Techspardha'23

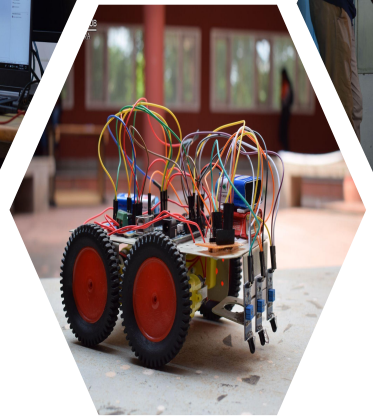
19th to 22nd January 2023

Annual Technical Fest
of
National Institute of Technology, Kurukshetra

Intro

“Techspardha is one of the biggest technical fests of North India. Every year, Techspardha at NIT Kurukshetra witnesses a foot fall of over 15,000 with active participation from students of various premiere institutions like the IITs, NITs, IIITs and various other government and private institutions. Techspardha is also graced with several CEOs of reputed companies and academicians for guest lectures.”

Overview



Values we offer to our sponsors

“Techspardha organizes 60+ events where each event witnesses participation of 200+ students”

- Sponsor’s Name and Logo to be included in every poster, banners, online media and Android app.
- Sponsor shall be included on the Sponsors page of our website.
- The sponsor’s name would be watermarked on the stationary being used during the event.

Hackathon Benefits

"A 24 hour event where we turn coffee into code."

- Recently we organized **Smart India Hackathon (SIH)** at college level where **600+ students** participated in a 24-hour non-stop brainstorming and development in a fight to represent their college at the nationals.

- During Hackathons, Sponsors of the event can publish their own theme and ask our brilliant candidates to build it up.

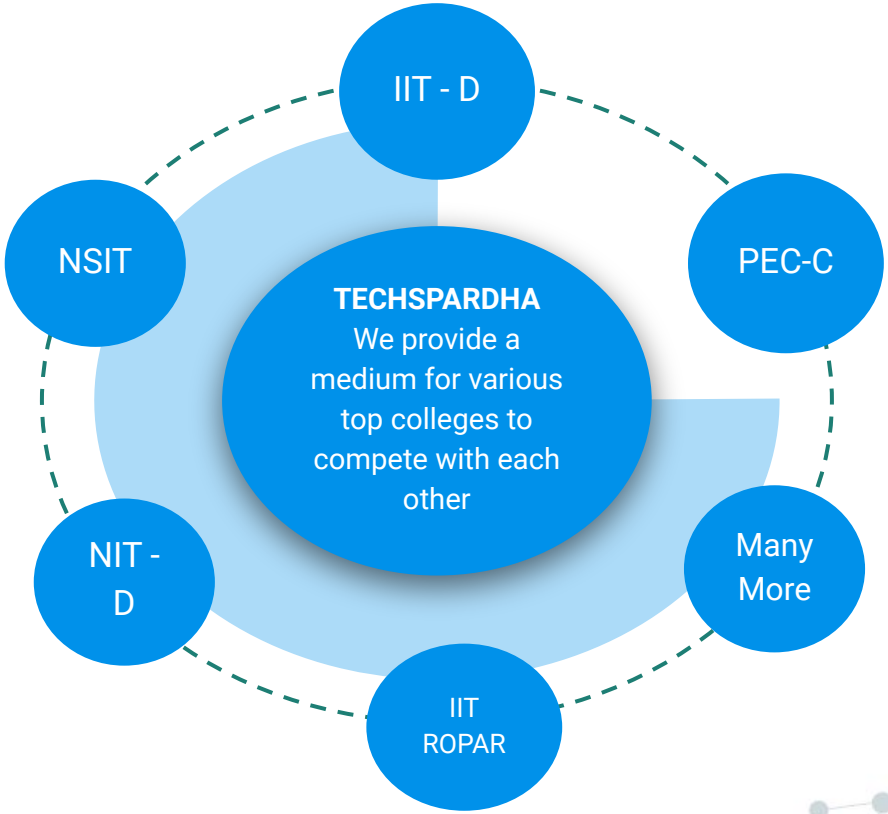
Online Challenge Benefits

“Techspardha organises 25 online challenges across various disciplines which witness an online participation of 20000 students from all over India”.

Benefits:

- Sponsors name and logo will be present on all the platforms used during conduction of the events.
- A tailor made problem statement referring to sponsor to be included in every event.
- The online traffic can be diverted to sponsor’s site.

Why Associate With Us?



GUEST LECTURES

"Guest Lectures bridge the gap between the Industry, academia and students by *giving an opportunity to all* to *interact* with *the most eminent personalities of varied fields from all over the globe."*

- An opportunity to mark your presence in front of leading industry experts.
- A special guest lecture dedicated to sponsor can be organized.

STARTUP INTERN FAIR

"During Earlier Techspardha 10 startups including Wiredsoft, Oxcean, AIESEC, LIVE Braille etc. participated in this fair and hired 28 students. The fare was sponsored by YourStory."

- It's a great platform to connect with the innovative startups emerging in the market.
- Sponsors can directly interact with the students participating in the Inter Fare.
- Sponsors can exhibit their products before students and startups.

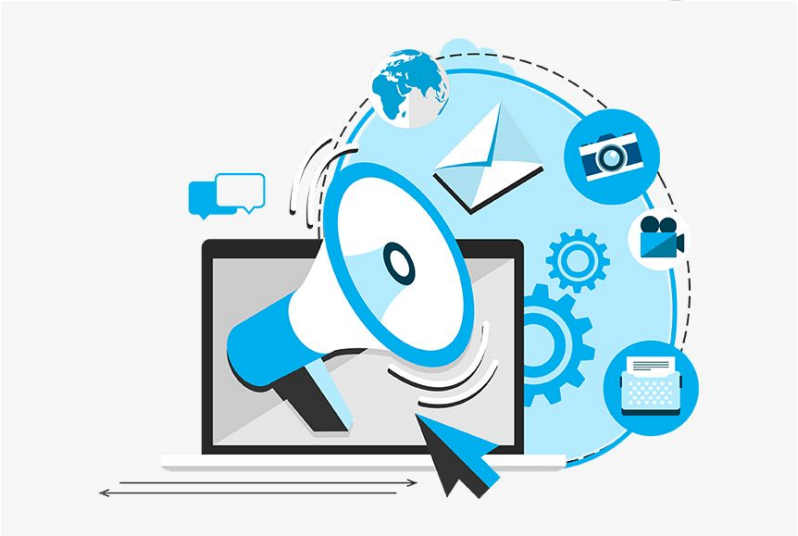
SOCIAL INITIATIVE

- *Techspardha took following social initiatives for the betterment of the society.*
  - *Udaan*
  - *Rooh*
  - *Make a Wish*

- The whole social initiative will be publicized with sponsor's name.

Internal Publicity

- **Sponsor stalls** are installed in the college premises.
- **Flex Boards** and **Posters** put up all around campus.
- Students are briefed with the services offered by our sponsors.
- Sponsor campaigns are promoted among students.

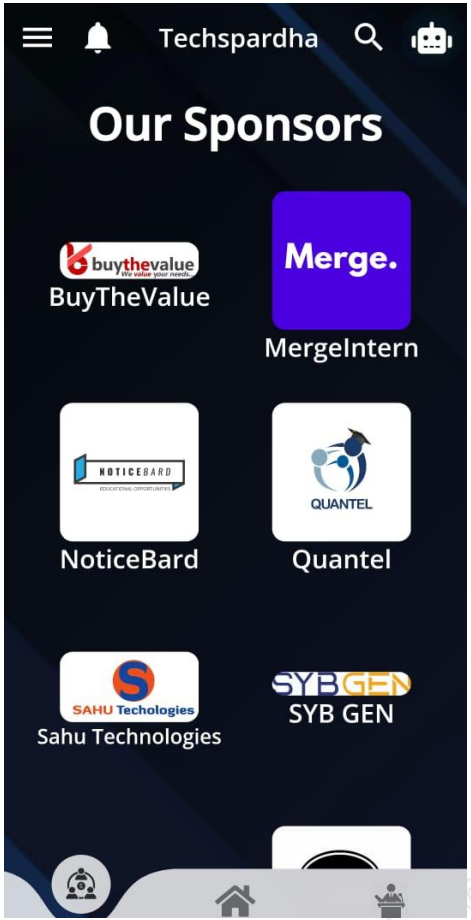


External Publicity

Techspardha'22 App

Last year Downloads: 1k+

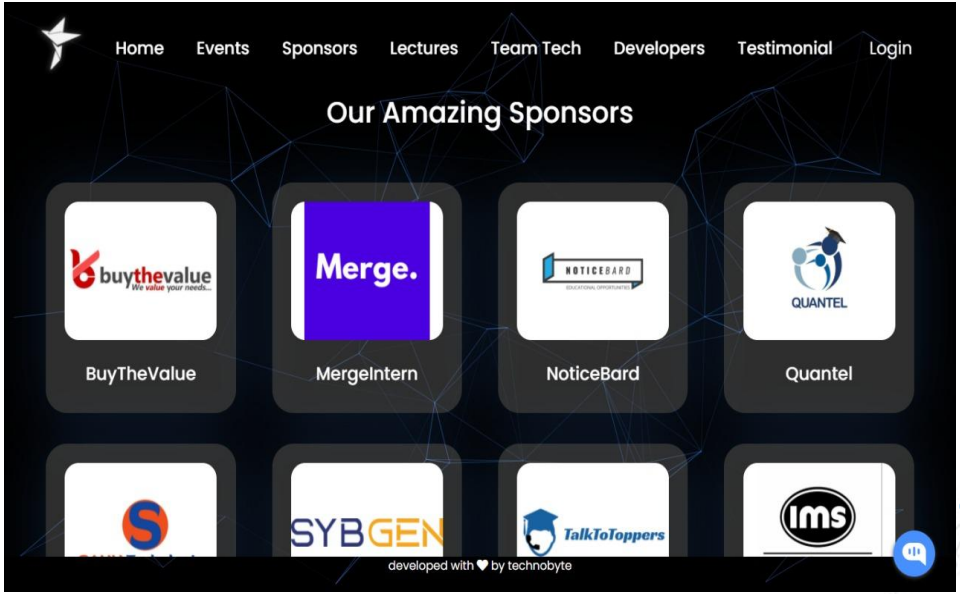
Download Link:
bit.ly/techspardhaapp



External Publicity

- **Techspardha'22 Website**
- Visitors: 2.5k+

  Website Link: https://techspardha.live/



12,000+

Active Participation in Fest

Our Previous Sponsors

TITLE SPONSOR

Amount: Rs. 6 Lakhs

Benefits offered:

- Branding at Star Night, i.e., passes, hoardings, flexes, videos etc. and printed hot air balloon.
- One dedicated Guest Lecture and association with lecture series.
- Two offline and one online customized event dedicated to sponsor.
- Exhibition stall will be provided at exhibition arena.
- Sponsor’s branding at the entrance gates.
- The whole Informalz will be graced by the theme of Sponsor.
- Video advertisements of the sponsor on star night and in other events.
- Standard stall will be available to the sponsor company at the location of company's interest.
- Print media to advertise sponsor in four districts namely, Kurukshetra, Ambala, Yamunanagar and Kaithal.
- Digital media includes TV appearance and social media presence.
- A total of 6000 sq. feet branding area will be provided inside and outside the college.

CO-TITLE SPONSOR

Amount: Rs. 4 Lakhs

Benefits offered:

- The logo of the sponsor on our official website, Android app, facebook page
- Verbal branding at Star Night, Informals, Guest Lectures etc.
- Guest of honor during valedictory ceremony.
- One online event dedicated to sponsor.
- Two standard stalls will be available at informals and exhibition arena.
- One dedicated informal event.
- A flash mob dedicated to sponsor.
- A total of 3000 sq. feet of branding area will be provided.
- Branding at all the flagship events.

Event Sponsor

Benefits offered:

- Full publicity in the event sponsored.
- Title Sponsorship of the respective event.
- Sponsors Name and Logo to be included in every poster, banners, Flex and Certificates of the events.
- Sponsor shall also be publicized on our Website, Facebook page, Android app and Youtube channel.
- Sponsor shall be included on the Sponsors page of our website.
- The sponsor’s name would be watermarked on the stationary being used during the event.

Associate Sponsor

Amount: Rs. 2 Lakhs

ZEBRONICS

Benefits offered:

- Flexes, banners, flyers etc. will be displayed in complete campus in alt over Kurukshetra.
- Exhibition will host the advertisements of sponsors.
- Sponsor's advertisement on Star night, Inauguration and closing ceremony of the fest.
- Online publicity through our website, android app, facebook page and twitter.
- Video advertisements of the sponsor on star night and other events.
- Standard stall will be available to the sponsor company at the location of company's interest.
- Videos of our fest on YouTube channel will start with sponsor's logo.
- Publicity through print media ,hoardings ,flexes and posters.

Hackathon Partner

Devfolio

Benefits offered:

- Platform was advertised and used for the complete duration of the hackathon.
- Online publicity through our website, android app & social media handles.
- Offline publicity via brand logo on posters & banners of events.
- Goodies/Coupons given to the event winners & organizers.

Coding Partner

GeeksforGeeks

Benefits offered:

- Platform was advertised for the complete duration of the fest.
- Online publicity through our website, android app & social media handles.
- Offline publicity via brand logo on posters & banners of events.
- Webinar was organised for the students in collaboration with the sponsor.
- Goodies/Coupons given to the event winners & organizers.

SOCIAL HANDLES

- Logo presence on around events posters released from Techspardha Social Media Handles.
- Social Media Campaigns relating to the events of the festival using the Tagline of “Sponsor’s Brand”.
- Logo Presence on Event Videos released from Techspardha YouTube channel.

600+ followers

13000+ likes

3000+ followers

500+ connections

500+ followers

Contact Us

In case of any queries, kindly reach out to us via email at :

technobyte@nitkkr.ac.in

Thank You!