

roboVITics

The Official Robotics Club of VIT

ROBOWARS

SPONSORSHIP PACKAGE

MARKETING EDITION

2025-26



PLATFORMS OF PROMOTION

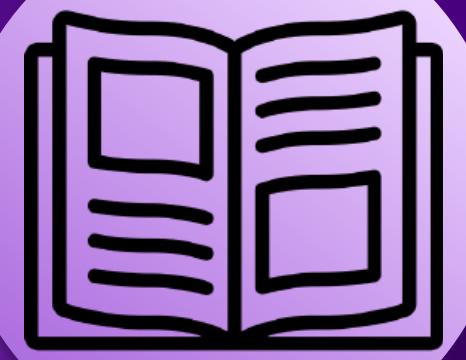
WEBSITE
PROMOTION



MERCHANDISE
PROMOTION



IN-CAMPUS
PROMOTION



SOCIAL
MEDIA
PROMOTION



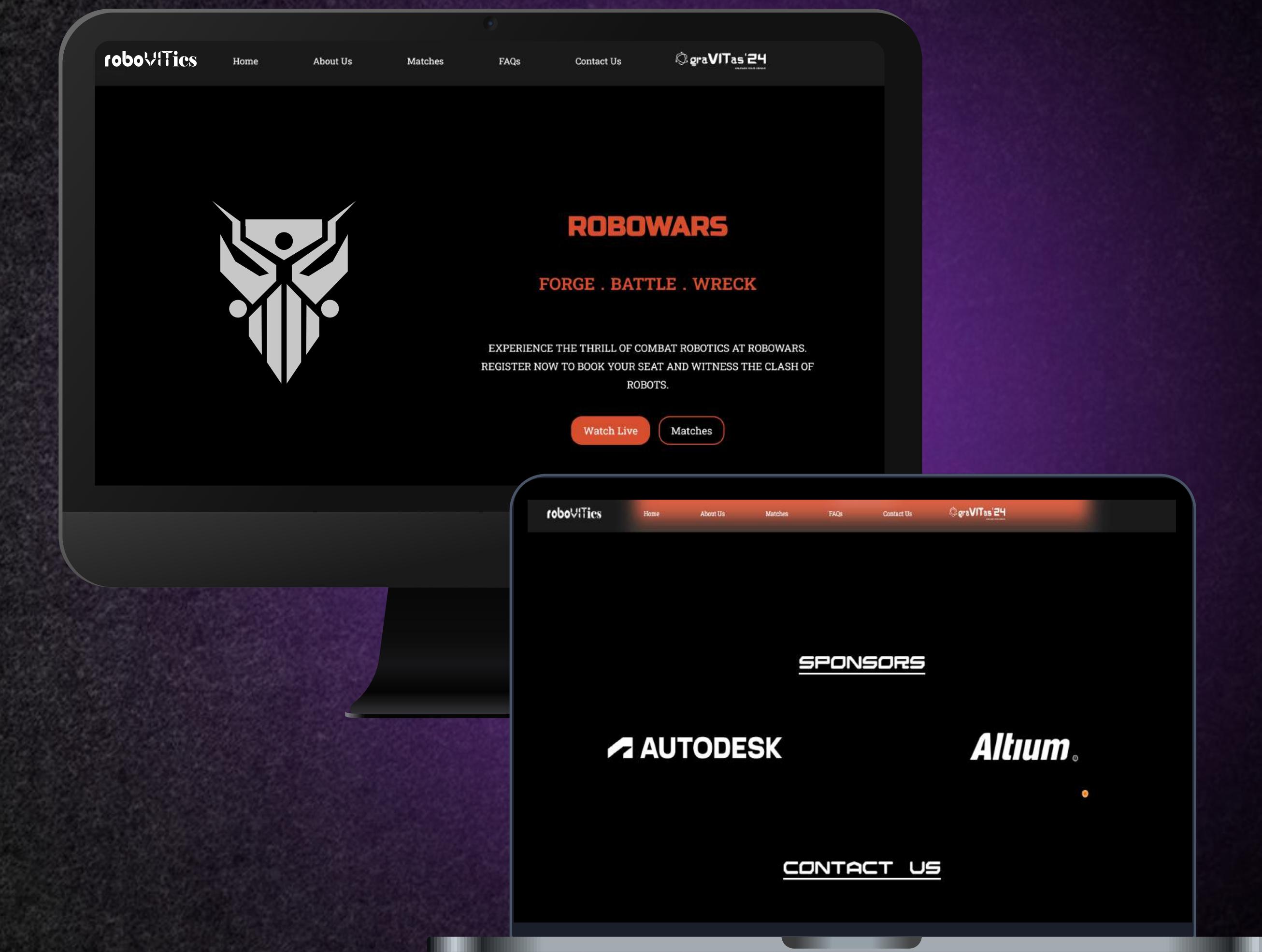
VIRTUAL
PROMOTION



MAGAZINE
PROMOTION

WEBSITE PROMOTION

A surge of visitors fuel our online presence, driving exceptional exposure and meaningful interactions for your brand. This heightened visibility amplifies your reach, strengthens brand identity, and leaves a lasting impression. Connect with an audience that matters and turn every interaction into an opportunity for growth.



SOCIAL MEDIA OUTREACH



Leverage our highly engaged social media presence to unlock exclusive privileges, amplify brand visibility, generate buzz, and foster meaningful connections.



MERCHANDISE PROMOTION

Merchandise promotion boosts your brand's visibility and helps you build a strong, lasting identity among a highly engaged audience . It helps create excitement on and off campus, expanding our reach beyond the event itself. With every t-shirt, your brand travels too—offering you extended exposure.



CAMPUS PROMOTION



With a vast, dynamic campus of over 40,000 students, VIT offers immense potential for impactful on-campus promotions. Strategically placed billboards across high-traffic zones – such as hostels, the food court, chill-out areas, and academic blocks – ensure maximum visibility. Tap into this energetic community to spark meaningful conversations, build brand affinity, and leave a lasting impression on a curious and engaged audience.

MAGAZINE PROMOTION

The collage includes:

- Left Spread:** "ROBOVITICS CLUB MAGAZINE 2024". Headlines include "# IDEATE", "# INNOVATE", and "# ACTUATE".
- Middle Spread:** "OUR SPONSORS". Features three sections: Altium, Autodesk, and Module43.
- Right Spread:** "ROBOWARS". Shows images of robots and a detailed description of the event.
- Smartphone Screen:** Displays the "ROBOVITICS CLUB MAGAZINE 2024" cover, identical to the left spread.

Gain premium visibility in our exclusive magazine, reaching a highly involved audience of innovators and tech enthusiasts. With compelling features and prime placement, your brand earns lasting credibility and impact.

PRESS COVERAGE

Our Journey in the press

Est.
2010



Robots fight and drones take flight at VIT's graVITas technology fest



Robowar hogs limelight at VIT fest

Robots go all-out for crown at graVITas

EXPRESS NEWS SERVICE (DNA)

A pair of robots 'fighting' it out in a boxing ring to emerge the winner. This was among the surprises the 13,000-odd participants at Vellore Institute of Technology (VIT)'s graVITas were treated to at the three-day annual techno-management festival that kicked off on campus on Friday.

Among the 140 events in the line-up, the robot combat, in which the combatants turned into a couple of the main attractions of the festival, was a highlight.

Teams across the country participated in the combat.



AS BORN AT 22 TAPEZ INDUSTRIES

were battery-operated. They were placed at two corners in diagonally opposite directions inside the ring made of polycarbonate for protection.

"The respective teams operate their robot from outside the ring using wireless communication," Shankar added.

Wedge, Spinner, and Flipper type robots were used in the combat, Shankar explained.

VIT Vice President GV Sekhar told TNIE, "graVITas sets up a platform for students to showcase their talents. It is by the students, for the students, and of the students. It gives students a chance to work with innovative ideas."

Combat of robots: When machines and tech

Mr G V Sekhar, Vice President, VIT, said, "There were three events in which robots could compete. In the first, robots had to climb a wall. During the battle, when they were bit or thrown off, wall would act as a protective shield,"

Mr Sekhar said, "The Team Orca members had

The competition was held in three weight categories - 10 kg, 15 kg and 25 kg. We had decided the 25 kg weight category into two parts. The first time in graVITas, we had selected the 15 kg and 25 kg weight categories.

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Mr Arvind, Mr Shashank Patel and Mr Srinivas Reddy, who were

all part of the organizing team, told TNIE that the VIT team, once

had won the gold medal in the 15 kg category and a bronze in the 25 kg category of the World Robotics Championship held in Delhi.

Fighting pits

It was an excited area that was built especially for robots. The walls and the ceiling were made of



COVERAGE VIA ARENA



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