



CSEA ULTRON 4.0

CREATING NEW ALGORITHMS...



SRM

INSTITUTE OF SCIENCE & TECHNOLOGY
Deemed to be University u/s 3 of UGC Act 1956

ABOUT CSEA

The Computer Science and Engineering Association {CSEA} is an organization run by the teachers and students of the Computer Science and Engineering department, SRM Institute of Science and Technology, Kattankulathur. We conduct numerous events around the year in order to give the students an opportunity to show case their hidden talent and break the monotony of classroom.

CSEA has conducted a number of successful events ever since its inception. One such fest was **ULTRON 3.0** which was held in the month of March and had a footfall of over 4500. ULTRON 3.0 comprised of events categorized under three major domains **technical, gaming and literary**, giving an opportunity to people with varying fields of interest. The fest in its entirety was a one of a kind. Next up we organized a gaming event called Game On and a coding event called **CodeWar**. Both receiving over 2000 participants in total.

Every department's most anticipated event is the freshers night. The CSEA has managed to successfully organized a party for over 2300 students, twice consecutively. **The Rendezvous Night'** has had two editions till now and both the editions were extremely spectacular.

ABOUT SRM IST

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY is one of the **top ranking universities** in India with over 38,000 students and more than 2600 faculty across all the campus. Offering a wide range of undergraduate, postgraduate and doctoral programs in Engineering, Management, Medicine and Health sciences and Humanities.

It was founded in 1985 as SRM Engineering College in Kattankulathur, under University of Madras. It has 7 campuses, 4 in Tamil Nadu-Kattankulathur, Ramapuram, Vadapalani, Tiruchchirappalli and other in Delhi NCR, Sonapat and Gangtok. The main campus at Kattankulathur is located about 35 km away from the city of Chennai, this campus is situated on a 250-acre site overlooking Grand Southern Trunk Road (GST Road), NH-45. The university is approved by the University Grants Commission and is accredited by the and Accreditation Council (NAAC). It has been given an overall A grade by NAAC. Some programs in SRM IST are accredited by Accreditation Board for Engineering and Technology (ABET) and some by the Institute of Engineering and Technology (IET).



ULTRON 4.0

ULTRON 4.0 is a **Chennai Event** by the CSE Association of SRM Institute of Science and Technology. To Break away from the Monotony of the classes and provide recreation, Ultron 4.0 brings to you a plethora of fun events that are guaranteed to give you an adrenaline rush. Student can participate in a variety of events starting from **technical events** like Tech Quiz to **Non Tech events** like ShipWreck to Gaming and Sports events. We have five domains that the students can participate in. These are :

1. Technical 2. Non-Technical 3. Gaming 4. Sports 5. Workshop

All these domains have multiple events under the and the events have been divided among the three days of the entire fest Duration.

Date : March 20th to 22, 2020 **Venue** : Tech Park , SRM University

WHY SPONSOR US ?

- The events promise to be a **unique experience** for amateur participants and professionals alike.

Our events are large scale events with participants coming from universities all over the state. With a larger prize pool, we expect **participants from all over the country** as well.

There would be publicity of all sponsors and partners at all the **participating colleges throughout the city.**

Your organization will have an **outreach to over 40,000 undergraduate and post graduate students** that would be covered using a variety of marketing techniques.

- Hospitality arrangements** will be provided for all personnel belonging to the sponsor/partner company

- We expect **2000+ active participants** for *ULTRON 4.0* and **1000+ participants** for Hack Overflow.

OUR DELIVERABLE

1. Online Publicity We provide mass online publicity via various social media platforms through viral sharing of post and posters related to our fest along with partners' details. Our platforms of choice are :

- WhatsApp
- Facebook
- Instagram • Snapchat

Our social media coverage reaches upto 15,000+ students.

2. Offline Publicity The logos of our partnering enterprises will be featured on all our print media such as

- Posters
- Banners
- Helpdesks • Flyers/Handouts

They will be pinned to various bulletin board in all common areas and all other university buildings widening the reach to over 40,000+ students.

3. Class to Class Publicity Our publicity team will go from class to class publicizing our event and also our partners. They will be covering :

- The University Building, which consists of 12 floors with about 14 classrooms on each floor.
- The Technology Park, which consists of 14 floors with 8 classrooms on each floor

The reach of this publicity is estimates to be about 20,000 students.

4. Partner Media Publicity Any and all digital media of our partners will be played at various instances such as

- Registration Desks • Standees/Projections during the fest
- Event teasers/trailers • Help Desks

They will be pinned to various bulletin board in all common areas and all other university buildings widening the reach to over 40,000+ students.

OUR PREVIOUS SPONSORS



Domino's

We'd love to hear from you! In case of any queries please feel free to reach out to our Heads

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