



HACK - O - FIESTA

ABOUT US

IIIT - Lucknow is a growing Institute amongst the Institutes of national importance in India.

Knowledge is an effective tool to drive the world by own innovations and inventions. IIIT - Lucknow is focusing on augmentation of scientific and technical knowledge so as to create expertise in different arena and is committed to providing opportunities to achieve success.

IIIT - Lucknow is in full swing to create inquisitiveness and promote scientific temper amongst its students . The Institute is not only imparting knowledge in Computer Science but also focusing on Data Science, Artificial Intelligence and Research outcomes vis -a-vis learning environment.

WHAT IS HACK-O-FIESTA?

Hack o fiesta is a student-held hackathon brought to you by Axios, The Technical Club of IIIT Lucknow. We enable and encourage budding as well as seasoned programmers to build usable and functional software or hardware, a finished product that can aid individuals and corporations alike.

This hackathon strives to explore the endless potential of technology and its creators. You would be amazed at what a handful of programmers can do, given a computer system and Three days.



WHY SPONSER US?

- ❖ Hack-O-Fiesta is an amazing opportunity to exhibit technology, products and services. Student reach of over 500+ from 30+ and more colleges. Media coverage by leading newspapers, technical forums and social media. Direct interaction with the bright minds of the nation at one stop!
- ❖ Hack-O-Fiesta also has its own Facebook page, LinkedIn and an Instagram page, all of which collectively reach out to approximately ((blank)) people. We offer different levels of sponsorship perks and accordingly provide exposure on these platforms.
- ❖ Apart from these, it is also a great place to get valuable feedback from the participating hackers for your products and services or any tools, APIs or piece of hardware that you might be interested to test out.

cont.

WHY SPONSER US?

- ❖ There is also the option to provide branded prizes that gets the participating student developers interested in your brand, products or toolkits. Aside from this, you will have access to numerous resumes, github profiles and e mail addresses of the attendees, and possibly future recruits.
- ❖ There aren't many hackathons held in India and this culture certainly isn't prominent here; so you would be indirectly helping build a strong and reliable network of programmers. Needless to say, we will share good relations in the future when you might work with us again, as Hack-O-Fiesta is bound to achieve unprecedented levels of greatness.

We have included some of our sponsorship tiers below, but if you don't find one that suits your needs or you have any queries, shoot us an email at hack@iiitl.ac.in

By supporting us, you are not only enabling hundreds of students to work on amazing and creative ideas, but also making way for a fruitful relationship with us.

\$100

PATREON

- ❖ Small Logo on the website
- ❖ Distribute your swag at the event

\$300

SILVER

- ❖ Small Logo on the website
- ❖ Branding avenues
- ❖ Distribute your swag at the event
- ❖ Send 2 representatives (maximum) to the event
- ❖ Thanked during Opening and Closing Ceremonies

\$500

GOLD

- ❖ Logo on the website
- ❖ Branding avenues
- ❖ Distribute your swag at the event
- ❖ Send representatives to the event
- ❖ Thanked during Opening and Closing Ceremonies
- ❖ 3 minute presentation in the Opening Ceremony

PLATINUM - \$1000

- ❖ Logo on the website and Branding avenues
- Distribute your swag at the event
- ❖ Send representatives to the event
- ❖ Thanked during Opening and Closing Ceremonies
- ❖ 5 minute presentation during Opening Ceremony
- ❖ Setup banners inside presentation room
- ❖ Post-event access to opt-in attendee Github/Linkedin Information
(if provided)
- ❖ Sponsor booth (1 Table)

DIAMOND (TITLE SPONSOR) \$1500

- ❖ Large Logo on the website and Branding avenues
- ❖ Distribute your swag at the event
- ❖ Send representatives to the event
- ❖ Opportunity to set a challenge
- ❖ Thanked during Opening and Closing Ceremonies
- ❖ 5 minute presentation in the Opening Ceremony
- ❖ Post-event access to opt-in attendee Github/Linkedin Information (if provided)
- ❖ Setup banners inside presentation room and at registration desk
- ❖ Sponsor booth (2 tables)
- ❖ Workshop Opportunity
- ❖ Judging Post
- ❖ Hack-O-Fiesta: Powered by [Your Company]

Association with Hack-O-Fiesta

- ❖ The company will be an integral part of all our publicity campaign before and during the hackathon
- ❖ Various features of the company to be publicized by events
- ❖ The Deliverables from Hack-O-Fiesta are as follows:-
 1. Integration with our events
 2. Generic branding options

Branding Avenues

On Campus Branding

1. Main Gate
2. Posters and Banners
3. Registration Desk

Off Campus Branding

1. Hoardings and Posters
2. Campus Ambassadors
3. Passes, tickets and coupons
4. Electronic and Print media

Online Branding

1. Website
2. Mobile Application
3. Facebook Page
4. Twitter Handle
5. Instagram
6. Youtube

Additionally we'll have video advertisements in between and during the event

Social Media Platform

- The company will be promoted via Hack-O-Fiesta Facebook Page
- Sustained 5 month activity on social media channels such Instagram, Twitter, publicizing the company

Campus Ambassador

The company will be promoted directly in over 250+ colleges across the country via the Campus Ambassador Program

Conclusion

We thank you for sharing your time with us.

The presentation was to inform you of the possible opportunities of association.

We are open to your feedback.

We look forward to having long term association with your organization.



Get in touch with us!

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- Website <https://hackofiesta.github.io>