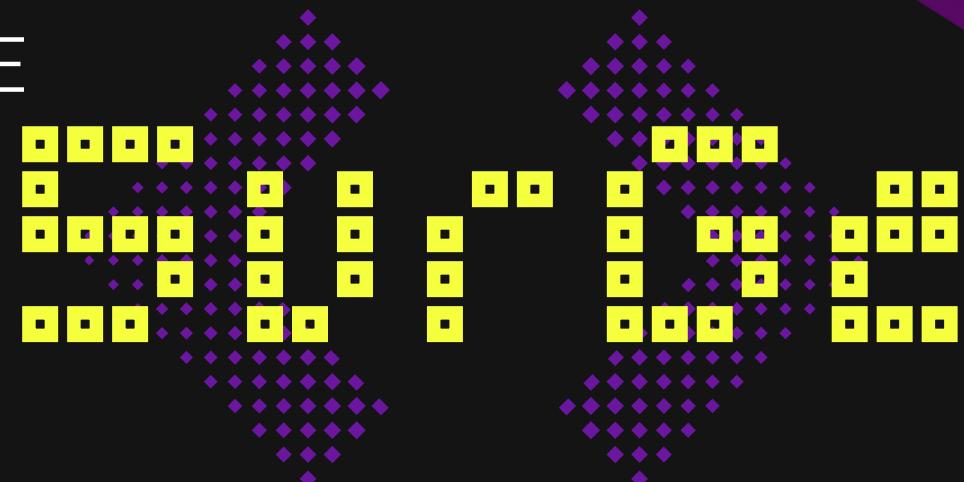




VASHISHT '23

SPONSORSHIP BROCHURE



CONTENTS |

About

Marketing proposal

Deliverables

Custom Sponsor

Why Us?

Club Corner

Contact Us



ABOUT IIITDM KANCHEEPURAM

Globalization has created uniformity in customer expectations over the world. With the opening up of the Indian economy, our manufacturing sector has to compete globally even in the domestic market. This would require strong products with leading technology/quality and compelling cost advantage. Suitably trained manpower with skill sets appropriate for design, development, and prototyping using modern IT tools is critical to achieving this goal.

IIITDM Kancheepuram is envisioned as an academic institution of excellence that would facilitate and promote the competitive advantage of Indian products in global markets. This Institute will serve as an interdisciplinary institution for education and research in the area of Product Lifecycle Management (PLM) encompassing design and manufacturing using state-of-the-art concepts, tools, processes, and practices of the industry world over.

Indian Institute of Information Technology Design and Manufacturing Kancheepuram (IIITDM Kancheepuram) is a Centre of Excellence for technical education and research established in 2007 by the Ministry of Education, Government of India to pursue design and manufacturing-oriented engineering education and research and to promote the competitive advantage of Indian products in global markets.



ABOUT VASHISHT

Vashisht'23 is the fourth edition of the Annual Technical Fest of IIITDM Kancheepuram scheduled for February 10 to 12, 2023, aims to expand this platform of engineering aspirations and allow all tech enthusiasts to showcase their intelligence and creativity capped in a highly competitive environment powered by an exhilarating mix of talent and skill. This Vashisht is themed "5URGE" (reads as surge, promoting 5G Adoption in India and highlighting the usage of 5G for Sustainability). From robotics to entrepreneurship, coding to designing, this event will test contestants in a variety of fields. It promises to spark a passion for technology. leading to launch you to the horizons of innovation.

(<http://www.vashisht.iiitdm.ac.in/>)

We are delighted to inform you that we are being registered as a society under Tamil Nadu Society Registration Act 1975, under the name SANSKRITI. By January we shall be a registered society, as per the provisions of the Government of India, and shall have a CSR number.

WHY SUPPORT US?

- IIITDM Kancheepuram is an upcoming Institute of National Importance(INI) with steady growth in both revenue and outreach. By partnering with us, you are positioned to grow your image among colleges all over India. Our efforts in growing Vashisht with YOU as a partner will directly result in increasing numbers and publicity for you.
- Our Organising Team has been doing a phenomenal job in helping us grow. We have had a growth rate of 200% over the last three years.
- You have a silver-plate opportunity to make this fun and big for the youth and the brand. We look forward to a long mutually beneficial alliance.
- Vashisht 2022 was conducted during April when our college had just started the transition from online to offline functioning. We managed to successfully organize our tech fest within a short span of time and it was one of the first offline tech fests in our country during 2022
- We are expecting a footfall of around 2000 people for our technical fest. We are organizing inter IIIT sports meet that would showcase the diversity in the footfall.



IITDM
KANCHEEPURAM



VASHISHT '23

SPONSORED BY
<TITLE SPONSOR>

CO SPONSORED BY
<TITLE SPONSOR>

CO SPONSORED BY
<TITLE SPONSOR>

IN ASSOCIATION WITH
<ASSOCIATE SPONSOR> <ASSOCIATE SPONSOR>

BROUGHT TO YOU BY
<MEDIA SPONSOR>



MARKETING PROPOSAL

TITLE SPONSOR

The sponsor should fund a minimum of 1,50,000/- for the privileges of Title Sponsor Tag.

- The Title Sponsor will have their logo right alongside Vashisht's logo on every certificate, designer product, and website.
- Premier stall location on campus and the opportunity to collaborate with the organizing team.
- Outreach through every marketing feat we achieve through shoutouts. Merchandise from sponsors can be sold on campus throughout the organizing period.
- Stalls will be provided and taken care of. Exclusive floor decal to be set up near your booth with 4-5 volunteers to promote the product. Invite to conduct sessions or talks.
- 8 VIP tickets to all ticketed events.
- Exclusive hospitality to the team of the sponsor attending.
- Exclusive off campus promotion of the sponsor alongside the festival at malls, city centers etc.
- Opportunity to launch their product during the fest.
- Shoutout during Pro-shows to the sponsor.

MARKETING PROPOSAL

CO - SPONSOR

The Sponsor should fund a minimum of 1,00,000/- for the privileges of Co-Sponsor Tag.

- The Co-sponsor will share its logo and brand image on the prestigious platform of Vashisht along with the Title Sponsor.
- Premium stall location with variation in the size of exhibit space.
- Outreach through every marketing feat we achieve through shoutouts.
- Promotional products can be sold at your booth.
- In addition to your support, we provide you few volunteers for promotion and interaction with the crowd.
- Exclusive floor decal near your booth.
- Invite to conduct sessions or talks with special hospitality to the attendees.
- 5 VIP Tickets to all ticketed events.
- Shoutout during Pro-shows to the sponsor.



MARKETING PROPOSAL

ASSOCIATE SPONSOR

The sponsor should fund a minimum of 75,000/- for the privileges of Associate Sponsor Tag.

- Associate sponsor would be our elite sponsor and also a part of the posters and media outreach with the addition of association (as explained above).
- Stalls can be set up with sales limited to fest period i.e. 3 Days and an opportunity for clearance sales.
- 3 VIP tickets to all ticketed events. Shoutouts during Pro-shows.

MEDIA SPONSOR

The sponsor should fund a minimum of 25,000/- for the privileges of Media Sponsor Tag.

- Media sponsor will play a huge role in enabling us to achieve and spread our vision for the technical events.
- Close collaboration in every publicity and outreach program.
- Shoutouts will be expected from the media sponsor.
- Name and logo on all our innovative marketing outreach.
- Opportunity to host Pro-shows and shoutout during Pro-shows.



MARKETING PROPOSAL

FLAGSHIP EVENT SPONSOR

The sponsor should fund a minimum of 40,000/- for the privileges of Flagship event Sponsor Tag.

- Flagship event sponsor will be the primary sponsor for flagship events such as Robowars, 24 hours hackathons, and amphibious vehicle challenge.
- Banners, stalls and posters at premier locations would put the Event Sponsors at the heart of the events.

INDIVIDUAL SPONSOR

The sponsor should fund a minimum of 10,000/- for the privileges of Individual event Sponsor Tag.

- Event Sponsor will be given complete freedom in collaborating with the organising team for the smooth conduction of events.
- Banners, stalls and posters at premier locations would put the Event Sponsors at the heart of the events.



DELIVERABLES

BENIFITS AT A GLANCE	TITLE	CO-SPONSOR	ASSOCIATE (ELITE)	MEDIA (RESERVED)
COST	1,50,000/-	1,00,000/-	75,000/-	25,000/-
MAXIMUM NUMBER OF SPONSORS	1	2	2	2
Off CAMPUS MALLS, COLLEGES, OFFICES AND SHOPS	YES	-	-	-
RECOGNITION AT THE EXHIBIT STAGE	YES	YES	-	YES
BANNERS FLYERS POSTERS CERTIFICATES PASSPORTS HANDOUTS	YES	YES	YES	YES
TICKETS TO ALL TICKETED EVENTS	8	5	5	5

DELIVERABLES

MERCHANDISE INVITATION LETTERS EVENT BROCHURE	YES	YES	YES	-
INVITE FOR TALK (FOR FUNDRAISING/SOCIAL CAUSE)	YES	YES	YES	YES
PRODUCT LAUNCH	YES	-	-	-
WEBSITE APP PRESENCE	YES	YES	YES	-
ONLINE/SOCIAL MEDIA	YES	YES	YES	YES
DURING EVENTS MEDIA/NEWSPAPERS	YES	YES	YES	YES
KIOSK/STALLS EXHIBIT SPACE PROMOTIONAL GIVEAWAYS	YES	YES	-	-



DELIVERABLES

STANDEES MEMENTO	YES	-	-	-
OPPORTUNITIES CROWD INTERACTION	YES	-	-	-
VOLUNTEERS	YES	YES	YES	-
COVERAGE (TRAILERS)	YES	YES	-	YES
HOST PRO SHOWS	YES	-	-	YES





KEY PEOPLE

CONTACT DETAILS



J R SUKESH

Technical Affairs Secretary

mdm19b024@iiitdm.ac.in
+91 9894317341



Y VARSHITHA

Sponsorship Head

ec20b1118@iiitdm.ac.in
+91 91002 92839



G PRANEETH KUMAR

Technical Affairs Joint - Secretary

cs20b1130@iiitdm.ac.in
+91 9339107783



THANK YOU

We look forward to working
with you

CONTACT US



vashisht.techfest@iiitdm.ac.in



technical.affairs@iiitdm.ac.in



@vashist_techfest

