VIT®

Vellore Institute of Technology

(Deemed to be University under section 3 of UGC Act, 1956)

Riviera® 2027

Riviera® 2027

11 • 12 • 13 • 14

FEBRUARY 2027

SPONSORSHIP BROCHURE



ABOUT VIT

Vellore Institute of Technology (VIT), located in Vellore, Tamil Nadu, is a leading private university in India, known for its academic excellence and pioneering research. Accredited with an 'A++' grade by the National Assessment and Accreditation Council (NAAC), VIT consistently ranks high in the National Institutional Ranking Framework (NIRF), securing an overall rank of 10.

The university is renowned for its strong research contributions, exceptional faculty, and industry collaborations. Notably, VIT ranks among the top 201-250 globally in Computer Science & Information Systems and 7th in India in the QS World University Rankings.

10th Best University **NIRF Ranking**	**4** STAR Rating **QS Rankings**	**A++** Grading **NAAC**
40000+ Students **2500+** Faculties	48 professors from VIT are among **Top 2% Scientists**	**9-11** India Rank **THE Ranking**

Riviera® 2027

Riviera - The annual international sports and cultural fest of VIT, with all its beauty and prominence, is the largest of it's kind in South India, boasting of the flagship event - Proshows - attracting the most notable entertainers in the Indian entertainment scene. Since its inception in 2002, Riviera has grown not only in terms of student participation but also in quality and quantity of events, media coverage and unsurmountable heights that the recognition has reached nationally and internationally. This fest not only aims to nurture leadership qualities among students, but also to bring oneness among the student communities. This 4-day saga witnesses over 40,000 students from 700 universities and colleges from 45 countries in Asia, Europe and Africa. From chess to cricket, from cultural shows to music concerts, from literary events to gaming competitions, from marathon to cultural parade, Riviera has it all!

4 Days

700+ Institutes

70+ Countries

40,000+ FootFall





Glimpses of Riviera 2026











Glimpses of Riviera 2026







Riviera 2027

SPONSORSHIP PACKAGES

BENEFITS	TITLE SPONSOR ₹100L	CO-SPONSOR ₹50L	EVENT SPONSOR ₹35L	PROSHOW SPONSOR ₹30L	MEDIA SPONSOR ₹25L
Title Branding with VIT Vellore	✓				✓
Media Coverage	✓	✓			✓
Campus Visibility	✓				✓
Logo on posters and banners	✓	✓			✓
Logo on certificates	✓		✓		✓
Promo video at ProShows	✓	✓		✓	✓
Website promotion	✓	✓	✓	✓	✓
VIT Community Radio ads	✓	✓		✓	✓
Logo on event apparel	✓				✓
Product Stall		✓		✓	
Exclusive event rights			✓	✓	
Venue banners/hoardings		✓	✓	✓	✓

SPONSORSHIP DETAILS

Title sponsor

- Event will be advertised as VIT Vellore and (title sponsor) presents Riviera'27.
- Advertisement in the media along with fest details.
- Prominent advertisements across the college campus at all vantage points.
- Logo will be printed on:
  1. Posters, banners, flyers, and tickets
  2. Certificates and other promotional materials
- Promo video will be shown at ProShows.
- Display on the Riviera'27 website.
- Advertisement on VIT Community Radio.
- Name and logo will appear on the official event apparel (e.g., crest or sleeve).

₹100 LAKHS

Co - Sponsor

- Name and logo will be printed on posters, banners, and hoardings.
- Advertisement in media along with fest details.
- Promo video will be shown at ProShows.
- Display on Riviera'27 website.
- Advertisement on VIT Community Radio.
- Stall for promotion of product/brand.

₹50 LAKHS

SPONSORSHIP DETAILS

Event Sponsor

- The company will be entitled to sponsor one event at the mentioned amount.
- The company banners will be displayed at the event venue.
- Sponsor's logo/name will be printed on event certificates.
- Exclusive publicity during the event.
- Display on Riviera'27 website.

₹35 LAKHS

Pro-Show Sponsor

- The company will be entitled to sponsor one day of ProShow at the mentioned amount.
- Promo video will be shown at ProShow.
- Hoardings will be displayed around the stage area.
- Display on Riviera'27 website.
- Advertisement on VIT Community Radio.
- Stall for promotion of product/brand.

₹30 LAKHS

SPONSORSHIP DETAILS

Media Sponsor

- Event will be advertised as VIT Vellore and (title sponsor) presents Riviera'27.
- Advertisement in the media along with fest details.
- Prominent advertisement across the college campus at all vantage points.
- Logo will be printed on posters, banners, flyers, tickets, certificates, and other promotional material.
- Promo video will be shown at ProShows.
- Display on Riviera'27 website.
- Advertisement on VIT Community Radio.
- Name and logo on the official event apparel (crest or sleeve).

₹25 LAKHS

Supporting Sponsor

- Short acknowledgments via announcements during one major event.
- Small stall in a designated area of the venue to promote products or services.
- Tagged mentions on official social media platforms.
- Acknowledgment as a supporting sponsor in one category, e.g., sports or informal activities.
- Gamified marketing via contests, scavenger hunts, or giveaways tied to the brand.

₹5 LAKHS

SPONSORSHIP PACKAGES

₹2,50,000 PACKAGE

- Prominent advertisements across the college campus at all vantage points, ensuring maximum visibility to participants and attendees.
- Branding at few event charts/banners.
- Promotion on the Riviera's Instagram page.
- Branding on official Riviera website.
- Advertisement on VIT Community Radio, providing your brand exposure to a large audience in and around the university through dedicated promotional slots.

₹1,50,000 PACKAGE

- Advertisements on LED Boards across the campus.
- Branding on official Riviera website.
- Prominent advertisements across the college campus at all high-traffic vantage points, including academic buildings, dining areas, and event locations.

₹50,000 PACKAGE

- Exclusive publicity during an event.
- Branding prominently displayed on event banners, charts, and schedules around the campus.
- Advertisements on a hostler's LED Boards across the campus.

₹25,000 PACKAGE

- Exclusive publicity during an event in Riviera'27, including verbal mentions and logo display on-screen during activities and competitions.

PAST SPONSORS

pepsi

MARUTI SUZUKI

music

VIACOM

fernsnpetals
flowers, anywhere anytime...

TALENT 2 SUCCESS

ONEPLUS

JET AIRWAYS

asianpaints

Aviation Express, Inc.

INTERNSHALA

Paytm

TVF

Nestlé

Cloud Clothing

KIA

HITACHI

TATA GLUCO+ INSTA ENERGY

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Contact Us

Dr. J. Belwin Edward
Convenor, Riviera'27
convenor.riviera@vit.ac.in

Prof. Jayakumar Sadhasivam
Faculty Organiser - Sponsorship, Riviera'27
jayakumars@vit.ac.in