ANNUAL TECHNO CULTURAL FEST

MERAZ 7.0 • IIT BHILAI

CAFE PARTNER PROGRAM

Partner with MERAZ and bring the fest experience to your café.

BE A PART OF MERAZ

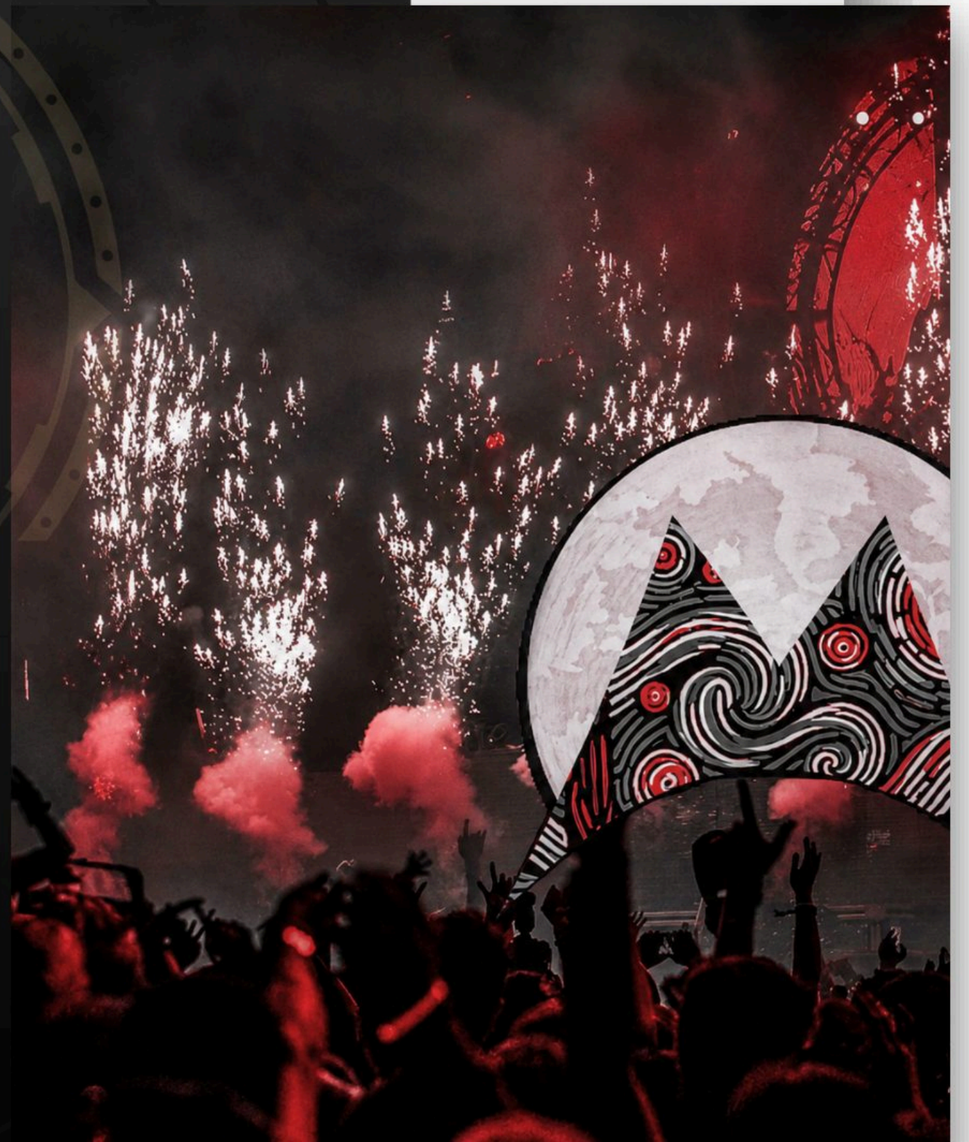
CREATE . PROMOTE . EXPERIENCE

What's Meraz

MERAZ is IIT Bhilai's flagship techno-cultural festival, bringing together technology, innovation, culture, competitions and entertainment on one platform.

What is done?

With participation from colleges across India and an expected footfall of 10,000+, MERAZ is a celebration of student talent, creativity and youth culture.



Where Innovation Meets culture

MERAZ brings together students from different colleges for a mix of technology, cultural, sports and entertainment activities.

- Hackathons
- Technical competitions
- Robotics & technology events
- Innovation-based activities

TECHNOLOGY & INNOVATION

- Dance
- Music
- Drama
- Fashion
- -Open Mic
- Gaming
- Quizzes
- Cultural events

CULTURE & ENTERTAINMENT

- Cricket & Box Cricket
- Football / Futsal
- Basketball 3×3
- Badminton
- Volleyball
- Esports

SPORTS

A high-energy evening featuring artists, DJs and live performances.

PRO-NITE

MERAZ IS PROJECTED TO HAVE 100+ COLLEGES REPRESENTED, 50+ EVENTS AND COMPETITIONS, 1M+ POTENTIAL DIGITAL IMPRESSIONS AND 10,000+ ATTENDEES.

Your Role

As a MERAZ Cafe Partner, your main role is to promote the fest within your café and help your customers discover and purchase MERAZ passes.

Display

Place the official MERAZ promotional poster at a visible location in your café.

Promote

Encourage interested customers to scan the QR code and purchase their passes.

Inform

Tell your customers about MERAZ, its events and the overall fest experience.

Connect

Help MERAZ reach a wider student audience through your café's existing customer base.

Your Promotion may include

- Place the official MERAZ poster at a high-visibility location within your café.
- Inform customers about the fest and encourage them to attend.
- Where possible, share the MERAZ promotion through your café's social media or other communication channels.
- Encourage customers to scan the QR code and purchase their MERAZ passes.

THE MERAZ TEAM WILL PROVIDE THE OFFICIAL PROMOTIONAL MATERIAL AND PASS-PURCHASE LINK.

ONE POSTER. ONE QR.

MORE PEOPLE AT MERAZ

HOW IT WORKS

1.JOIN

Register your café as a MERAZ Cafe Partner.

2.SIGN THE MOU

The short-listed cafe's must sign the MOU outlining the agreed deliverables, terms, and conditions before collaboration.

3.GET THE POSTER

The MERAZ Team will provide the official promotional poster with the pass-purchase QR code.

4. DISPLAY

Put up the poster at a prominent location in your café.

5.PROMOTE

Inform your customers and encourage them to purchase MERAZ passes.

6. TRACK

Passes purchased through your café's designated QR/link will be counted towards your café's sales.

7.REACH THE TARGET

Reach the required sales target and unlock your MERAZ rewards.

8.COMPETE

The highest-selling cafés compete for the Top 5 Cafe Partner recognition.

SIMPLE PROMOTION

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REAL REACH.

Display only the promotional material provided or approved by the MERAZ Team.
Do not advertise prices, benefits, events or offers that have not been confirmed by the MERAZ Team.

CAFE REWARDS

YOUR SALES. YOUR REWARDS.

5% off on the coupons that are sold by the cafes

ALL THE CAFES

All the Cafés that are helping us promote will receive :

- Certificate of recognition
- Will be featured on our website

CAFES WITH 10-25 PASSES

Cafés reaching the minimum qualifying sales target i.e., 10-25 passes will receive:

- 3 VIP Passes
- Certificate of recognition
- Will be featured on our website

CAFES WITH 25+ PASSES

Cafés getting sales of 25+ passes will receive:

- 5 VIP Passes
- Certificate of recognition
- Will be featured on our website

TOP 3 CAFES

Top 3 cafés with the maximum sales will receive:

- Social media PR
- Shoutout on ProNites
- Distinction certificate
- Special feature on our website

NOTE

- Pass sales will be tracked through the designated café-specific QR code/link provided by the MERAZ Team.
- Only verified pass purchases attributed to the respective café will be considered for rewards and rankings.
- The café's performance will be evaluated based on the total number of verified passes sold during the campaign period.
- Rewards will be provided after successful verification of the sales data.
- In case of a tie, the final decision regarding ranking and rewards will rest with the MERAZ Team.

REGISTRATION STEPS

1. **SCAN THE QR CODE**
   Scan the QR code given on the right to open the registration form.
2. **FILL IN THE DETAILS**
   Enter your café and contact details accurately in the form.
3. **SUBMIT THE FORM**
   Review your information and submit the form.
4. **WE'LL REVIEW & CONTACT**
   Our team will review your registration and get in touch if you're shortlisted.
5. **NEXT STEPS**
   Shortlisted cafés will be invited to sign the MOU and begin the partnership.



QR CODE

SCAN TO REGISTER YOUR CAFÉ & PARTNER WITH MERAZ!

Promotional Guidelines

DO

- **Follow Brief:** Create original content strictly following the MERAZ brief.
- **Tag & Credit:** Tag official `@official_meraz` & use required event hashtags.
- **Verify Facts:** Double-check event schedules & details prior to posting.
- **Pre-Approval:** Submit final drafts for verification before uploading.

DON'T

- **No Unapproved Posts:** Never upload content without prior team approval.
- **No False Claims:** Avoid false claims on artists, passes, or facilities.
- **No Unsaved Edits:** Do not modify approved content prior to uploading.
- **Keep Confidential:** Never share unreleased info or inappropriate content.

DISPLAY . PROMOTE . TRACK

- **Prominent Display: Keep official posters and QR codes clearly visible in-store.**
- **Accurate Messaging: Align all customer communications with official guidelines.**
- **Social Media: Follow provided guidelines for online café promotion.**
- **Pre-Approval: Submit custom creatives or claims to the MERAZ team before posting.**

ONLY OFFICIAL MERAZ INFORMATION CAN BE USED

Terms and Conditions

Please read before joining the Cafe Partner Program

1. The participating café agrees to promote MERAZ during the campaign period.
2. The café will display the official MERAZ promotional material provided by the MERAZ Team.
3. The café will use the designated QR code/link for pass sales tracking.
4. Only verified pass purchases will be counted towards the café's performance.
5. The café must not alter official MERAZ information without approval.
6. Any additional promotional content must follow MERAZ guidelines.
7. The café is responsible for ensuring that the promotional material remains visible and accessible to customers

Terms and Conditions

Please read before joining the Cafe Partner Program

8. Rewards will be provided only after verification of eligible pass sales.
9. VIP passes and other rewards are non-transferable unless specifically permitted by the MERAZ Team.
10. The Top 3 ranking will be determined based on verified pass sales.
11. The MERAZ Team reserves the right to verify and audit pass-sale data.
12. Any fraudulent, duplicate or manipulated transactions may be excluded from the final count.
13. The MERAZ Team reserves the right to modify campaign timelines or requirements when necessary.
14. Final decisions regarding eligibility, sales verification, rankings and rewards will rest with the MERAZ Team.

More than just a promotion

REACH . ENGAGE . GROW

Being a MERAZ Cafe Partner isn't only about putting up a poster.

It's an opportunity to connect your café with thousands of students, become part of one of IIT Bhilai's biggest annual celebrations and put your brand in front of a young and energetic audience.

YOUR CAFE . YOUR CUSTOMERS . YOUR MERAZ

PROMOTE MERAZ, BE PART OF THE EXPERIENCE

IIT BHILAI

CAFE TEAM

Contact Us

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See you at Meraz

WHERE INNOVATION
MEETS CULTURE