

**MARCH
26, 27, 28
2026**

RECHARGE
2026
SPONSORSHIP BROCHURE

**National Level Inter Collegiate
Cultural Fest**

90,000+ attendees, 150+ events, 75+ celebrity judges,
and participants from over 250+ colleges and 100+ schools
nationwide.

www.rechargefest.in | recharge@rajalakshmi.edu.in



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**RAJALAKSHMI ENGINEERING COLLEGE, AN
AUTONOMOUS COLLEGE AFFILIATED WITH ANNA
UNIVERSITY, IS A TOP-CLASS ENGINEERING
INSTITUTION WITH A LEGACY OF 30 YEARS.**

REC is ranked amongst the **top 10%** of all engineering colleges nationally, according to the National Institutional Ranking Framework (NIRF).

The institution has produced over **30,000 successful alumni** who hold top positions in several MNCs worldwide.

A++ accreditation, the highest possible level of Accreditation from the National Assessment and Accreditation Council (NAAC).

www.rechargefest.in

RECHARGE '25

A PAST JOURNEY

150+ EVENTS

75,000+ FOOTFALL

28,000+ PEOPLE PER DAY

10,000+ STUDENTS FROM OTHER COLLEGES

35+ CELEBRITY JUDGES

60+ SCHOOLS

3 DAYS

“

**HIPHOP TAMIZHA - SAI ABHYANKKAR -
MEENAKSHI CHAUDHARY - ADHIK RAVICHANDRAN -
DJ NIKHIL CHINAPA - DJ GOWTHAM - DJ BLACK -
BRITTO**



Recharge'25, the institution's annual intercollegiate fest, brought together some of entertainment's biggest stars. With electrifying performances by Hiphop Tamizha and Sai Abhyankkar the event also featured interactions with celebrities including actress Meenakshi Chaudhary, film director Adhik Ravichandran, DJ Black, and DJ Gowtham. Attracting over 35,000 students from 200+ colleges, the three-day fest offered a prize pool of over ₹20 lakh. For the first time in Indian college fest history, Recharge'25 showcased The V Unbeatable, recreating the magic of global entertainment. These highlights propelled Recharge into the media spotlight, by our media partner Behindwoods showcasing the vibrant talent and camaraderie of the student community.



A LOOK BACK AT **RECHARGE '24**

100+ EVENTS

50,000+ FOOTFALL

15,000+ PEOPLE PER DAY

5,000+ STUDENTS FROM OTHER COLLEGES

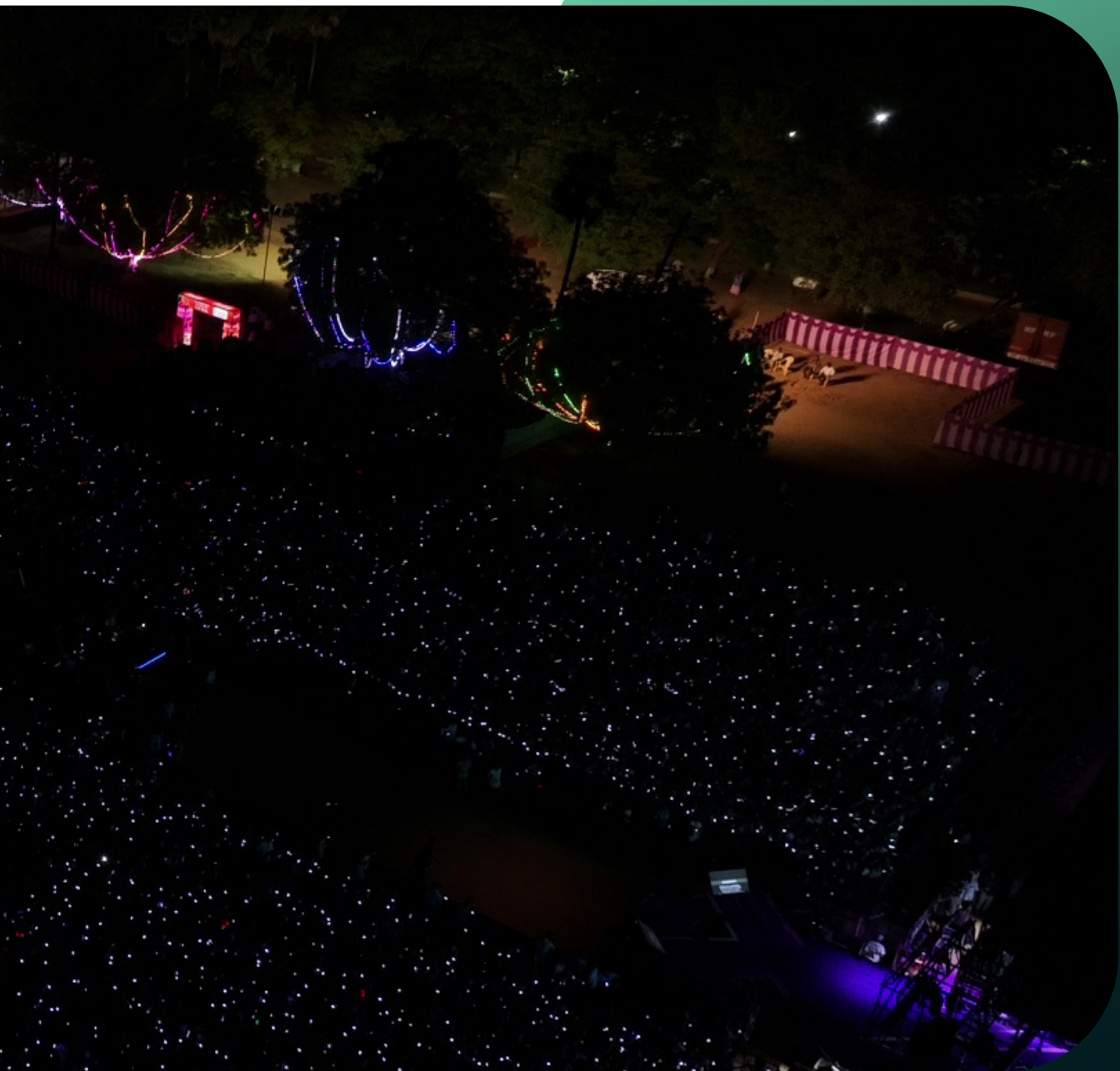
50+ CELEBRITY JUDGES

50+ SCHOOLS

3 DAYS

“

**SUNIDHI CHAUHAN - MIRCHI SIVA - GV PRAKASH -
IVANA - SEAN ROLDAN & BAND - VDJ ZEN -
MANJUMMEL BOYS TEAM - NIKHIL CHINAPA -
DJ GOWTHAM - SANTHANAM - MAKAPA**



Recharge'24, the institution's annual intercollegiate fest, brought together some of entertainment's biggest stars. With electrifying performances by Sunidhi Chauhan, Sean Roldan, and DJs like Nikhil Chinapa and Gowtham, the event also featured interactions with film crews of hits like Manjummel Boys, Kalvan, and Inga Naan Dhaan Kingu. Attracting over 25,000 students from 200+ colleges, the three-day fest offered a prize pool of ₹15 lakh. For the first time in Indian college fest history, Recharge'24 introduced Xylobands, recreating the magic of Coldplay concerts. These highlights propelled Recharge'24 into the media spotlight, by our media partners Times of India and Behindwoods showcasing the vibrant talent and camaraderie of the student community.

MEDIA COVERAGE OF RECHARGE '25

BY BEHINDWOODS



MEDIA COVERAGE OF RECHARGE '24

BY TIMES OF INDIA AND
BEHINDWOODS



THE TIMES OF INDIA

CULTURAL RENDEZVOUS

CONSUMER CONNECT INITIATIVE

Respectit.Chennai
@timesgroup.com

With electrifying performances from top artists, dazzling displays of talent from the youth, and a plethora of cultural competitions, 'Recharge 2024', the annual inter-collegiate cultural extravaganza of Rajalakshmi Engineering College (REC), emerged as a benchmark of entertainment for Chennai's student community. Leading artists entertained around 40,000 students from all over India. Amidst the vibrant festivities, students vied for glory in various contests, with a staggering total prize pool of Rs 10 lakh up for grabs. The Times of India joined hands with REC as the media partner for 'Recharge 2024' a three-day spectacle, held from March 21 to 23.

The real show-stopper? It was the ingenious integration of xylobands, a novel concept, that garnered applause from both performers and spectators alike.

A TRADITIONAL START

The fest began with the theme 'Ethnic Day Celebrations', a tribute to the rich and diverse cultural heritage of India. The day commenced with the powerful and rhythmic beats of 'chenda melam', followed by a captivating classical dance performance by Team Rugged, setting a perfect symphony of traditional art forms.

With his unique style of interacting with a live audience, actor Mirchi Silva recalled anecdotes from his latest film. The rest of the film's cast and crew, including actor Harisha and director Arjun, were also present. A concert that followed took the students to the summit of excitement. The live concert by Sunidhi Chauhan, one of India's most singers, was a major hit.

A SPECTACULAR EVENT

Abhay Meganathan, vice chairman of Rajalakshmi Institutions, said they wanted to expose their students to a variety of genres and cultures, and Recharge 2024 worked out very well. On the highlight of the three-day festival being the use of xylobands, Abhay Meganathan said this was a cost-effective solution for crowd regulation in different zones, apart from being appealing to everyone. "We distributed 12,000 bands, and the RFID-controlled bands were equipped with batteries that lasted for three days. We deployed a high-tech IoT band, which impressed our performer, Sunidhi Chauhan, who said she witnessed it for the first time in her concerts," he said.

VIBING WITH THE AUDIENCE

On all three days, the talented students

Rajalakshmi Engineering College (REC) hosted its annual inter-collegiate cultural festival, 'Recharge 2024', with much fanfare. The Times of India was the media partner for the event



A dazzling classical dance performance by REC Team Rugged



of REC got a chance to perform on stage in front of a huge audience. Be it dance or anchoring, REC students excelled, vibing with the audience and connecting well with them and the performers.

"We are excited to witness this huge crowd in front of us. We thank the management and students of REC," said actor and producer Souhin Shahir. The team behind his latest Malayalam movie, a mega success, made their first public appearance at 'Recharge 2024'. They thanked the young audience of REC and the people of Tamil Nadu for making their film a grand success. "This looks like a dream. We thank you for celebrating our film, and we will never forget this event at REC," the team members said. The interaction was followed by a tug-of-war between the film's crew and REC's teams.

Just as the audience's excitement seemed to peak, Sean Roldan and his team appeared, ready to unleash a power-packed concert experience. Sean

Roldan effortlessly forged a connection with the audience as he kicked off the show with songs from his debut film, captivating every ear in the venue. With the vocal prowess of singers like Nithyashree, Sathya Prakash, and others from his troupe, every moment brimmed with vibrancy and energy. Students eagerly joined him when he gestured, further amplifying the electrifying atmosphere.

"Our students spend 12 months working hard to excel in academics. This event is a very good opportunity for them to prepare for the cultural programmes. The work done by the 40-member core team of students is commendable. They coordinated with the artists and guests, looking after sponsorship and other arrangements to ensure that 'Recharge 2024' is a success, which is simply remarkable," added Abhay Meganathan. They wanted to have an equal number of student participants from outside Tamil Nadu apart



We wanted to expose our students to a variety of genres and cultures, and Recharge 2024 worked out very well. Students should be able to always speak out, be it in academics or cultural activities".

Abhay Meganathan
Vice Chairman
Rajalakshmi Institutions

from inviting global artists' performances to make the event a benchmark, he said, adding that it was clear that "students should be able always to speak out, be it in academics or cultural activities".

A COLOURFUL CONCLUSION

The concluding day saw super fun moments as there was plenty of time for interaction between those on stage and the audience. The launch of the first single from the soon-to-be-released movie starring Santhanam and Priya Laya was received with much fanfare. Producer Sushmitha Anbuezhian, director Anand Narayan, composer D Imman, lyricist Muthamizh, and actor Thambi Ramaiah came on the stage, giving goosebumps.

The highlight was Santhanam delivering some of his popular comedy dialogues from his films to situations at REC, evoking all-round laughter from the audience. Priya Laya and Santhanam

also danced to the song, which has already become a chartbuster. Imman obliged a popular request from the audience and hummed a few lines of a song, and the audience, too, joined along in the chorus.

This was followed by the trailer release of GV Prakash Kumar's upcoming movie, which featured Bhairavijaya, Ivana, and Dheena. It is said to herald the next wave of Tamil cinema. GV Prakash belted out some of his most popular songs, and actor Ivana engaged the audience with a dance performance from one of her movies, which sent the crowd into a tizzy. "Prakash Kumar has promised to perform live at REC next year," said Abhay Meganathan. Popular host Ma Ka Pa was the master of ceremonies for the three-day event, engaging cheerfully with the crowd.

The wonderfully organised cultural festival also featured food kiosks offering delectable cuisine from across the world.



Singer Sunidhi Chauhan delivering an electrifying performance



Sunidhi Chauhan enthraling the audience



The cast and crew of one of the latest Malayalam movies at the event



Noted film music composer Sean Roldan's performance



Release of the first-look poster of a Tamil movie



Santhanam taking a selfie with his movie crew and students



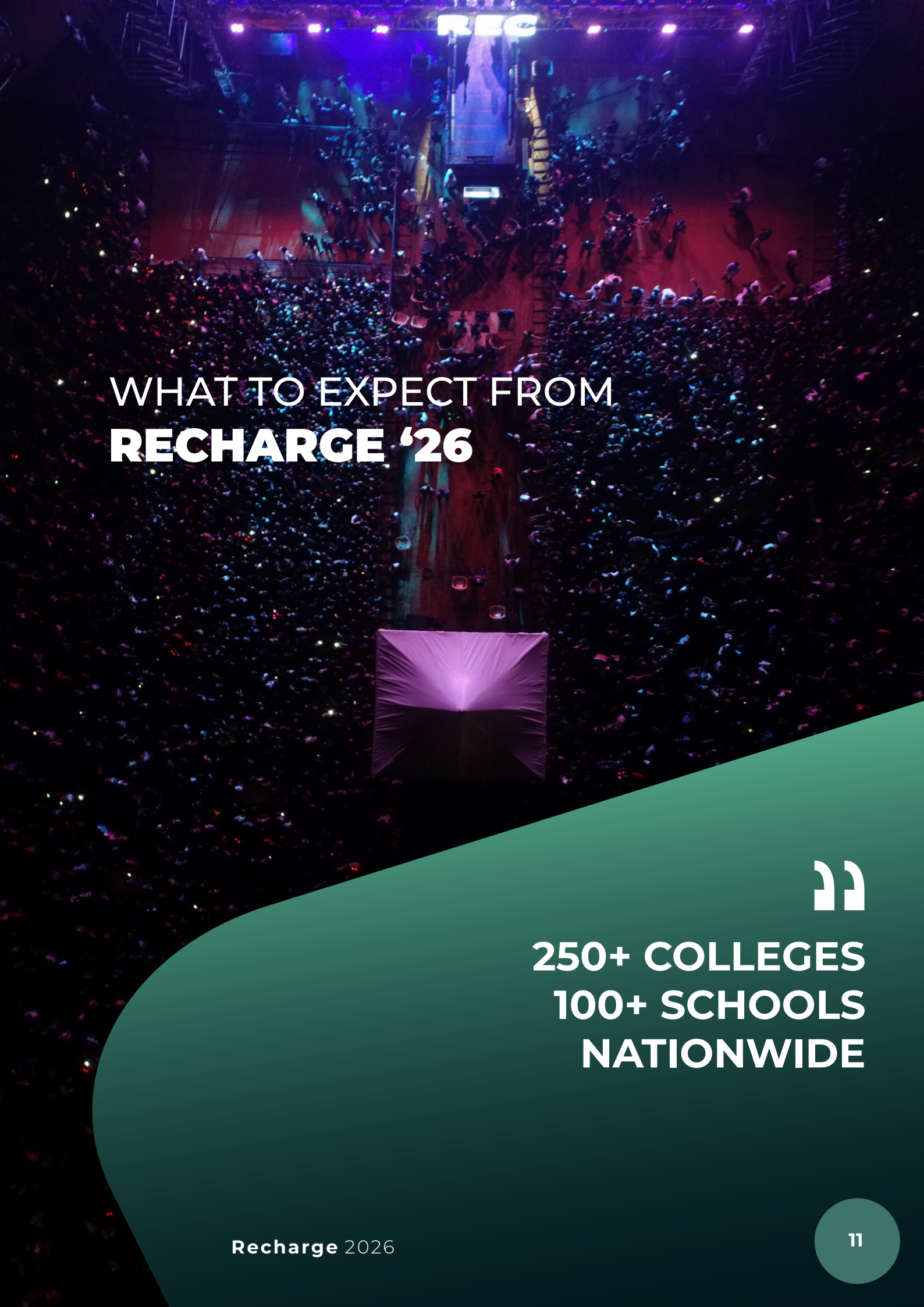
GV Prakash and Ivana with the crew of an upcoming Tamil movie



Musical performance by REC Team Unison



Students flashing xylobands creating a stunning visual effect

A large crowd of people is gathered at a Recharge event. In the foreground, a purple light is visible. The background shows a stage with a large screen and a crowd of people. The text "WHAT TO EXPECT FROM RECHARGE '26" is overlaid on the image.

WHAT TO EXPECT FROM **RECHARGE '26**



**250+ COLLEGES
100+ SCHOOLS
NATIONWIDE**



90,000+ ATTENDEES

150+ EVENTS | 75+ CELEBRITY JUDGES

Recharge'26 promises a dynamic and engaging experience anticipating 90,000+ attendees, 150+ events, 75+ celebrity judges, and participants from 250+ colleges and 100+ schools nationwide. As a sponsor, you can expect valuable exposure and interaction with a vibrant and diverse student community.



Why Recharge '26?

Recharge'26 would be the best platform to put exceptional brands such as yours on the radar. It will grab the eyes of thousands and the reach will be quick and far. It will be the perfect opportunity for you to uplift your brand.

WHY SPONSOR **RECHARGE'26**



- Publicity through social networking.
- An ideal platform to launch new products and technology.
- On-campus branding to 90k+ students across 3 days.
- Discussion sessions by sponsors to aid companies in understanding the perspective of students.
- Extensive reach of posters to 250+ colleges across the country.
- Publicity through banners, flexes, and flyers.

These opportunities will ensure a high ROI on the sponsorship.

Select the right sponsorship package that would be the best fit for your brand from the many options available with us.

TITLE SPONSOR

INR 5,00,000



- Logos at the backdrop and side wings of the stage
- Shoutouts at the beginning and by the end of all proshows.
- A billboard highlighting your brand will be placed at the entrance.
- Your name will be promoted on banners and announced at all the events.
- A standard area will be provided to conduct your events.
- Logos on entry passes, tags, and wristbands.
- Corporate brochures can be distributed at the entrance and registration desks.
- Promotional videos will end with credit cookies.
- The team and logo will be featured on our official website.
- The sponsors will be advertised every hour throughout the events.





ASSOCIATE SPONSOR

INR 2,00,000



- Logos at the backdrop and side wings of the stage.
- Shoutouts at the beginning and end of all events.
- A billboard highlighting your brand will be placed at the entrance.
- A standard area will be provided to conduct your events.
- Logos on entry passes, tags, and wristbands.
- Corporate brochures can be distributed at the entrance and registration desks.
- Promotional videos will end with credit cookies.





EDUCATION PARTNER

INR 1,00,000

Your esteemed company will be announced as the official Education Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Education Partner:

- Will be allowed to conduct seminars on campus on or before Recharge '26
- Logos will be promoted
- Will be provided a space to display and distribute their promotional material on all three days of Recharge '26
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows



MEDIA PARTNER

INR 1,00,000

Your esteemed company will be announced as the official Media Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Media Partner:

- Will be provided with exclusive content and BTS videos to attract more views.
- Will be given priority access to cover major events of Recharge '26.
- Will be provided a space to distribute promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.



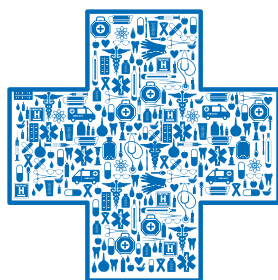


SPORTS PARTNER

INR 1,00,000

Your esteemed company will be announced as the official Sports Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Sports Partner:

- Will be allowed to conduct sporting events on campus on or before Recharge '26.
- Will be provided a space to display and distribute their promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.



HEALTH PARTNER

INR 1,00,000

Your esteemed company will be announced as the official Health Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Health Partner:

- Will be allowed to conduct awareness camps on campus before Recharge '26.
- Will be provided a space to display and distribute their promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.





FASHION PARTNER

INR 1,00,000

Your esteemed company will be announced as the official Fashion Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Fashion Partner:

- Will be allowed to conduct one fashion event on campus during Recharge '26.
- Will be allowed to promote products through event celebrity collaborations.
- Will be provided a space to display and distribute their promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.

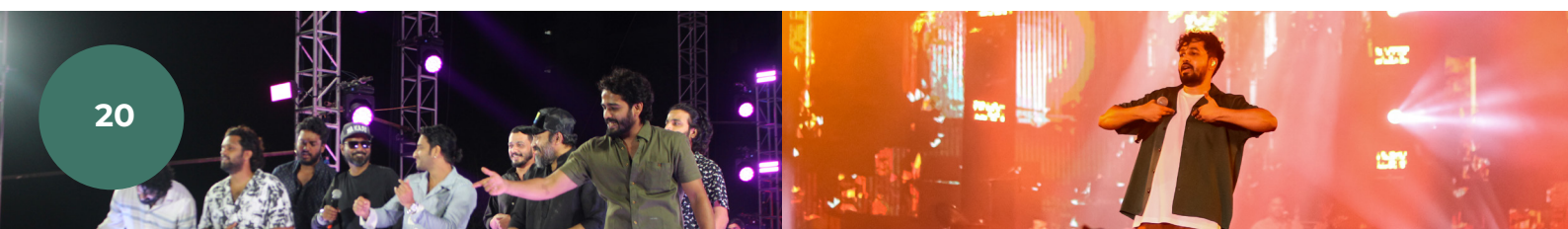


DIGITAL PARTNER

INR 1,00,000

Your esteemed company will be announced as the official Digital Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Digital Partner:

- Will be provided with collaboration posts with the RechargeFest account on Instagram.
- Will be provided a space to display and distribute their promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.





TICKETING PARTNER

INR 1,00,000

Your esteemed company will be announced as the official Ticketing Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Ticketing Partner:

- Logos will be printed on the tickets
- Will be provided a space to display and distribute their promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.

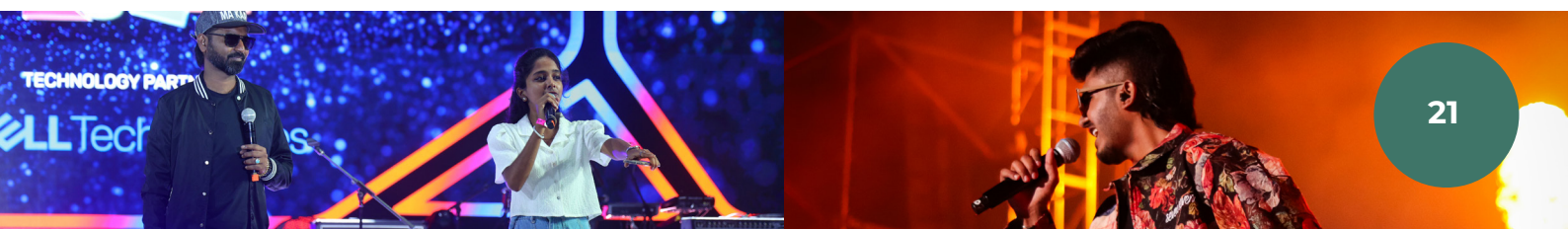


MERCHANDISE PARTNER

INR 1,00,000

Your esteemed company will be announced as the official merchandise partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. All student coordinators will wear t-shirts that advertise your brand and will also carry the logos of all the sponsors. In addition to this, the Merchandise Partner:

- Will be allowed to power the official merchandise of Recharge '26, sold to the participants and students.
- Will be provided a space to display and distribute their promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.



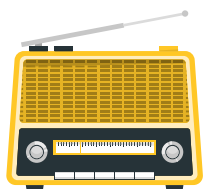


BEVERAGE PARTNER

INR 1,00,000

Your esteemed company will be announced as the official Beverage partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Beverage Partner:

- Will be marketed strongly to the guests, increasing the array of prospective customers.
- Will be provided a space to display and distribute their promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.



RADIO PARTNER

INR 1,00,000

Your esteemed company will be announced as the official radio partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Radio Partner:

- Will be allowed to conduct an RJ event on event day of Recharge '26.
- Will be provided a space to display and distribute their promotional material on all three days of Recharge '26
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.

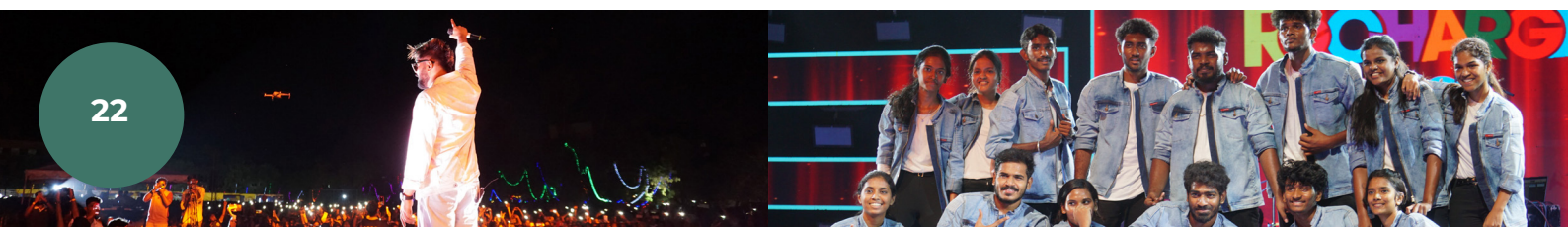


IT PARTNER

INR 1,00,000

Your esteemed company will be announced as the official IT Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the IT Partner:

- Logos will be included in the promotional videos and on the official event website with a direct link to their company's page.
- Banners will be displayed at key locations throughout the college.
- Will be provided a space to display and distribute promotional material on all three days of Recharge '26.
- Will receive a wider network of contacts for coverage of prestigious events.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.





BEAUTY PARTNER

INR 1,00,000

Your esteemed company will be announced as the official Beauty Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Beauty Partner:

- Will be provided a space to display and distribute their promotional material and products on all three days of Recharge '26.
- Will be allowed to market their products in beauty events of the fest.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.



HOSPITALITY PARTNER

INR 1,00,000

Your esteemed company will be announced as the official hospitality Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Hospitality Partner:

- Will have their products marketed by providing it to the guests and judges of the events.
- Will be provided a space to display and distribute their promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.



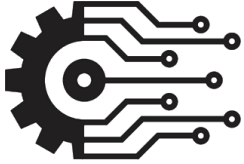
DIGITAL MUSIC PARTNER

INR 1,00,000

Your esteemed company will be announced as the official Digital Music Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Digital Music Partner:

- Will be allowed to power the college band's proshow's performance.
- Will be provided a space to display and distribute their promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.



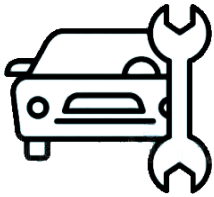


TECH PARTNER

INR 1,00,000

Your esteemed company will be announced as the official Tech Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Tech Partner:

- Logos will be included in the promotional videos and on the official event website with a direct link to their company's page.
- Banners will be displayed at key locations throughout the college.
- Will receive a wider network of contacts for coverage of prestigious events.
- Will be provided a space to display and distribute promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows



AUTOMOBILE PARTNER:

INR 1,00,000

Your esteemed company will be announced as the official Automobile Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Automobile Partner:

- Will have the opportunity to showcase vehicles at the venue.
- Logos will be featured in all promotional materials, including social media and event banners.
- Will receive direct interaction opportunities with students and attendees.
- Will be provided a space to distribute promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.

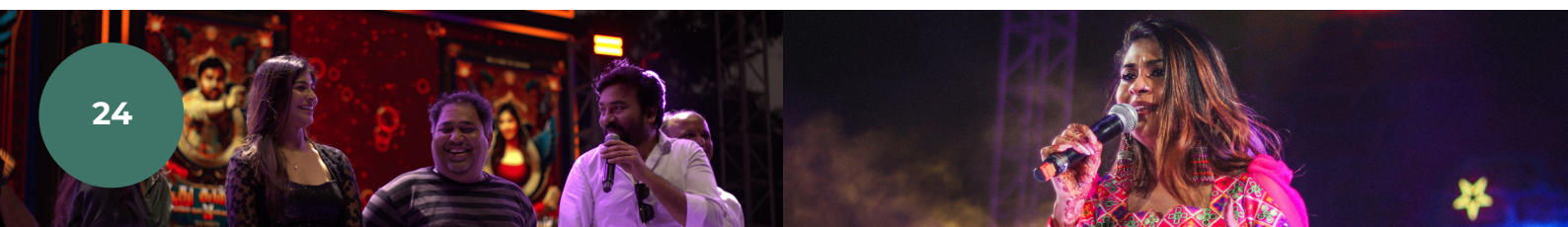


STATIONERY PARTNER:

INR 1,00,000

Your esteemed company will be announced as the official Stationery Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Stationery Partner:

- Logos will be printed on all official event stationery used during Recharge '26.
- Will have a designated booth to distribute branded stationery items.
- Will be promoted as the official supplier of Recharge '26 event materials.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.





MUSIC PARTNER:

INR 1,00,000

Your esteemed company will be announced as the official Music Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Music Partner:

- Logos will be featured in music-related promotional content.
- Will be allowed to power the music-based events in Recharge '26.
- Will be provided a space to distribute promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.



ENTERTAINMENT PARTNER:

INR 1,00,000

Your esteemed company will be announced as the official Entertainment Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Entertainment Partner:

- Logos will be displayed in entertainment-related promotions and event materials.
- Will be given branding opportunities during major cultural and entertainment events.
- Will be provided a space to distribute promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.

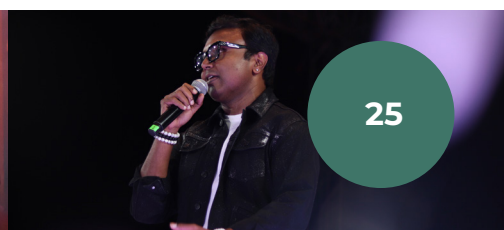
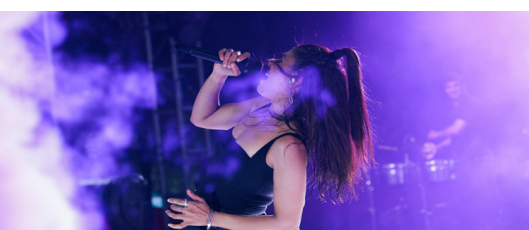


STREAMING PARTNER:

INR 1,00,000

Your esteemed company will be announced as the official Streaming Partner of Recharge '26 on all our social media handles and will officially be listed as one of our partners on our website, www.rechargefest.in. In addition to this, the Streaming Partner:

- Will be the official live-streaming partner for major Recharge '26 events.
- Will be given branding on live-stream overlays and promotional videos.
- Will be provided a space to distribute promotional material on all three days of Recharge '26.
- Will be given a shout-out by the emcee of Recharge '26 in all three pro shows.









CONTACT US.

Vaikunt - 8610098157
Leelaram - 6379952694

Recharge 2026



**RAJALAKSHMI
ENGINEERING
COLLEGE**

90,000+ attendees, 150+ events, 75+
celebrity judges, and participants
from over 250+ colleges and 100+
schools nationwide.

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