ANNUAL TECHNO CULTURAL FEST

MERAZ • IIT BHILAI 7.0

INFLUENCER PROGRAM

This year, MERAZ invites influencers and content creators to be a part of the fest and promote the experience through their own social media platforms.

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-NIGHT

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 Influencer, your main role is to promote the fest through engaging social media content.

Create

Make promotional reels/videos for MERAZ

Promote

Introduce MERAZ to your audience and create interest in the fest.

Engage

Use your own style and creativity to make content that connects with your audience.

Inform

Use only the correct information provided by the MERAZ Team.

Connect

Meet and interact with other influencers and creators who are part of MERAZ.

Your context may include

PRE-EVENT REELS

- Why people should attend MERAZ
- Fest highlights & attractions
- Events and competitions
- Pro Night / Artist announcements
- Creative promotional concepts
- Hype/countdown content
- mention our major sponsors

POST-EVENT REELS

- MERAZ experience & highlights
- Best moments from events and competitions
- Crowd/energy highlights
- Pro Night / artist performance highlights
- Creative recap/after-movie style reels
- Personal experience/reaction-based content

MERAZ ALREADY USES SOCIAL MEDIA, REELS AND INTER-COLLEGE OUTREACH TO TAKE THE FEST BEYOND THE IIT BHILAI CAMPUS.

YOUR CREATIVITY, YOUR STYLE

MERAZ INFORMATION, OUR GUIDELINES.

HOW IT WORKS

1.GET SELECTED

Your Instagram profile will be reviewed and tiered based on follower count.

2.SIGN THE MOU

The selected Influencer must sign the MOU outlining the agreed deliverables, terms, and conditions before collaboration.

3.GET THE BRIEF

The MERAZ Team will provide content requirements, tags, hashtags, and deadlines.

4.CREATE

Create the Reel/content according to the given brief.

5.SEND IT TO US

Send the final content to the MERAZ Team before uploading it.

6. VERIFICATION & APPROVAL

The MERAZ Team will verify the content.

7.UPLOAD

Upload only the MERAZ-approved content.

8.SHARE THE LINK

After uploading, send the Reel/post link or screenshot to the MERAZ Team.

NO APPROVAL

=

NO UPLOAD

Uploading promotional content without prior approval may lead to cancellation of the collaboration and associated perks.

Influencer Tiers

Your followers. Your perks.

UPTO 10K FOLLOWERS

- 1 Creator Pass
- 2 VIP Passes
- MERAZ Merchandise for Creator
- 1 Food Coupon per Stall
- Opportunity to connect with other MERAZ influencers

10–50K FOLLOWERS

- 3 Creator Passes
- 5 VIP Passes
- MERAZ Merchandise for Creator
- 3 Food Coupons per Stall
- 50% Off on Stay
- Opportunity to connect with other MERAZ influencers

50K+ FOLLOWERS

- 5 Creator Passes
- 5 VIP Passes
- MERAZ Merchandise for Creator
- 5 Food Coupons per Stall
- Free Stay
- Autograph from Artist
- Exclusive networking opportunities with other influencers and creators

NOTE

- Follower count will be checked at the time of selection.
- The applicable tier will be decided based on the follower count at that time.
- Perks will be provided after successful completion of the agreed deliverables.

Content Rules

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.

CONTENT APPROVAL PROCESS

CREATE ➝ SEND ➝ VERIFY ➝ APPROVE ➝ UPLOAD

- The Reel/video must first be sent to the MERAZ Team.
- If the team asks for modifications, those changes must be made before uploading.

ONLY APPROVED CONTENT CAN BE POSTED.

Terms and Conditions

Please read before signing the MOU

1. The selected Influencer must sign the MOU with the MERAZ Team before beginning the collaboration.

2. The MOU will specify the agreed promotional deliverables, timelines, terms and benefits.

3. Influencer selection and tier allocation will be decided by the MERAZ Team.

4. Follower count will be considered at the time of selection.

5. The Influencer must complete all agreed deliverables within the given deadline.

6. All promotional content must be sent to the MERAZ Team for verification before uploading.

7. Content can be uploaded only after approval from the MERAZ Team.

8. If changes are requested, the Influencer must make the required changes and obtain approval again.

Terms and Conditions

Please read before signing the MOU

9. Uploading unapproved content may result in cancellation of the collaboration and associated perks.

10. The Influencer must not share confidential or unreleased information provided by the MERAZ Team.

11. Fake or artificially inflated followers, likes or engagement may result in disqualification.

12. Perks will be provided only after successful completion of the agreed deliverables.

13. Perks are non-transferable unless specifically permitted by the MERAZ Team.

14. The Influencer must maintain professional conduct while representing MERAZ and IIT Bhilai.

15. The MERAZ Team reserves the right to remove an Influencer from the program in case of misconduct or violation of the agreed terms.

16. The MERAZ Team reserves the right to modify campaign requirements or timelines when necessary.

17. Final decisions regarding eligibility, content approval, deliverables and perks will rest with the MERAZ Team.

More than just a colab

MEET . CREATE . CONNECT

Being a MERAZ Influencer isn't only about making a Reel.

It's an opportunity to be part of the MERAZ experience and meet people from different colleges and creator communities.

YOUR AUDIENCE. YOUR CREATIVITY. YOUR MERAZ.

MERAZ 7.0

IIT BHILAI

INFLUENCER TEAM



QR FOR TERMS AND CONDITIONS



QR FOR GOOGLE FORM TO FILL

Contact Us

PRIMARY CONTACT : DEVA
CONTACT NO : 6303549089

SECONDARY CONTACT : PRIYA
CONTACT NO : 7348841059

meraziitbh

See you at Meraz

WHERE INNOVATION
MEETS CULTURE







