

### **Why Sponsor us?**

1. The event was a grand success last year with a footfall of over 2000+ students from all over the country.
2. The success of Saavyas last year can be attributed to our unique work ethic where everything from event management to art design is handled by the students.
3. NIT Goa functions from its temporary campus in Farmagudi currently. The campus is shared with GEC, ITI and IIT Goa. Sponsoring us will create a greater and targeted publicity for your company.
4. The institute will be getting a new permanent campus at Cuncolim. This is a good opportunity for marketing as in future the festival will take place on a large scale. So your company's collaboration with our institute now will lead to more benefits in future.
5. The festival is held in Goa. The name itself is enough to attract a lot of participants from all over the country.
6. Saavyas is a combination of technical and cultural events thus it has greater potential to become one of the top festivals in the country.
7. Opportunity to interact with your target segment in the campus through stalls which can be used to publicise your company products.
8. Branding across all publicity channels and communication for Saavyas, including posters banners and social media sites, television and print media .
9. Long term engagement between you and the NIT Goa community – students and faculty, through a campus ambassador. Opportunity to engage with the strong alumni network of NIT Goa.
10. Customized events and branding opportunities during the festival to promote your company's latest design and new product launches.
11. With 2000+ student community that swarms our campus for 72 hours represents the most popular consumer age group of 18-25 years.
12. Saavyas offers a unique opportunity to target the youth of Goa through our pro-nights which brings in over 800 Goan residents in the age group of 18-25.
13. 4 days of over 30+ events with pro-nights, workshops and guest lectures. Many more events/shows designed for your company. In addition to this there are many online pre-events.

We feel that sponsoring Saavyas will give you a great opportunity to connect with the participants ranging from different parts of the country over a span of three days.