

**ADAMAS UNIVERSITY,
SCHOOL OF ENGINEERING AND TECHNOLOGY PRESENTS**



SIGNIFIYA 2026



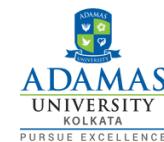
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 13th & 14th March 2026

 ADAMAS KNOWLEDGE CITY CAMPUS



SIGNIFIYA 2026



EVENT HIGHLIGHTS

- Participation from 5,000+ university students
 - 20+ colleges invited, with an expected audience of 1,000+ attendees
 - 2-day flagship event featuring multiple activities and engagements
 - Large-scale stage and big-screen setup for enhanced audience experience
 - High student footfall ensuring strong on-ground engagement

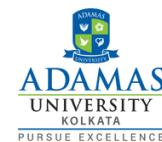
BENEFITS FOR SPONSORS

- Opportunity to showcase products or services to a highly engaged student audience
 - High brand visibility among a diverse group of potential customers
 - Platform to demonstrate innovative or unique offerings
 - Opportunities for corporate networking and future collaborations
 - Direct customer feedback and market insights
 - Extensive digital marketing reach through student-driven social media promotions

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ASSOCIATE SPONSOR

Investment: Rs.45,000

Why should you get this?

Strong brand visibility without full ownership cost.

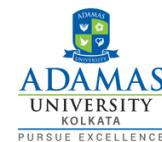
BENEFITS

- Recognition as **Presenting Sponsor: Signifiya 2026**
 - Logo placement:
 - Website (above the fold)
 - All major social media creatives
 - Print promotions
 - **High-visibility on-ground branding:**
 - Main Gate Arch Side Panels
 - Stage side banners
 - Entry-zone banners
 - **Dedicated stall space**
 - **Social media integration:**
 - Estimated reach: **35,000+ users**

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EVENT SPONSOR

Investment: Rs.25,000

Why should you get this?

Balanced visibility + engagement at a controlled budget.

BENEFITS

- Recognition as **Event Sponsor: Signifiya 2026**
 - Logo placement on:
 - Website
 - Event-specific social media posts
 - Print media related to event activities
 - **Dedicated stall space**
 - **Banner placement** in audience circulation areas
 - **Social Media outreach**
 - Estimated reach: **20,000+ users**

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DIAMOND SPONSOR

Investment: Rs.20,000

Why should you get this?

High recall and direct student interaction.

BENEFITS

- Logo placement:
 - Website (large size)
 - Select print media
- **Prime banner placement** near stage / entry
- **Dedicated stall space**
- **1 dedicated social media post**
- Opportunity to:
 - Distribute samples or coupons

PLATINUM SPONSOR

Investment: Rs.15,000

Why should you get this?

Brand presence with **light audience interaction.**

BENEFITS

- Logo placement:
 - Website (medium size)
 - Selected print media
- **Banner display** at semi-prime location
- **1 social media story mention**



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GOLD SPONSOR

Investment: Rs.10,000

Why should you get this?

Cost-effective association with a large-scale student event.

BENEFITS

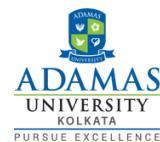
- Logo placement on official event website
 - Single banner display at venue



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SPONSORS TIERS BENEFITS

Sponsor Tier	Branded Standee	Custom Branded Backdrop	Premium Stall Space	Direct Audience Contact	Media Coverage	Event Naming Rights	Logo Placement Priority
TITLE SPONSOR Rs.60,000	✓✓✓ Maximum visibility	✓ Stage + Entry Arch	✓✓✓ Largest—Prime	✓✓✓ Maximum Engagement	Extensive— 50,000+ Reach	✓ Full Co-branding	Hero Banner + All Creatives
ASSOCIATE SPONSOR Rs.45,000	✓✓	✓ Stage Side Panels	✓✓ Dedicated	✓✓	High— 35,000+ Reach	✓ Presenting Sponsor	Above the Fold
EVENT SPONSOR Rs.25,000	✓	Banners in Crowded Areas	✓ Dedicated	✓✓	Standard— 20,000+ Reach	✓ Event Sponsor	Standard Placement
DIAMOND SPONSOR Rs.20,000	✓	Banner Near Stage/Entry	✓	✓✓ Samples/Coupons	1 Dedicated Post	✗	Large Logo
PLATINUM SPONSOR Rs.15,000	Selected Print Media	Banner in Semi-Prime Area	✗	✓ Light Interaction	Basic Story Mention	✗	Medium Logo
GOLD SPONSOR Rs.10,000	Selected Print Media	Single Banner	✗	✗	Minimal Thank You Post	✗	Small Logo

*T&C Applied

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NON-TECH EVENTS

Arm Wrestling

- A thrilling test of strength, stamina, and technique.
- Conducted under standard rules ensuring fairness and safety.
- Open to enthusiastic participants across categories.



Treasure Hunt

- An engaging team-based event involving clues, riddles, and strategic thinking.
- Tests teamwork, presence of mind, and problem-solving skills.
- A perfect blend of adventure and intellect.





NON-TECH EVENTS

Rap Battle

- A stage for participants to showcase lyrical creativity and performance skills.
- Judged on flow, originality, confidence, and audience impact.
- Celebrates expression, rhythm, and musical talent.

Dance Battle

- Participants compete through energetic and expressive dance performances.
- Judged on choreography, coordination, creativity, and stage presence.
- A vibrant celebration of movement and artistic expression.



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NON-TECH EVENTS

Valorant

- A high-octane tactical shooter where precision meets strategy.
- Rewards sharp aim, smart plays, and seamless team coordination.



BGMI

- An intense battle royale showdown of survival and strategy.
- Tests reflexes, game sense, and squad synergy till the last zone.



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OUR CIRCLE OF TRUST



The Telegraph *online*
edugraph



AMUZI
SPORTS
SPORTS OR NOTHING...



KTM

chowman



Arun
ICECREAMS

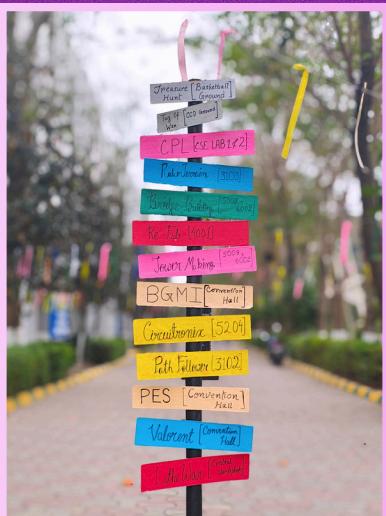


BLANC

and many more...

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MEMORY LANE



there's too many to fit in one page...

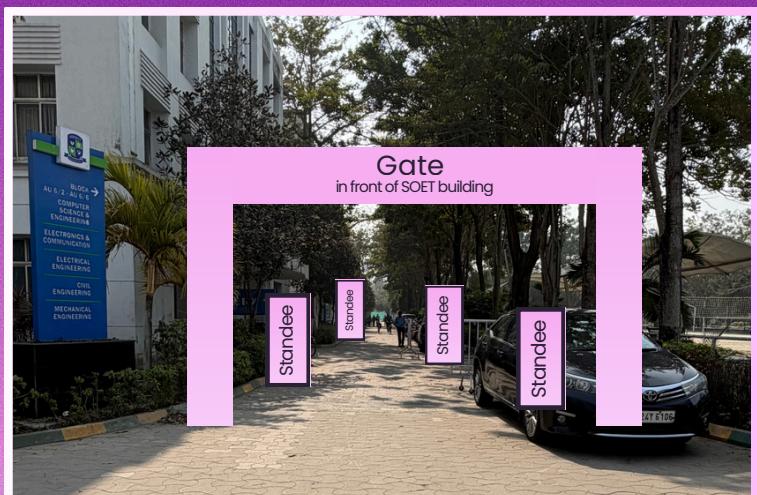
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BRANDING OPPURTUNITIES



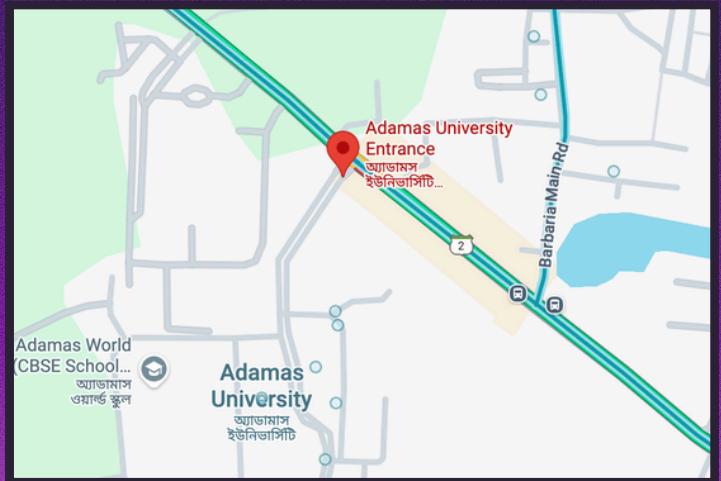
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FUEL THE VIBE, JOIN THE JOURNEY



Adamas Knowledge City, Barasat - Barrackpore Road, Jagannathpur, Kolkata, West Bengal 700126

Put your brand center stage for an audience of thousands of trendsetters and future leaders.

Your brand, our stage. Let's make a lasting impact

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