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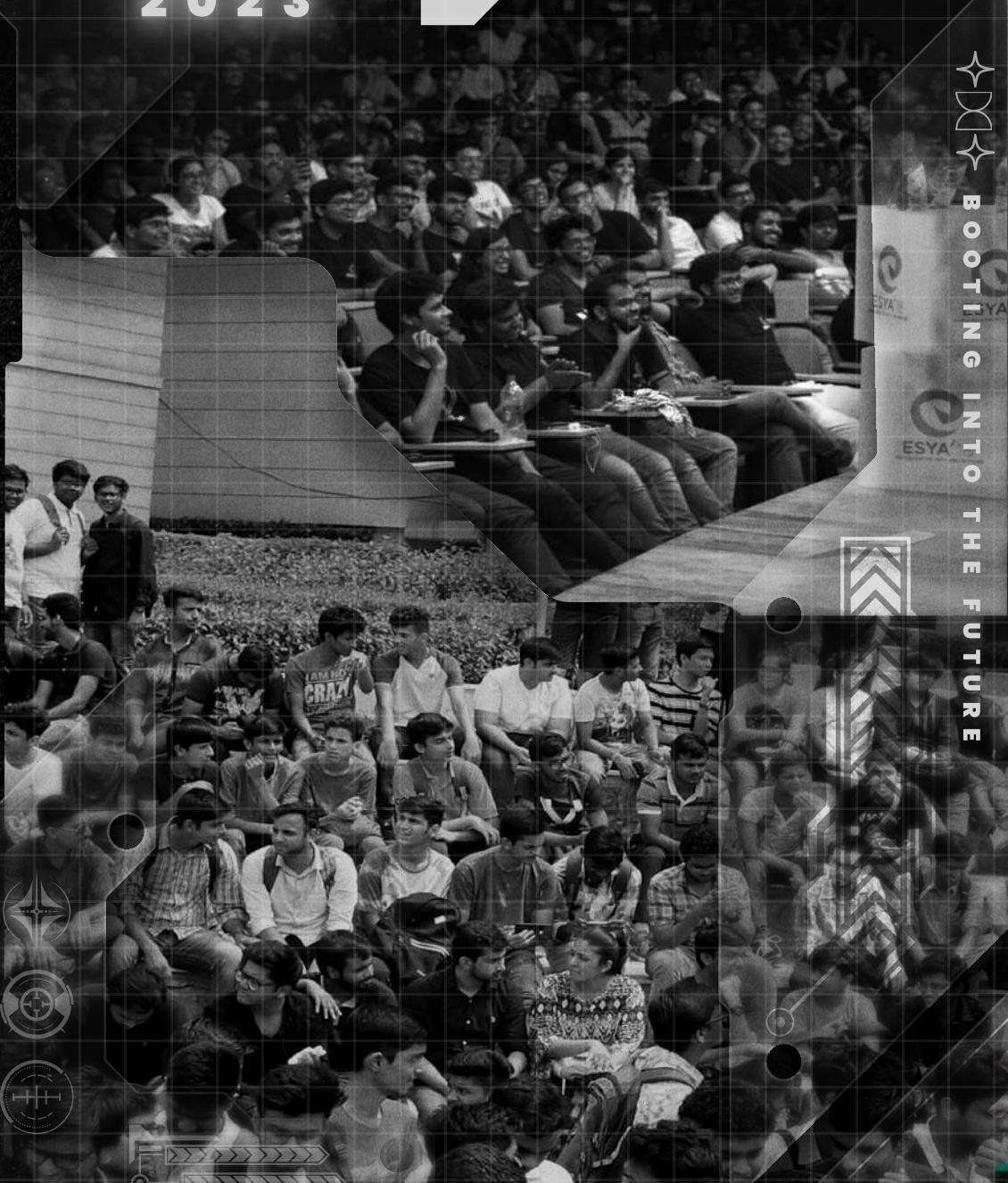
ESYA

NORTH INDIA'S FASTEST
GROWING TECH FEST

IITD

TECHCELERATE

★ ★ ★ BOOTING INTO THE FUTURE



ABOUT IIITD



IIIT-Delhi is one of India's youngest top-tier technical institutes located in the heart of South Delhi, surrounded by the numerous colleges of Delhi-NCR and its enormous youth audience. The institute prides itself as an emerging research pioneer in various fields, including engineering, computing, biotechnology, social science, and others. It also has a rich co-curricular presence with various cultural clubs like dance, music, arts, drama, finance, entrepreneurship, literature, culinary, photography, and more. In addition to having the brightest academic minds in the country, IIIT Delhi is also home to artists and influencers like Nischay Malhan (Triggered Insaan, 17M YouTube subscribers), Priyansh Agarwal (42k YouTube subscribers), Ayushman Pandita (178K Youtube subscribers), Harman Singh (172K YouTube subscribers), Mukul Chhabra (Founder, Scrap Uncle) and others. They bring great pride to the institute and mark our presence in various areas of life.



ABOUT ESYA



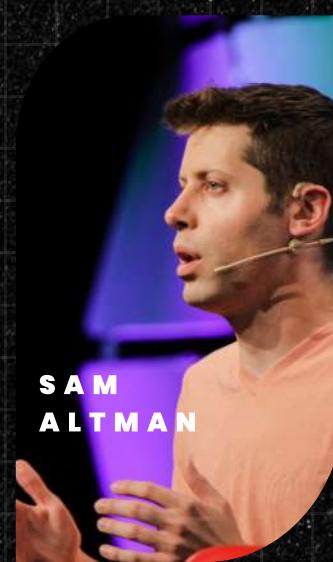
Esyा, the highly anticipated technological fest of IIIT-Delhi, is back with the most innovative celebration of all things tech! As a premier tech college, we place prime importance on this grand event, which has always served as a platform to nurture and showcase the latest advancements in the industry.



In past editions, Esya attracted attendees with an array of thrilling events like RoboWars, International HackOn, ProSort and Rain Dance! The fest was also graced by the presence of the comedic maestro, Rahul Subramanian, who infused the atmosphere with a refreshing blend of comedy and laughter.

Brace yourselves, as this year's edition of Esya is set to take your breath away. From 50+ planned events encompassing various scopes of technology, to hosting a comedy show as well as a specially curated DJ night. With an expected footfall of 20,000+, this year's Esya will be the craziest Tech Festival North India has ever seen.

PREVIOUS SPEAKERS



ANUNMATCHED LINE OF EVENTS



UNPARALLELED LEVEL OF PUBLICITY



**20,000
FOOTFALL**

12,000
APP INSTALLS



4 M +
ONLINE REACH

2 M +
METRO
VISIBILITY

3 , 0 0 0
MERCHANDISE
WITH LOGOS

OUR SOCIAL INITIATIVES



Esyा is committed to fostering a positive impact through its environmental and social initiatives. We aim to raise awareness and contribute to the betterment of both the environment and society.



Plantation Drives

IITD has a tradition of holding plantation drives, with the most recent one getting around a thousand trees planted in and around campus. Following the same tradition, ESYA plans to promote environmental sustainability with a few plantation drives.

Blood Donation Drives

Day-long blood donation drives are regularly organised on campus, in which students wholeheartedly participate in donating their blood to maintain the required volume in blood banks. We plan to hold similar drives this time too.



OUR SOCIAL INITIATIVES



Collection Drives

As a philanthropic institute, IIITD holds annual collection drives to donate to non-profit organisations. Esya plans to collaborate with Goonj (a NonProfit Organisation) and organise a donation drive to help Goonj provide for the underprivileged.



World Menstrual Hygiene Day

As part of our social initiative, Esya recently organised a special menstrual health awareness campaign in collaboration with an NGO on Menstrual Hygiene Day. The campaign aimed to break the silence surrounding menstruation and educate individuals about menstrual hygiene. Esya plans to build upon this and conduct even more campaigns to spread awareness about such essential themes among the students.

WHY SPONSOR US



OFFLINE BRANDING

- A **Designated Area with an Arena/Stall** Space in a prominent location on campus during the fest to interact with attendees of the fest. These attendees include school and college students from all across the country.
- An **Exclusive Photo Booth and Photo backdrop** with specially curated company ambience. This is a major attraction for the audience to share pictures online.
- Massive branding through **promotional banners** with visibility from 2 nearby metro stations.
- Company's **exclusive logo**/any custom design presence on the official merchandise of the whole Esha'23 contingent.
- **Seminars or Sessions** (in case required) to directly conduct event/promotion or interaction with students in a personalised space apart from the fest.
- Customised **company-specific events** related to the services offered by the company to attract a huge crowd and attraction during the fest.
- Opportunity to host workshops and seminars in the nearby schools and localities to achieve the company's **Corporate Social Responsibility (CSR)** by helping these organisations to come closer to their dreams.
- Display of **Company's Promo videos** before the start of all events and before all the special performances.
- A **crowd engagement** stall promoting the Company held in the main food/fun city during the two days of the fest for various informal crowd-engaging activities and giveaways.
- Collaboration with various partner **campus ambassadors** to promote brand awareness across 100+ premium schools and colleges spread around India.

WHY SPONSOR US



ONLINE BRANDING

- Promotion and publicity as our Sponsor via all online channels including Social media handles like Instagram and Facebook and Publicity Drives.

5,000,000+
Online Reach

20,000+
Website Reach

25,000+
Facebook Reach

19,400+
Instagram Reach

- Logo Presence on the **official website** along with link tracking and special product endorsement on the sidebars of various pages on the website.
- Company based marketing strategies and personalized **promotional campaigns** like online pre-events in sync with **instagram** algorithm to reach a wider social media through relevant hashtags and reels.
- **Logo** on all event teasers, posters and videos and event coverage during ESYA reaching to over 200+ institutions and corporations.
- Featuring of logo and tagline on the **posters** of specific pre-events released in social media platforms.
- Logo to be incorporated with the **Official Aftermovie of ESYA'23** which will be posted on our Instagram, YouTube and LinkedIn accounts.

PAST SPONSORS



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