

SPONSORSHIP BROCHURE



IIT ALLAHABAD
PRAGMA

DEV AND DESIGN CONFERENCE
14-15th MARCH, 2021

ABOUT US



Established in 1999, Indian Institute of Information Technology Allahabad (IIIT-A) today is recognized globally as a leader in the field of Information Technology and allied areas by the Government of India.

Pragma is the premier student developers' conference held at IIIT-Allahabad. Attracting some of the best student developers from across India, Pragma is a 1 day extravaganza featuring a hackathon, workshops and numerous talks. Pragma's main aim is to spark conversations between the students and get their ideas flowing because young blood often produces revolutionary ideas. Pragma will feature talks from some of the most experienced and sought after people from the developer community. Pragma will also feature numerous workshops to provide hands-on experience of latest cutting edge technologies that would have been difficult for you to access otherwise.

PRAGMA VISION

- ◆ Our vision is to help student developers learn from and work with some of the most experienced and skilled developers in the country, as well as to give them the opportunity of interacting with new technologies that they otherwise might not have been familiar with.
- ◆ We want to create a space that nurtures and encourages students to let their creative juices flow freely and engage in lively discussions with each other, which may sow the seeds for some truly revolutionary ideas. We hope that this initiative will make a significant contribution towards using development to solve real world problems.



Association with Aparoksha

Aparoksha, the annual Technical Festival of IIIT Allahabad has grown into one of India's largest and the most anticipated platform for technocrats and served as a medium for young innovators and technocrats to showcase their abilities and expertise. Through its past fifteen editions, it has witnessed a new zenith of technical events ranging from raging robotics to endless programming and inspiring lecture series to awe striking workshops to jubilant pronites as every edition soughts to take a leap forward in redefining and revolutionizing technology

Events by Aparoksha

SheHacks is a 36 hour long hackathon solely for female coders where developers, designers, scientists, students, entrepreneurs and educators gather to collaborate on projects including applications, software, hardware, data visualisation and platform solutions catering to real - world problems.

Prototype, one of the events organised by GeekHaven, is a 36 hour hackathon that sees huge participation with teams coming from IIIT-Allahabad as well as other colleges too! What makes this hackathon unique is that each team is allotted a student from the first-year and the senior members in the team have to mentor the student throughout the length of the hackathon.



Events by Aparoksha

Hack In The North, India's largest student held hackathon, is organised during Aparoksha. With total prizes worth 20 lakhs, HINT gets flooded by an enormous amount of participation applications, but only 10% of those are selected, thus ensuring that the level of quality never dips. HINT'19 had mentors from abroad who guided the participants into making some very exciting projects (using cutting edge technologies like artificial intelligence and blockchain) during the 36 hours hackathon.





Celebrating Diversity

A thing can't survive if it attempts to be exclusive.¹ We, at Pragma, live by this principle and hope to make this a place where young developers can come together and interact with no holds barred. We are dedicated to promote a fair environment and eliminate any bias against race, ethnic background, sexual orientation, gender and disability. To celebrate the spirit of diversity, we have few slots reserved for female speakers, and some 'girls-only' dev sprints as well.

Featured Speakers



Aravind Putrevu
Developer Advocate,
Elastic



Saptak Sengupta
Developer at
GITCOIN



Anubha Maneshwar
CEO & Founder,
Girlscript



Nishant Verma
Creative Head,
Devfolio

Sponsorship Details

PACKAGE	PRICE(USD)
TITLE	2000 USD
ASSOCIATE	1500 USD
PLATINUM	750 USD
GOLD	500 USD
SILVER	250 USD

*if you want to be a Title Sponsor or Associate Sponsor, contact us

The donations given as sponsorship are 100% tax deductible. Under 80G and 80GGA, an approved university/ educational institution of National eminence is eligible for donation with 100 % deduction without any qualifying limit.

Sponsorship Brackets

BENEFITS	TITLE	ASSOCIATE	PLATINUM	GOLD	SILVER
Identified as an event partner	✓				
Logo on Passes/ Certificates/Invitation/ Merchandise	✓				
Marketing Head/CEO to be honoured at Main Event	✓				
Allowance to put personalized banners at the Venue	Large	Large	Large	Small	Small
Logos on all regular Pragma banner at the Venue	Large	Large	Large	Small	Small
Banneers during other talks	✓	✓			
Standees	✓	✓	✓		
Coverage by emcees at regular events	✓	✓	✓	✓	✓
Main Stage Branding	✓	✓	✓	✓	✓
Access to Database	✓	✓	✓	✓	✓

Sponsorship Brackets

BENEFITS	TITLE	ASSOCIATE	PLATINUM	GOLD	SILVER
On Campus Branding	✓	✓	✓	✓	✓
Allowance to distribute brochures, pamphlets merchandise etc or other promotional materials	✓	✓	✓		
Logo on official platforms on social networking sites	✓	✓	✓	✓	✓
Link to company's website on Pragma's website/ app	✓	✓	✓	✓	✓
Personal Speaker for a session during event	✓	✓			
Paraphernalia through Goodies	✓	✓	✓	✓	✓
Formal Event Sponsors	✓	✓	✓	✓	
Branding through online media partners	✓	✓	✓	✓	✓
Speaker Dinner Passes	✓	✓	✓		
Logo on one sleeve of T-Shirt	✓	✓			
Companies brochure in Welcome Kit	✓	✓	✓		
Vote of Thanks	✓	✓			

What to expect at the Conference ?

- ◆ Astounding talk sessions by numerous industry experts, sharing their treasure of knowledge collected over a period of many years.
- ◆ Workshops providing hands-on-experience on the tech-tools introduced recently, having the potential to revolutionize the whole of technology.
- ◆ A series of keynote speeches by well known domain specialists capable of directing the young minds to the path to a new era of technology.
- ◆ Many sponsored talks and workshops by virtue of which you can easily and effectively advertise your products.

What to expect ?



Why Should You Sponsor Us?

- ◆ **Easy Advertisement and Brand Awareness :** The event is a remarkable opportunity for the promotion of your brand and explicit increase of sales. With the wide range of target audiences belonging to different regions and several occasions to display your product, your brand awareness levels can rise tremendously.
- ◆ **Marketing with a budget :** Rather than spending a bunch of money on the conventional methods of marketing, you can easily beat your competitors by going forward with any of our reasonably priced sponsorship schemes. We are here to ensure that you get a smooth experience of effective low-cost marketing.



Why Should You Sponsor Us?

- ◆ **Scout for Potential Hires** : Something that has never failed to exist in any past edition of the event is the astonishing talent of our audience. We experience the presence of many brilliant minds destined to become well known assets for the country. You have a chance to take a pick from this amazing talent pool.
- ◆ **Social Responsibility** : Not everyone gets such an incredible opportunity to give back to the community that made them what they are. Besides, you get to align your brand to a cause your customers are passionate about.



Sponsorship Options

T- Shirt Sponsor



Conference t-shirt co-branded with the sponsor's logo or URL on the t-shirt.

Handed out to all the attendees free of cost.

Four passes to the conference.

Mug Sponsor



Mug design co-branded with the sponsor's logo or URL.

Handed out to all the attendees free of cost.

Four passes to the conference.

Lanyard Sponsor

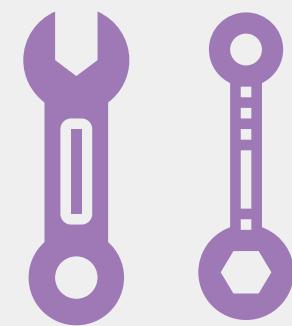


Co-branding on a lanyard with the event logo and sponsor logo.

Two passes to the conference.

Sponsorship Content Options

Workshop Sponsor



Work with the Pragma team to host
a relevant workshop.

Three passes to the conference
(in addition to instructions).

Sponsored Talk



40 min or 20 min talk or another editori-
al format, subject to editorial approval.

One pass to the conference
(in addition to speaker).

Physical Presence Options

Booth Sponsor



A table with two chairs and wifi.

Coordination with Praga's team to design activities to drive traffic and engagement.

Four passes to the conference.

Sponsorship Policies



- ◆ Pragma does not share a participant's data with sponsors without permission.
- ◆ Participants do not permit conference organizers to share their data with sponsors without permission.
- ◆ Sponsor passes are limited to a maximum of the number mentioned with the highest sponsorship chosen. It does not work cumulatively. Additional passes are available at discounted prices.



Sponsorship Policies

- ◆ The editorial is independent of sponsorship. Sponsorship does not automatically guarantee stage time. Sponsored editorial (workshops, tracks, sessions) and online content (podcasts, articles) are subject to Pragma's standard editorial process and approval.
- ◆ Full payment needs to be made before the event.
- ◆ Sponsors and their representatives must abide by the code of conduct at all times, to create a safe and welcoming environment for everyone.

Avenues Of Branding

Gallery for the Branding
done at past Pragma
events.



Avenues Of Branding

Gallery for the Branding
done at past Pragma
events.



Pragma, IIIT Allahabad
September 1, 2018 · [...](#)

We are proud to announce GitHub as our Platinum Sponsor. GitHub is a development platform inspired by the way you work. From open source to business, you can host and review code, manage projects, and build software alongside millions of other developers. It is a Web-based Git version control repository hosting service and one of the best players in this domain. Check it out at <https://github.com/> #Pragma19

A graphic design featuring the "PRAGMA'19" logo at the top. Below it, the text "is proud to announce" is followed by the GitHub logo and the word "GitHub". A large circular graphic surrounds the GitHub logo, with the word "PLATINUM SPONSOR" in a black banner at the bottom. The design includes various geometric shapes like triangles and rectangles in shades of gray.

CONTACT US

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