

F.E.T.S.U. PRESENTS

**srijan**<sup>24</sup>

Annual Techno – Management Fest of  
Jadavpur University

srijan



SPONSORSHIP  
BROCHURE



# About

Deriving it's name from the Sanskrit word for creation, Srijan stands proudly as the biggest and most prestigious techno-management fest in the *City of Joy*, providing a platform for technical recreation dedicated to advancing, exhibiting, and encouraging concepts and research into uncharted territories. From coding and robotics to designing and quizzing, a plethora of events is in store for you to delve deeper into the realm of your intrigued inventiveness. A shout-out to all our sponsors, seniors and volunteers who have worked day in and day out to make SRIJAN the favorite destination for dreamers and creators alike.

# Scale

With an ever increasing footfall of enthusiastic minds, just imagine the thrill that awaits you this year!



**15000+**

The following data is calculated on the basis of number of On-Day registrations, feedback forms and ID Cards.

Sponsorship Packages					
Deliverables	Details	Title Sponsor	Platinum		Gold
			Platinum	Platinum	
Through online channels					Silver
Platform branding	Featured as Event Partner on Platform Landing Page	✓	✓	✓	✓
	Direct Link to Partner's subscription page embedded into ads	✓	✓	✓	✗
	Brand logo highlighted on Login and sign-up pages	✓	✓	✓	✗
	Daily feed of partner's website displayed on Mock Stock Platform	✓	✓	✗	✗
Social Media Shoutout	Promotion via sponsorship announcement posts	✓	✓	✓	✓
	Featured on selective event posts	✓	✓	✓	✗
	Featured on all event posts	✓	✓	✗	✗
Featured on website	Featured in Sponsors Section	✓	✓	✓	✓
	Featured on the Website Landing Page	✓	✓	✓	✗
	Featured as Attractive Banners on all the Webpages	✓	✗	✗	✗
Blogs	Mentioned in Event wrap-up blog post	✓	✓	✓	✓
	Exclusive Long-form blog with special shoutouts on the official website	✓	✓	✗	✗
Event Videos	Featured in Specific Event Video	✓	✓	✓	✓
	Featured in all Event Launch Videos	✓	✓	✗	✗
	Special mention in Srijan'24 Teaser Video	✓	✓	✗	✗
Email Newsletters	Brand feature on event-specific email newsletters	✓	✓	✓	✓
	Brand feature on All Srijan'24 email newsletters	✓	✓	✓	✗

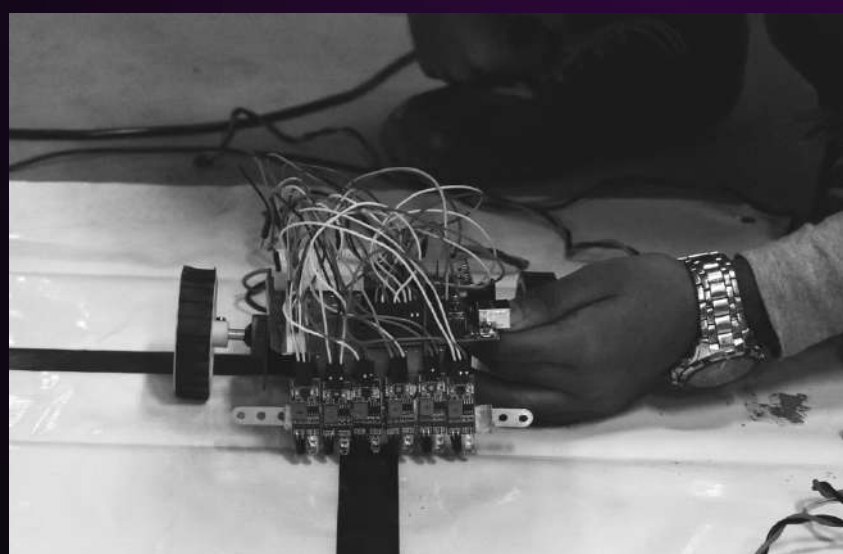
Sponsorship Packages					
Deliverables	Details	Title Sponsor	Sponsorship Packages		
			Platinum	Gold	Silver
Through offline channels					
Platform branding	Precursory sessions spanning across	2 days	6 hours	-	-
	Promotion via sponsorship announcement posts	✓	✓	✓	✓
	Featured on selective event posts	✓	✓	✗	✗
Posters	Featured on all event posts	✓			
	Flex Boards/Kiosks at event entrance	✓	✓	✓	✓
	Branding at Registration Kiosks	✓	✓	✗	✗
Stalls/Booths	Branding Booth(s) across the campus in dedicated places	✓	✗	✗	✗
Curtain Raiser	Dedicated promotion slot during the Curtain Raiser	30 minutes	15 minutes	10 minutes	3 minutes
Award Ceremony Addressal	Dedicated speaker slot before Award Ceremony	30 minutes	15 minutes	-	-
Individual Event Passes	Brand logo on all event passes	✓	✓	✗	✗
Branded Stationery	Brand logo inscribed on Event-kits and handouts, lanyards	✓	✓	✗	✗
Mementos	Brand logo on all mementos for guests and judges	✓	✓	✓	✓



# 30+ Events



## Free for all



## robotics management workshops guest lectures gaming

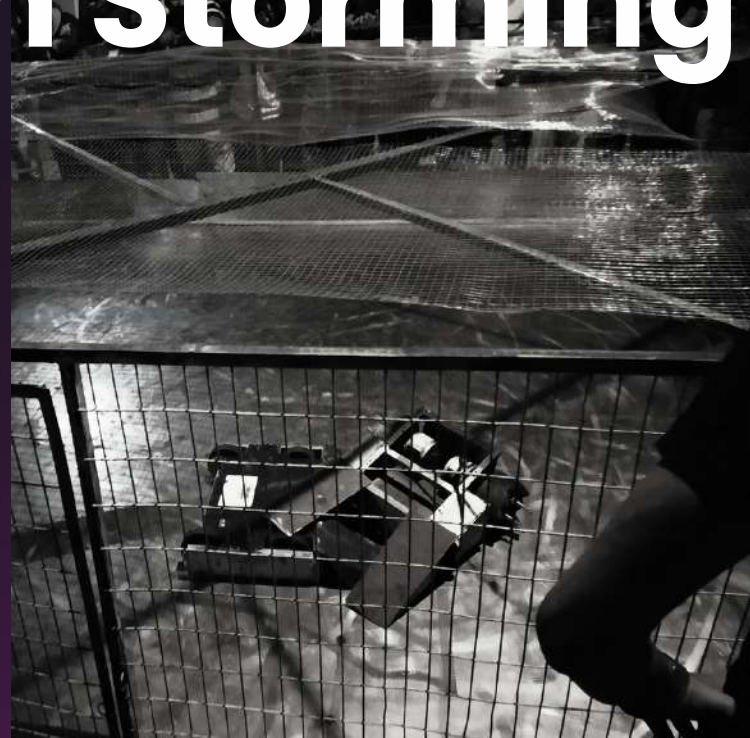
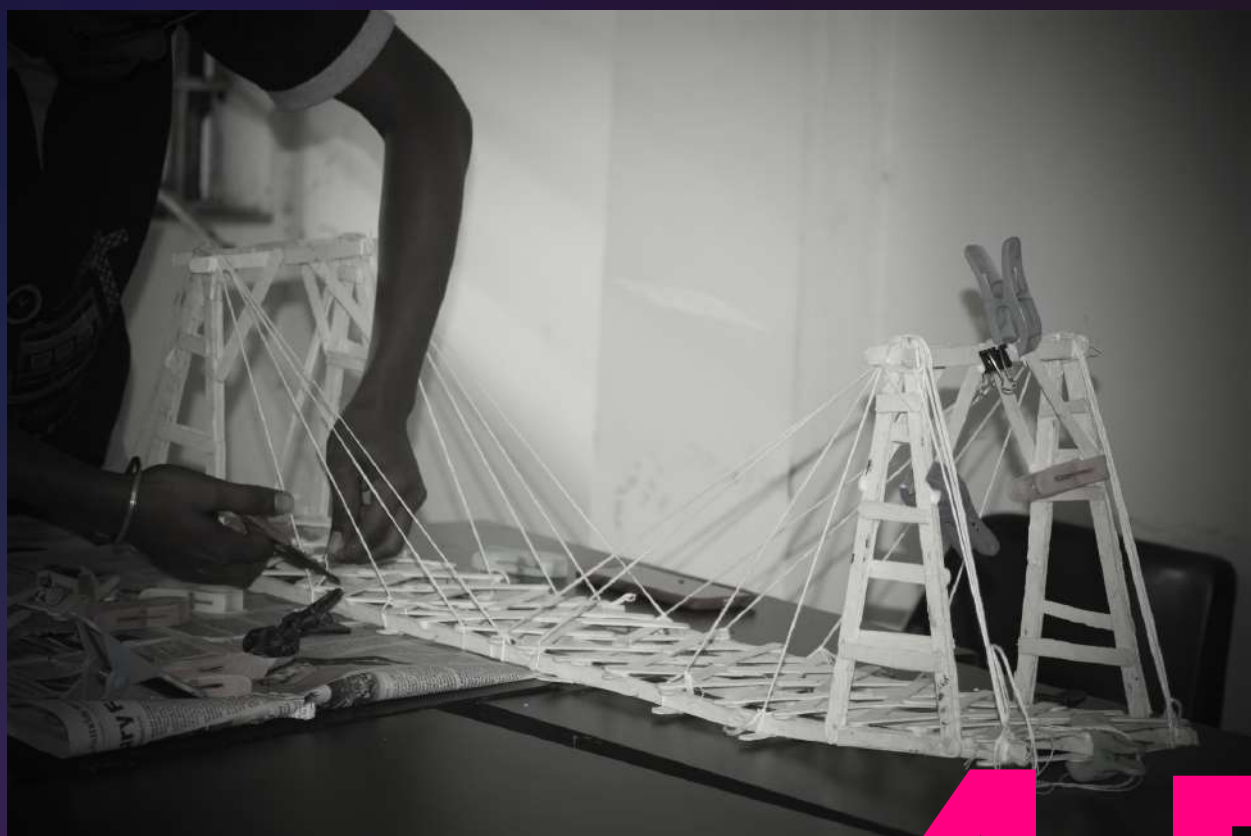




# Innovation



## Brain Storming



# 4 Days

## Entertainment



## Everything Under One Roof



# comedy nights



Rahul Subramanian  
2017



Siddharth Dudeja  
2018



Vaibhav Sethia  
2019



Azeem Bannatwalla  
2020



Anirban Dasgupta  
2022



Akash Singh  
2023



Live Beatboxing



# Cultural Nights

DJ Nights



Band Performance



# sponsors

## Platinum Sponsors



LARSEN & TOUBRO



mobilewalla



TATA  
CONSULTANCY  
SERVICES



## Gold Sponsors



SIEMENS

## Silver Sponsors



LIVE the MOVIE



Holiday Inn



Weber  
FUJISOFT-VARA  
CENTRE OF EXCELLENCE  
INDUSTRY 4.0



## Event Sponsors



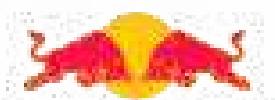
GATEFORUM  
Engineering Success



Foodpanda  
Home Cooked Home Delivered



tinder



Red Bull



UltraTech  
CEMENT

The Engineer's Choice



# Go Kart



# Moto Stunt Show

# XRig Gaming Expo



# Bubble Zorbing



# specials



# F5 talks

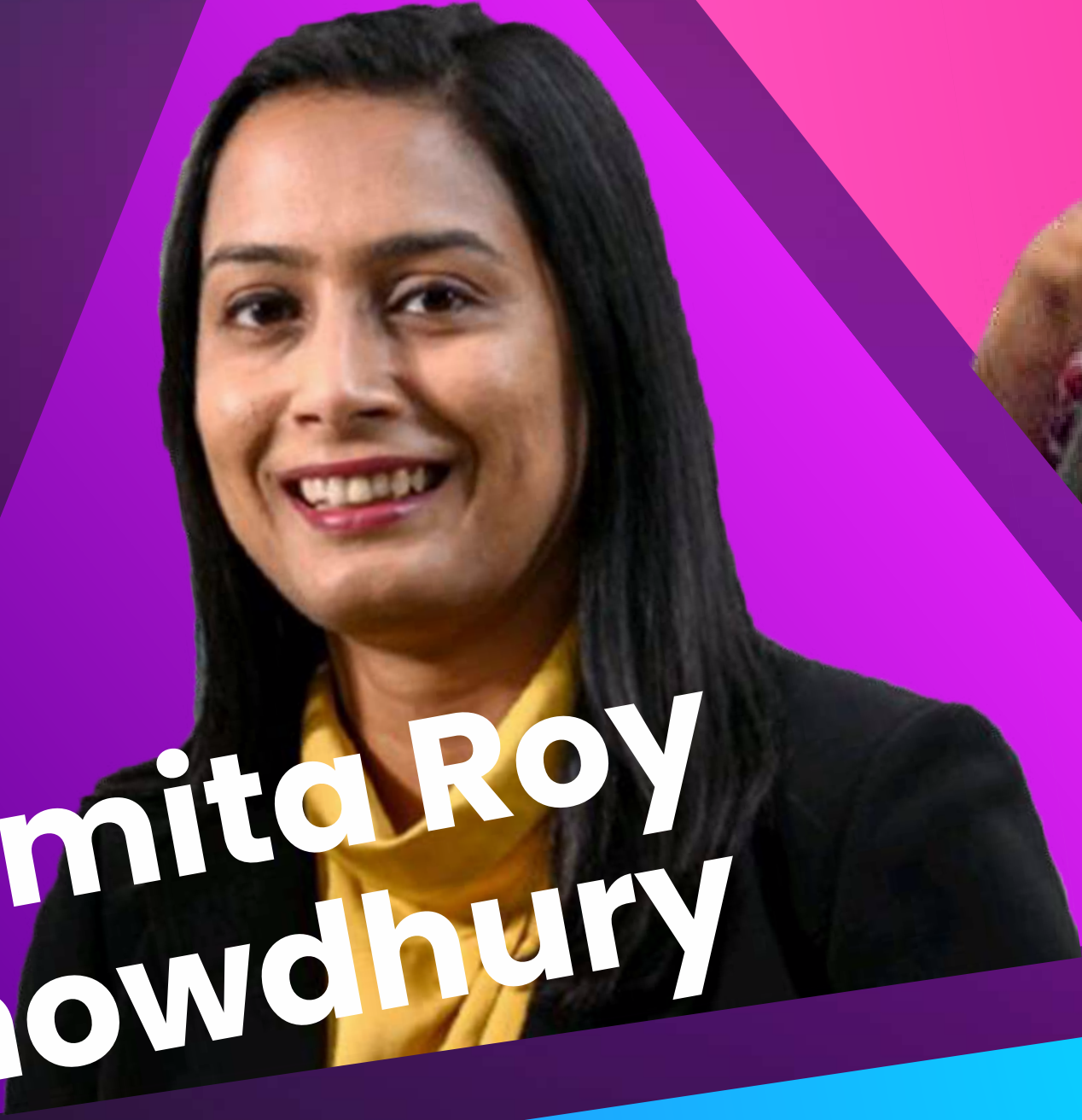
Aman  
Dhattarwal



Striver



Soumita Roy  
Chowdhury



Previous Speakers



# Stats


**15K +**  
Footfall

**35+**  
Events

**13K**  
Participants

**100+**  
Partners

**400K+**  
Website Visits

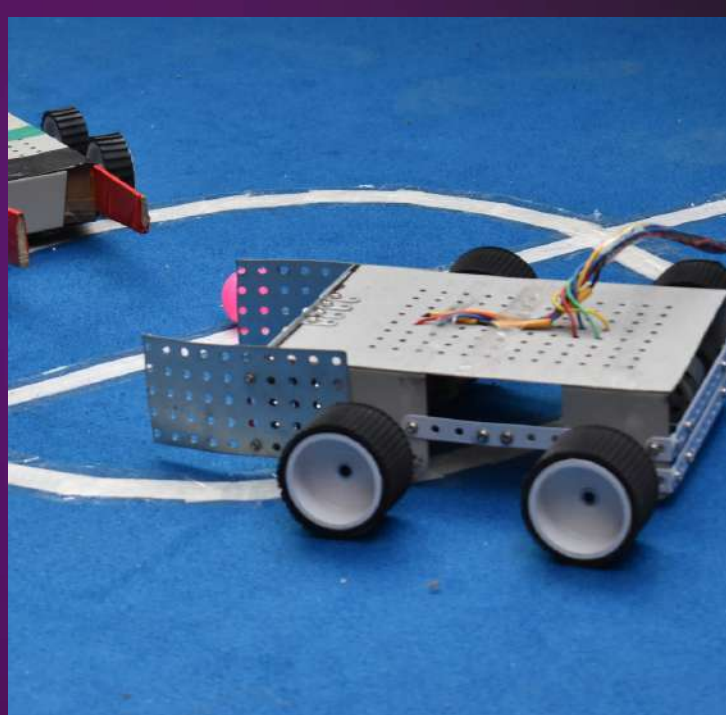
**1.3K**  


**1K**  


**10K**  




# gallery





# CONTACTS

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## COME, VISIT US AT

**Jadavpur University, Salt Lake  
Campus, Plot No. 8, LB Block, Sector  
III, Salt Lake City, Kolkata-700106**

TO SEND YOUR AWESOME PIECE OF ADVICE OR SUGGESTION

## GIVE A CALL AT

**7044 836127, 62907 64395, 96743 18486**

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