

Pravega 2020

Pravega is a celebration of science. With its inception in the year 2014 as IISc, Bengaluru's annual science, tech and cultural fest, Pravega has grown to become the largest science fest in India and one of the top 15 college fests in India. With a footfall of over 10 thousand people, it attracts bright, young, and aspiring students from across the country.

Why associate with Pravega?

- An opportunity to interact and involve with bright young minds of the country.
- Associating with IISc through Pravega will add great brand value and also is an opportunity to increase popularity amongst students and propagate a positive opinion of your brand.
- Perfect opportunity to initiate and improve relations with academia and like-minded individuals at current frontiers of science and technology.

Successes of Pravega 2019

In 2019, Pravega partnered with Airbus as the title sponsor and successfully conducted the fest on 18th to 20th January. Pravega 2019 saw many amazing and new, meaningful events with participation from all major IITs and IISERs from across the country. Pravega's science headlining event, the second edition of the Pravega Innovation Summit, with a prize pool of 1,00,000 INR, was successfully conducted. In a first for Pravega, its cultural headliner, ProNites day 3, saw us host the British progressive metal band Tesseract, which was wildly successful. Other artists who performed include Girish and the Chronicles, Baiju Dharmajan, and Lagori.

In association with IBM, Pravega hosted a hackathon to test technical knowledge. Apart from these, there were multiple chemistry- and mathematics- based events, escape room challenges, a biological puzzle game Whodunnit, various linguistic events, and quizzes hosted by prominent quizmasters.

On the cultural side, we conducted the Battle of Bands musical event in 5 cities across India, with the finals headlining day 2 of Pronites. Other cultural events included street theatre, stage theatre and two dance events.

As a science fest, Pravega prides itself upon its workshops. In 2019, Pravega organised over 15 workshops on various topics from machine learning and AI to electron microscopy and bionics. These workshops were very popular and had over 1000 attendees.

What's in store for 2020?

Carrying forward from previous years, our science events will include the Pravega Innovation Summit - a platform for innovative ideas in research, Decoherence - a national level physics

contest, and a science exhibition. The cultural part will include Lasya - a dance competition, Proscenium and Footprints - stage and street theater competitions, and Battle of Bands - a comprehensive all-India music contest. We also plan to conduct various subject-specific events like Whodunnit, Chemisticon etc along with lots of quizzes and other interdisciplinary events. Also returning will be the ever-popular workshops, with over 20 different topics planned. Apart from these a plethora of lighthearted events including, but not limited to linguistic events, escape rooms and so on. Each day of Pravega will culminate in Pronites, an artistic extravaganza involving a prominent musical act.

What ways can you associate with Pravega?

Being a large fest with over 10,000 attendees in 2019, Pravega has a multitude of needs, both monetary and otherwise. A reasonable offer can be made to the sponsorship team that is mutually beneficial, including but not limited to the following roles:

- Event partner
- Publicity partner
- Media partner
- Hospitality partner
- Travel partner
- Transport and mobility partner
- Merchandise partner
- Music partner
- Pronites partner
- Fest sponsor

Tiers of sponsorship

- Title sponsor
 - Sponsorship amount: 20,00,000+ INR
 - Dedicated after-video of the fest
 - Banners
 - Large solo banner at each registration desk
 - Large solo banner at each venue
 - Solo banners at Pronites venue
 - Branding
 - Logo integration with Pravega
 - Name integration with Pravega
 - Advertisement
 - Logo and mention in all print media
 - Large logo and mention on Pronites backdrop
 - Logo on all gates
 - Logo on all social media posts
 - Logo on all flyers, certificates and passes
 - Mention on all radio announcements
 - Mention on all oral announcements during the fest

- Video ad on LCD screens
 - Video ad before major events
 - 1 page ad in brochure
 - 1 page ad in souvenir
 - A prize or activity can be named by the sponsor
- Large exhibition booth
- Pronites sponsor
 - Sponsorship amount: 7,00,000+ INR
 - Dedicated after-video of the fest
 - Banners
 - Large solo banner at each registration desk
 - Large solo banner at all Pronites entrances
 - Solo banners at Pronites venue
 - Branding
 - Name integration with Pronites
 - Advertisement
 - Logo and mention in all print media
 - Large logo and mention on Pronites backdrop
 - Logo on all gates
 - Logo on all social media posts pertaining to Pronites
 - Logo on all flyers and passes
 - Mention on all radio announcements
 - Mention on oral announcements during the fest
 - Video ad on LCD screens
 - Video ad before major events
 - Half-page ad in brochure
 - 1 page ad in souvenir
- Event sponsor
 - Sponsorship amount: 1,00,000+ INR towards a specific event.¹
 - Banners
 - Large solo banner at the event venue.
 - 3 solo banners on important walkways.
 - Mention at all places/posts pertaining to the specific event(s) (social media, website, brochure, souvenir, announcements, banners, certificates).
 - Large exhibition booth.
- Association sponsor
 - Sponsorship amount: 30,000 INR
 - Logo on website
 - Exhibition booth
- Bronze sponsor
 - Sponsorship amount: 75,000 INR
 - Solo banner on important walkway
 - Logo on website, brochure and souvenir
 - Logo on banners at multiple venues

¹ Note that upto 20% of this may be used towards general fest expenditures by Pravega

- Exhibition booth
- Silver sponsor
 - Sponsorship amount: 2,00,000 INR
 - 3 solo banners on important walkways
 - Solo banner at one important event
 - Video ad on LCD display
 - 3 social media posts every month publicising sponsor
 - Logo on website
 - Logo in brochure and souvenir
 - Logo on banners at each venue
 - Large exhibition booth
- Gold sponsor
 - Sponsorship amount: 5,00,000 INR
 - Solo banner at each registration desk
 - Solo banner at each venue
 - 5 solo banners on important walkways
 - Logo on all gates
 - Video ad on LCD screens
 - Video ad before events
 - Mention on all radio announcements
 - Mention on oral announcements during the fest
 - Logo on all social media posts
 - Logo on all passes
 - Logo on all brochures and souvenirs
 - Logo on website
 - Large exhibition booth
- Platinum sponsor
 - Sponsorship amount: 10,00,000 INR
 - Large solo banner at each registration desk
 - Large solo banner at each venue
 - 10 solo banners on important walkways
 - Logo on all gates
 - Video ad on LCD screens
 - Video ad before events
 - Mention on all radio announcements
 - Mention on oral announcements during the fest
 - Logo on Pronites backdrop
 - Logo on all social media posts
 - Logo on all passes
 - Logo on all flyers, certificates and passes
 - Logo on all brochures and souvenirs
 - Logo on website
 - Half-page ad in brochure
 - 1 page ad in souvenir
 - Large exhibition booth

N.B. The size of the logo is dependent on sponsorship slab. Requisite videos, pictures and/or any type of advertisement material required should be provided to us. Apart from these, if you believe there are other means by which you can contribute to Pravega, we are open to suggestions.

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