



PROPOSAL FOR ASSOCIATION

WITH

IIIT ALLAHABAD'S

**APAROKSHA**

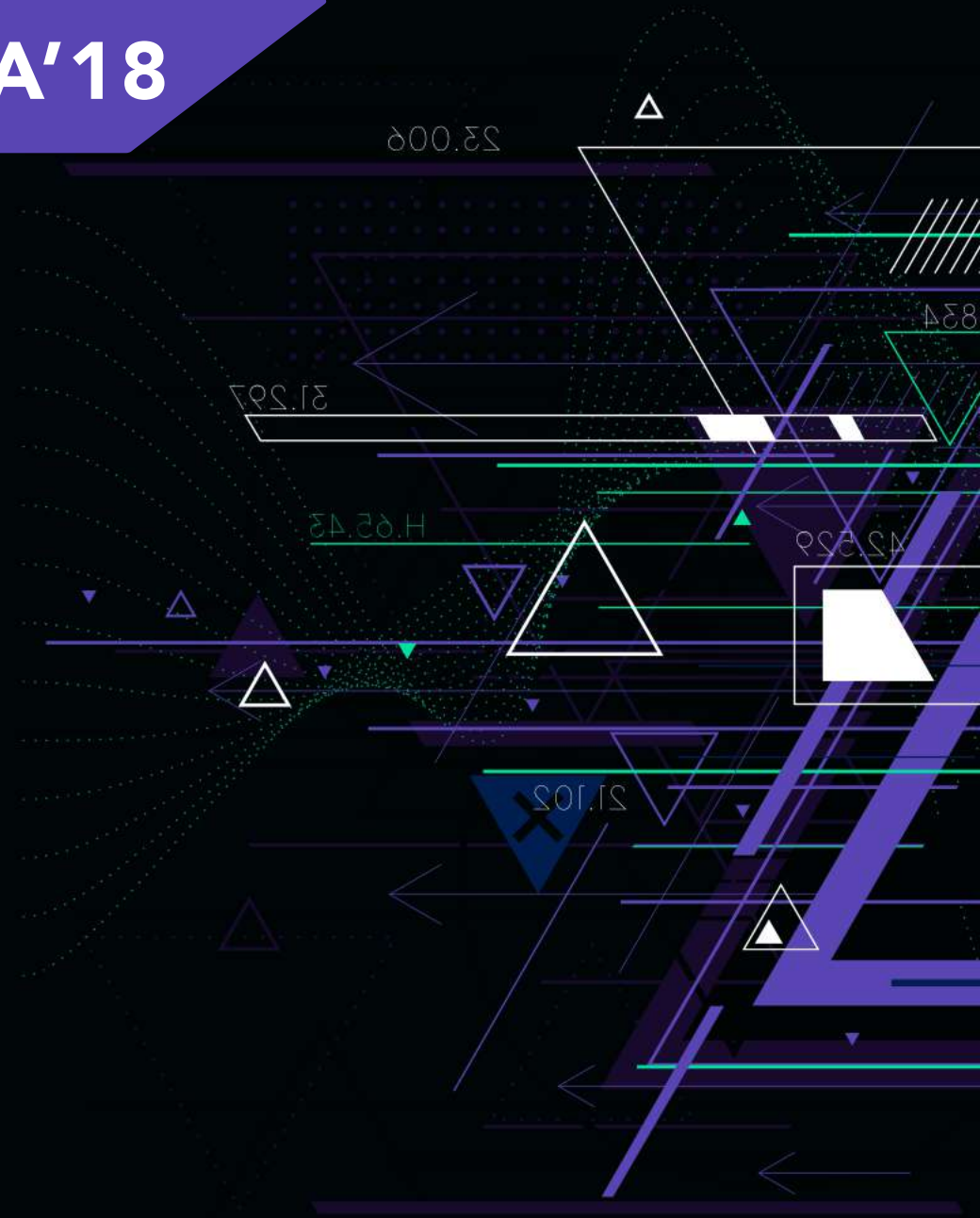
THE ANNUAL TECHNICAL FEST

# ASSOCIATION WITH APAROKSHA'18

- /\*Company Name\*/ will be an integral part of all our publicity campaigns before and during the fest.
- Various features of /\*Company Name\*/ to be publicized by events targeting its consumer base.

The Deliverables from Aparoksha'18 are discussed as follows:-

- Customized Events for the company Integration with Aparoksha'18 Events
- Generic Branding options.
- /\*Company Name\*/ can handpick the deliverables of their choice. We have created a collection of deliverables which might suit you.





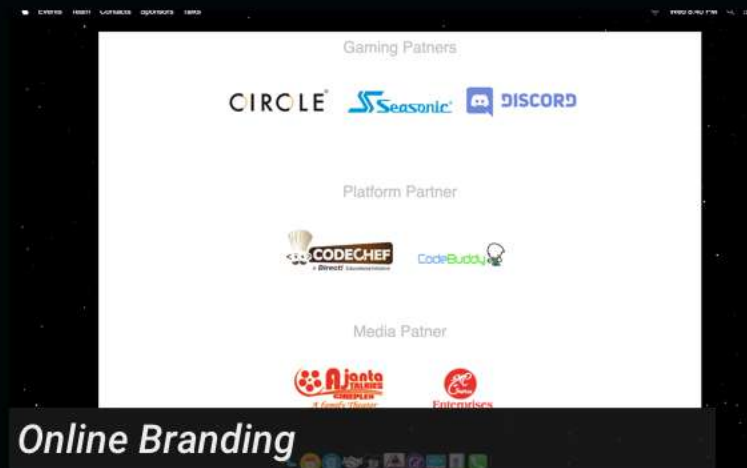
# BRANDING OPPORTUNITIES



Hoardings and Banners



Merchandise



Online Branding



Stalls and Booths



# CROWD AT APAROKSHA

- Over 15,000+ People
- Outreach to 130+ Colleges
- 35+ events
- 7 flagship events





# BANNERS AND HOARDINGS

- More than 1,00,000 sq. feet branding across all Posters/Banners
- 10,000+ Posters
- 5,000+ Registration Booklets
- 5,000+ Publicity brochures
- 15,000+ Flyers/Leaflets
- 5,000+ sq. feet flexes
- 500+ Standees





# SPONSOR-STRIP IN POSTERS

- A sponsorship strip (consisting of logos of all sponsors) will be put up on all the promotional posters that were posted online on various social platforms as well as pasted all across the city at various strategic locations.
- Around 10,000+ Posters will be used for these purpose.
- The company will be promoted directly in over 50+ colleges across the country via the Campus Ambassador Program.



# VIDEO ADVERTISEMENT

- Logo mentions on the Main Stage LED Backdrop along with advertisements.
- Light boxes during the After Party and comedy night.





# MINI-EVENTS

We have a great inflow of students from a large number of the engineering colleges across India to be a part of APAROKSHA thereby giving a wide range of exposure to the sponsors.

In addition to that we also hold multi-city promotional events all across India. These are promotional events to promote Aparoksha and its Sponsors all over the nation . There will be various events which will mainly aim to shortlist teams from various places across India to contest during the Technical Fest.

**All the promotional materials** like posters, banners etc will have the sponsor logo enabling us to further give exposure to the sponsor's brand all over the nation.

Such Mini events can be organised or rules and regulations can be modified or relaxed as per the desire of the sponsor which is mutually agreed upon by both the parties. An influential person of your company can even come to address our audience in tech talks.



## Trihacker Cup

Countrywide event, organised by Aparoksha where teams compete in a plethora of competitions across various technical disciplines in a bid to be crowned the ultimate champions.



# MEDIA COVERAGE

Aparoksha is one the most well known college technical fests in North India.

Needless to say, we are covered extensively by media with reports of our events being published in newspapers and on social media every year during the fest.



# CAMPUS AMBASSADOR

A dark, grayscale background image showing a person from behind, wearing a baseball cap with 'PORTLAND US' written on it. The person is in a workshop or office setting with various equipment and other people visible in the background.

- The company will be promoted directly in over 50+ colleges across the country via the Campus Ambassador Program.
- Aparoksha'18 posters with the company's logo to be put up in 50+ colleges.



# SOCIAL MEDIA

- The company to be promoted via Aparoksha Facebook Page  
**Over 1 Lakh Likes with a reach of over 5 lakhs.**

- Sustained 5 month activity on Social Media Channels such as Instagram and Youtube, publicizing the company.



aparoksha.org



facebook.com/aparoksha



instagram.com/aparokshaiiita



APAROKSHA'17 THEME REVEAL

9,425 views

1K 9 SHARE

## Watch Us On YouTube

Everything from promotions to important information in the form of videos is revealed on our YouTube channel.

SUBSCRIBE 4K



Aparoksha, IIIT  
Allahabad  
@aparoksha

Home  
Posts  
Reviews  
Videos

Like Share ...



Aparoksha, IIIT Allahabad  
6 hrs · 🌐

Aparoksha'18 is coming and we know that you just can't contain the excitement. We present to you the teaser for this year's theme to further pique your interest. Get ready people. It's gonna be bigger and better this time!

#ThemeTeaser  
#Aparoksha18



Aparoksha'18 Theme Teaser

Get ready for the 3 best days of the year, as Aparoksha returns grander than ever! Theme Releasing Soon!

YOUTUBE.COM

Learn More

Send Message

4.2 ★★★★★  
Always open

Community

See all

110,072 people like this

110,025 people follow this

About

See All



IIIT Allahabad (8.10 km)  
211012 Allahabad, India  
Get Directions

## Connect With Us On FB

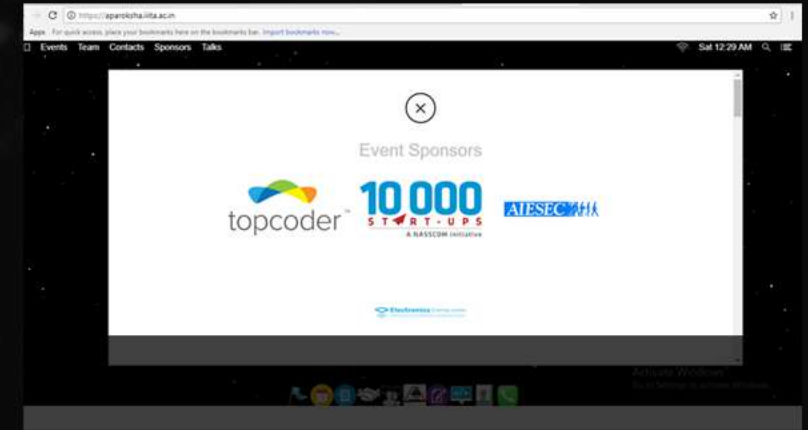
You will find everything related to our work; and of course our fun, here on our Facebook page.

# APAROKSHA WEBSITE & APP

- The website received 400k+ hits last year.
- The company's logo to be placed in with links to the company's website:
  1. Sponsor's Selection
  2. Homepage
- Link to the company's website will drive traffic leading to:
  1. Brand Awareness
  2. Product Promotion
  3. Revenue generation via Online Sales

## Mobile App Deliverables:

- The company's logo and link to website to be put in the Sponsors' Section
- The company's logo in the dynamic sponsors' menu bar
- Push Notifications to all users to send out the company's recent campaigns /promotions / offers.





	SILVER	GOLD	PLATINUM	ASSOCIATE	TITLE
Cost	\$800	\$1200	\$1600	\$2000	Contact Team
Part Of Aparoksha Logo	✗	✗	✗	✗	✓
Logo On Certificate	✗	✗	✗	✗	✓
Logo On T-shirt	✗	✗	✗	✗	✓
Keynote Speech	✗	✗	✗	✓	✓
Advertisement: Movie during OC	✗	✗	✗	✓	✓
Dedicated Standies	✗	✗	✓	✓	✓
Booth	✗	✗	✓	✓	✓
Logo In App	✗	✗	✓	✓	✓
Inter-City Promotions	✗	✓	✓	✓	✓
Hoarding Banners	✓	✓	✓	✓	✓
Logo On Website	✓	✓	✓	✓	✓
Sponsor Strip On All Posters	✓	✓	✓	✓	✓

# CONTACT US

We thank you for sharing your time with us. This presentation was to inform you of the possible opportunities for association. We are open to your feedback.

We look forward to having a long term association with you.

Abhishek Sharma

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Head, Department of Design

Aparoksha'18, IIIT Allahabad



[aparoksha.org](http://aparoksha.org)



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[www.facebook.com/aparoksha](https://www.facebook.com/aparoksha)