, Motivational talk and match/movie screening took place.



“Avijit & Tinku” and their troupe have performed in **India’s got talent** previously. Seen below in a stunning performance in OAT (with sitting capacity > 1400)

Because of the aerial view, the UPSACS logo on the backdrop cant be seen



Fencing Show

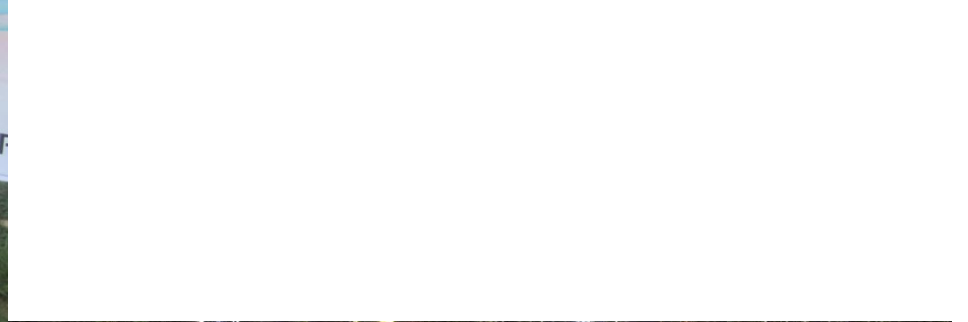


Activities by Udghosh

UPSACS Banners placed throughout the **Campus**:
All the banners printed by Udghosh'13 contained **Social**
campaign tagline



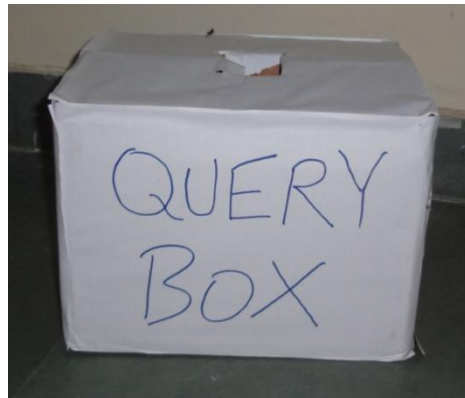




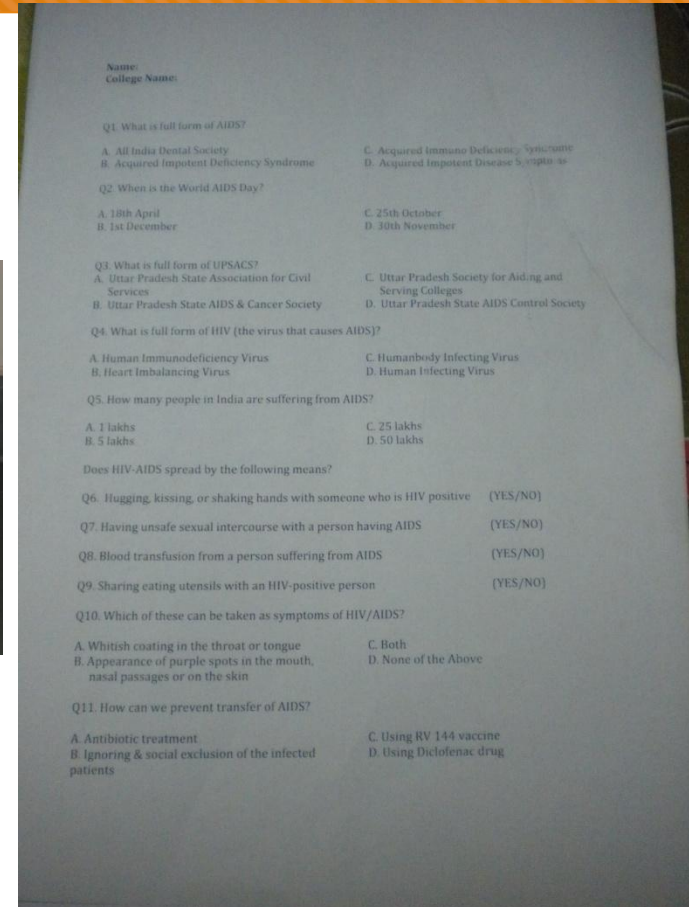
Tempo and Rickshaw branding



Other Awareness activities by Udghosh'13



Query dropbox



Awareness Quiz

Udghosh'13 T shirts containing Red Ribbons

Motivational talk by Mr. Jaunpur



Awareness Cricket Match



Festival Megabanners:

(8X20 ft and 5X15ft respectively) containing all sponsors' logos

* We apologies as we don't have proper images of megabanners other than those given below



Exclusive UPSACS Hoardings (15X15 ft)

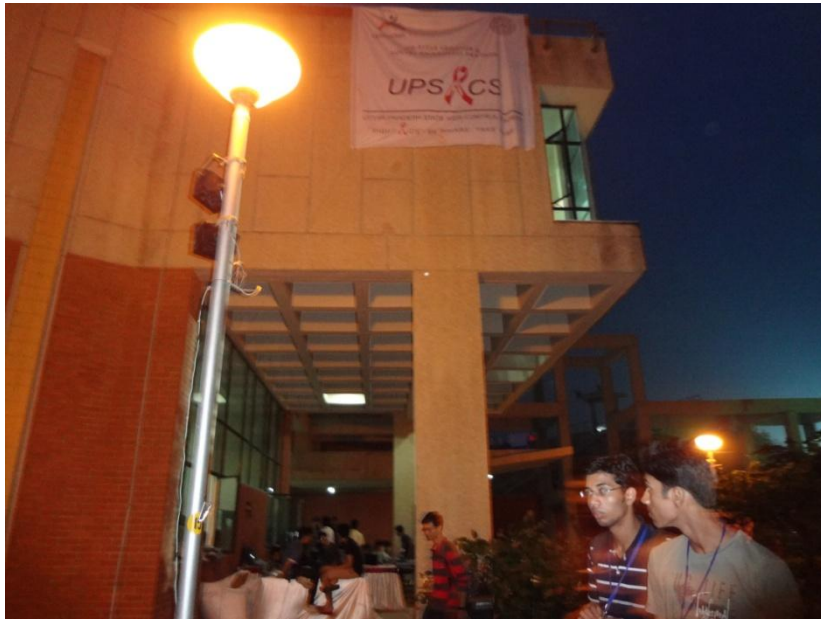
During Day



During Night
(Opening Performance show)



Exclusive UPSACS Hoardings and megabanners (10X10 ft)





Advertise Screening



OAT Screening

Media Desk Screening

Due to some technical problems with LCD, this was the alternate arrangement



Miscellaneous

Certificates, posters and ID card branding



Certificate of Participation



This is to certify that Mr./Ms.

from

has participated in _____

in Udghosh, the Annual Sports Festival of IIT Kanpur,
held from 26th to 29th September, 2013.



Rohit
Prof. A.K. Ghosh
Dean, Students' Affairs

Rohit Singh
Rohit Singh
Festival Coordinator

Dr. Vinod Vasudevan
Dr. Vinod Vasudevan
Festival Chairman



Logo poster

OTHER MEDIA COVERAGE

- **Cricket Today**, a leading Cricket magazine in India. It will publish an article in its November edition with all the key sponsors specifically mentioned.
- **JAM magazine**, a popular youth magazine. It will publish a coverage story on its website
- **Radio 93.5 Red FM** was our official Radio Partner. It promoted Udghosh'13 activities and our sponsors for 1 whole week.

Glimpses of Media Coverage



WAR..! ओड़-ना थार **Assured gift**

inext 3 हिस्सा लीजिए | next 3 पत्नी ऑफर में. जिसमें आपके होंगे 3 फायदे.

लकी ड्रा में जीते बम्बर पुरस्कार एवं कई अन्य हजारों इनाम

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Meet the ITians in a new Avatar

Updated on: Fri 27-Sep-2013 09:01:01 (GMT)

Kanpur: आईआईटी के उद्घोष-13 में टैलेंट का मेला, स्पोर्ट्स कंपटीशन में काटे का मुकाबला, नेशनल लेवल खेलने वाले प्लेयर्स पढ़ाई में भी हैं अचल



आईआईटी में थर्सडे से शुरू हुए खेल महाकुंभ उद्घोष में होनहार टेक्नोक्रेट्स ने जमकर धमाल मचाया. एकेडेमिक्स में बेस्ट परफॉर्मेंस देने वाले स्टूडेंट्स ने बास्केटबॉल, खो खो, वॉलीबॉल और क्रिकेट जैसे स्पोर्ट्स में शानदार परफॉर्मेंस दी और अपनी टीम को चिन्न बनाया. ईवेंट में कई कॉलेजों से शिरकत करने आए स्टूडेंट्स की परफॉर्मेंस देखने के बाद आई नेक्स्ट रिपोर्टर ने उनके एकेडेमिक रिकॉर्ड्स पर भी एक नजर डाली. हकीकत किसी को भी अचंभित कर देने वाली थी. स्पोर्ट्स में जबरदस्त परफॉर्मेंस देने वाले इन स्टूडेंट्स का पढ़ाई में भी रिकॉर्ड अचल है.

Entertainment

रणवीर के पीछे-पीछे अमरीका पहुँची कैट ...

सड़े अंडे-टमाटरों से कैसे बची दीपिका ...

जब 'गेटवे ऑफ इंडिया' में घिर ...

आमिर की फिल्म पीके का कू ...

अपुर्न बर्थडे पर बिग बी ने ...

Related Videos

Kanpur: inext ...

Rocking freshers' ...

...

...



WAR..! ओड़-ना थार **Assured gift**

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लकी ड्रा में जीते बम्बर पुरस्कार एवं कई अन्य हजारों इनाम

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आईआईटी के 'Udghosh-2013' में Kho Kho

Updated on: Thu 12-Sep-2013 09:11:02 (GMT)

Kanpur: आईआईटी कानपुर में प्रारंभ होने वाले स्पोर्ट्स फेस्ट में हॉकीमन कुश्तियार स्पोर्ट्स की रणनीति पुरा. कई कॉलेजों के खिलाड़ियों को फेस्ट के रूप में खाने के लिए खाने के फेस्ट की अतिथि करने के लिए ...



From 28 Sept...
हॉकीमन कुश्तियार और टेक्नोक्रेट्स ने 28 सितंबर से अतिथि करने वाले स्पोर्ट्स फेस्ट में हॉकीमन कुश्तियार का प्रस्ताव रखने की शुरुआत की. इस फेस्ट में हॉकीमन कुश्तियार की रणनीति पुरा. कई कॉलेजों के खिलाड़ियों को फेस्ट के रूप में खाने के लिए खाने के फेस्ट की अतिथि करने के लिए ...

खो-खो में 6 टीमों ने रजिस्ट्रेशन कराया
फेस्ट के अंतर्गत आईआईटी कानपुर में खाने के फेस्ट की शुरुआत की. इस फेस्ट में हॉकीमन कुश्तियार की रणनीति पुरा. कई कॉलेजों के खिलाड़ियों को फेस्ट के रूप में खाने के लिए खाने के फेस्ट की अतिथि करने के लिए ...

60 कॉलेज शिरकत करेंगे
हॉकीमन कुश्तियार में हॉकीमन कुश्तियार की शुरुआत की. इस फेस्ट में हॉकीमन कुश्तियार की रणनीति पुरा. कई कॉलेजों के खिलाड़ियों को फेस्ट के रूप में खाने के लिए खाने के फेस्ट की अतिथि करने के लिए ...

धनराज, श्री नाथ को खाने की कलाबंद
उद्घोष की शुरुआत करने के लिए आईआईटी कानपुर में खाने के फेस्ट की शुरुआत की. इस फेस्ट में हॉकीमन कुश्तियार की रणनीति पुरा. कई कॉलेजों के खिलाड़ियों को फेस्ट के रूप में खाने के लिए खाने के फेस्ट की अतिथि करने के लिए ...

Technology

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Related Videos

Kanpur: inext ...

Rocking freshers' ...

Kanpur: Dance ...

Yahoo! 12 ...

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Post

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- Domestic car sales up 0.73 ...
- Q2: Fossil fuels reference rate ...
- Q2: PG price may go up ...
- Olympic torch begins 123-day relay ...

उत्सव

दशहरा की नीकलीयों के दिवसों की ...

- 6. प्रो. सैफिया गांधी 2016 में ...
- अंतराष्ट्रीय के शरद ऋतु के ...
- विश्व के अंतराष्ट्रीय के दिवस ...
- विश्व के अंतराष्ट्रीय के दिवस ...



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- Fashion Show
- Quiz
- Social Events
- Technical
- Workshops

THE TOP 2

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UDGHOSH



UDGHOSH is the inter-collegiate sports festival of IIT Kanpur. UDGHOSH offers a platform for students from all over India to showcase their talent and compete with the best upcoming sport persons in the country in a highly charged and competitive ambiance.

We,at UDGHOSH, have always aimed to bring about a rise in competition level among the youth, empowering the masses with the torch of social awareness, keeping the grandeur of entertainment alive.

With this vision in mind we invite you to jump in for the ride and be a part of the celebration,

UDGHOSH 13-Mayhem For Victory!!!!

SCHEDULE

Start Date/End Date	Venue	Categories
26/09/2013	IIT Kanpur	Workshops
29/09/2013	Mumbai	Social Event

EVENTS

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Published on Monday, August 05, 2013

UDGHOSH 13, IIT Kanpur, Kanpur, Sports Meet, Uttar Pradesh, September 26-29 2013

Views: 10618

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This information is brought to you by www.knowafest.com

Event: UDGHOSH 13 | Sports Fest

UDGHOSH 13 is Organised by: IIT Kanpur, Kanpur, Uttar Pradesh

UDGHOSH 13 dates:
 Fest dates: 26th-29th September 2013
 Last Dates for Registration: 27th August, 2013

Details:
 UDGHOSH is the inter-collegiate sports festival of IIT Kanpur. UDGHOSH offers a platform for students from all over India to showcase their talent and compete with the best upcoming sport persons in the country in a highly charged and competitive ambiance. To provide talent the right push forward with elements of inspiration UDGHOSH also plays host to some of the renowned sports celebrities. The entertainment quotient too is met by professionals in fields of comedy, music, juggling etc.
 We,at UDGHOSH, have always aimed to bring about a rise in competition level among the youth, empowering the masses with the torch of social awareness, keeping the grandeur of entertainment alive.
 With this vision in mind we invite you to jump in for the ride and be a part of the celebration,

UDGHOSH13-Mayhem For Victory!!!!

UDGHOSH 13 Sports Events in Kanpur :

There are plethora of events from Motivational Talks, Gymnastic Shows, Workshops and Sport Quizzes to various sports events like Athletics, Cricket, Football, Hockey, Volleyball, Basketball, Badminton, Tennis, Table Tennis, Weightlifting,Power lifting, Roller Hockey, Kho-Kho, Carrom, Chess, Squash, Tae Kwondo, Mini Marathon and Cycling Events.

Besides witnessing fierce battle for glory, UDGHOSH offers range of informal events like wall climbing,treasure hunt,archery etc. to name a few.

knowafest.com

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 Melange 2013, IMS Ghaziabad, Ghaziabad Cultural Festival, Uttar Pradesh, November 15-20 2013 goo.gl/b60nq

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 TEMPEST 2013, Indian Maritime University, Kolkata, Techno Cultural & Sports Festival, West... goo.gl/b60nq

Tweet to @knowafest

THANK YOU!!

We thank UPSACS for being an integral part of Udghosh'13 without whose support conducting this fest was not possible and we expect to continue a long term relationship.

We are regretful for any mistakes committed from our side during the festival. Please do notify us in order to serve you better next time.

THANKING YOU,

Abul Aala Nalband

**Head, Marketing
Udghosh'13**