



**SYMBIOSIS SKILLS &
PROFESSIONAL UNIVERSITY**

A Symbiosis Skills University, Pune



HICA

HICAThon 1.0

A Hackers Summit Organized by HICA

@SSPU, PUNE - 2025

PROPOSAL

Sponsorship & Marketing



Powered By BloggersCon Vision Pvt. Ltd



ABOUT US

HICA SSPU

Higher Institute Campus Ambassadors (HICA) at Symbiosis Skills and Professional University is a dynamic student-led initiative aimed at fostering skill development and professional growth in cybersecurity, technology, and related fields.

We work closely with industry leaders to bridge the gap between academic knowledge and real-world applications, helping students build relevant skills and networks. HICA SSPU is driven by a commitment to create a skilled and industry-ready workforce, and our community thrives on innovation, teamwork, and a passion for technology.

We are excited to collaborate with companies that share our vision of fostering future leaders in cybersecurity and technology. Through sponsorship, companies can directly contribute to the development of the next generation of tech-savvy professionals while benefiting from visibility, talent scouting, and networking opportunities.

ABOUT HICATHON 1.0

HICATHON 1.0

HICA is a Students Community Powered by BloggersCon Vision Pvt. Ltd. The motive of this event is to provide premium content workshops and training, with industry experience. HICATHON 1.0 is an inaugural hacker summit organized by the HICA club, scheduled for 20 and 21 March. This event will bring together cybersecurity professionals, enthusiasts, and students from across India to engage in knowledge-sharing, skill-building, and networking opportunities. The summit will include expert sessions, panel discussions, and an 8-hour Capture the Flag (CTF) competition.

Target Audience

We target security researchers, and students seeking to enter the domain or enhance their cybersecurity skills. Activities are planned in such a way that there is something for everyone. It also attracts entry-level to mid-career professionals eager to enhance their skills, developers passionate about secure coding and vulnerability analysis, and corporate representatives scouting talent for internships and placements. With an estimated reach of 500+ participants and thousands more through promotional campaigns, the event ensures significant visibility among a diverse and engaged community of tech enthusiasts, ethical hackers, and industry professionals.

HIGHLIGHTS PLANNED FOR THIS EVENT

- CTF Workshops & Ethical Hacking / Bug Bounty Sessions. More CTFs and fun hacking sessions
- **Career Booster:** An initiative at HICATHON 1.0 to help potential candidates achieve their career goals with activities like resume reviews and mock interviews. Reviewed profiles will be forwarded to our sponsors for the event.
- **Exciting Prize Pool:** Cash prizes and goodies worth up to ₹1,00,000 for the top-performing teams.
- **Networking Opportunities:** Interaction with peers, mentors, and industry leaders in the cybersecurity field.
- **Professional Support:** Backed by BloggersCon Vision and collaborations with leading cybersecurity companies.
- **Skill Development:** A platform to enhance real-world problem-solving and critical thinking abilities.
- **Recognition:** Certificates and accolades for participants and winners to showcase their skills.

SPONSORSHIP TIERS

TITLE SPONSOR

Contribution: ₹50,000 (\$600)

This tier is reserved for companies making a significant financial contribution to support HICA SSPU events. As the premier partner of HICA SSPU, the Title Sponsor gains exclusive and top-level visibility across all event materials and promotions. This level is perfect for companies seeking maximum brand impact and engagement.

PLATINUM SPONSOR

Contribution: Upto ₹40,000 (\$500)

Reserved for sponsors providing a prominent level of support just below Platinum, enabling the company to enjoy high visibility and co-branding rights. As the highest level of sponsorship, the Platinum Sponsor receives unparalleled visibility, exclusive branding rights, and direct access to talent and networking opportunities.

GOLD SPONSOR

Contribution: Upto ₹30,000 (\$350)

Designed for companies interested in substantial visibility and engagement without primary naming rights. The Gold Sponsor level provides prominent brand exposure and engagement opportunities, making it ideal for companies looking to boost visibility and network with upcoming tech talent.

SILVER SPONSOR

Contribution: Upto ₹20,000 (\$250)

For companies making moderate contributions, aiming to support community events and gain valuable brand exposure. Silver Sponsors enjoy impactful branding and networking opportunities, great for companies looking for effective, cost-efficient exposure.

COMMUNITY PARTNER

Contribution: Upto ₹10,000 (\$150)

Community Partners provide an accessible entry-level support option for companies and local businesses looking to contribute to HICA SSPU's mission. The Community Partner tier is designed for companies looking to support the cause at an affordable level while still gaining recognition and community engagement.

PERKS & BENEFITS

| SPONSORSHIP DELIVERABLES | TITLE | PLATINUM | GOLD | SILVER |
|---------------------------------|-------|----------|------|--------|
| EXHIBITION SPACE | ✓ | ✓ | | |
| Logo on HICA's Website | ✓ | ✓ | ✓ | ✓ |
| Logo on Participant's Kit | ✓ | ✓ | | |
| Number of Standees at Venue | 5 | 4 | 3 | 2 |
| Mention on Our Social Handles | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement on Opening Note | ✓ | | | |
| Banners/Posters at Venue | 6-7 | 5 | 4 | 3 |
| Custom Videos on Social Handles | ✓ | ✓ | ✓ | |

PERKS & BENEFITS

| SPONSORSHIP DELIVERABLES | TITLE | PLATINUM | GOLD | SILVER |
|---|-------|----------|------|--------|
| Logo on Photo Booth | ✓ | ✓ | ✓ | ✓ |
| Videos on Social Handle (Post-Event) | ✓ | ✓ | ✓ | ✓ |
| Sponsor's Promotional Material to be Included in Participants Kit | ✓ | ✓ | | |
| Logo on Printed Materials(Certificates, Stickers,etc.) | ✓ | | | |
| Banner At Breakfast Spot | | ✓ | | |
| Banner at Lunch Spot | ✓ | | | |
| Banner at Evening Snacks | | | ✓ | |

PERKS & BENEFITS

COMMUNITY PARTNER

- Company logo featured on HICA's Sponsors page.
- LinkedIn and Instagram shoutout featuring your brand/Logo.
- Sponsor recognition at the venue.
- Standee and Banner at Event Venue

Note :- We encourages participation from a wide range of organizations. If you have an idea on a custom sponsorship, please let us know. We'll do our best to facilitate a way for you to get involved.

OTHER SPONSORSHIP TIERS

RESTAURANT PARTNER

Contribution: In-Kind or ₹50,000 (\$600)

Contribution of refreshments, meals, or beverages in-kind for event participants and organizers, or a small monetary donation. As a Restaurant Partner, your establishment will play a key role in creating a memorable experience for participants, while gaining unique visibility. This partnership is ideal for restaurants seeking exposure.

BEVERAGE PARTNER

Contribution: In-Kind or ₹35,000 (\$450)

Contribution of beverages (bottled water, energy drinks, soda, etc.) in-kind for event participants and organizers, or a financial contribution. As the official Beverage Partner for HICA SSPU, your brand will play crucial role in keeping participants refreshed and energized while gaining high visibility. This partnership is perfect for brands looking to connect with engaged audience.

SNACKS PARTNER

Contribution: In-Kind or ₹20,000 (\$250)

Contribution of snacks (packaged or fresh) in-kind for participants and organizers, or a financial contribution. As the official Snacks Partner of HICA SSPU, your brand will be an integral part of providing an enjoyable experience for participants, ensuring they stay energized throughout the event.

PRIZE PARTNER

Contribution: In-Kind or ₹10,000 (\$150)

Contribution of prizes (e.g., trophies, gift cards, tech gadgets, or branded merchandise) in-kind or a financial contribution. As the official Prize Partner of HICA SSPU, your brand will directly contribute to recognizing and celebrating the achievements of the event participants.

STATIONARY PARTNER

Contribution: In-Kind or ₹10,000 (\$150)

Contribution of essential stationery items (notebooks, pens, folders, etc.) in-kind for participants and organizers, or a financial contribution. As the official Stationery Partner for HICA SSPU, your brand will play a vital role in ensuring participants have the resources they need during the event.

OTHER PERKS & BENEFITS

| SPONSORSHIP DELIVERABLES | RESTAURANT | BEVERAGE | SNACKS | PRIZE |
|--------------------------------|------------|----------|--------|-------|
| Exclusive Branding at Counters | ✓ | ✓ | ✓ | |
| Logo on HICA's Website | ✓ | ✓ | ✓ | ✓ |
| Mention on Social Handles | ✓ | ✓ | ✓ | ✓ |
| Number of Standees at Venue | 3 | 3 | 2 | 2 |
| Acknowledgment During Event | ✓ | ✓ | | |
| Recognition in Sponsor Section | ✓ | ✓ | ✓ | ✓ |
| Banners/Posters at Venue | 5 | 5 | 4 | 3 |

OTHER PERKS & BENEFITS

| SPONSORSHIP DELIVERABLES | RESTAURANT | BEVERAGE | SNACKS | PRIZE |
|--------------------------------------|------------|----------|--------|-------|
| Logo on Photo Booth | ✓ | ✓ | ✓ | ✓ |
| Videos on Social Handle (Post-Event) | ✓ | ✓ | | |
| Custom Videos on Social Handles | ✓ | ✓ | | |

PERKS & BENEFITS

STATIONARY PARTNER

- Company logo featured on HICA's Sponsors page.
- LinkedIn and Instagram shoutout featuring your brand/Logo.
- Sponsor recognition at the venue.
- Standee and Banner at Event Venue.

Note :- We encourages participation from a wide range of organizations. If you have an idea on a custom sponsorship, please let us know. We'll do our best to facilitate a way for you to get involved.

CONTACT INFORMATION

INVITATION TO CONNECT

We invite you to join us on this journey to empower future leaders in cybersecurity and technology. By partnering with HICA SSPU, your organization will be at the forefront of skill-building and innovation, supporting the next generation of tech talent while benefiting from significant brand exposure and networking opportunities.

Let's explore how we can make a meaningful impact together. For more information on sponsorship opportunities and how we can collaborate, please contact us at hicasspu@bytebloggerbase.com We look forward to the possibility of partnering with you to make this event an outstanding success!

CONTACT DETAILS

Official Club Email - hicasspu@bytebloggerbase.com

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THANK YOU

We appreciate your interest in supporting the HICA SSPU initiative. Together, we can create a positive impact in the cybersecurity and tech communities.



A Symbiosis Skills University, Pune



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