



AURORA'S TECHNOLOGICAL AND RESEARCH INSTITUTE

(Approved by AICTE and Affiliated to JNTUH) (Accredited by NAAC with 'A' Grade)

Parvathapur, Uppal, Medipally[M], Medchal[D], Telangana, Hyderabad - 500098

borealis

'rise to shine...'

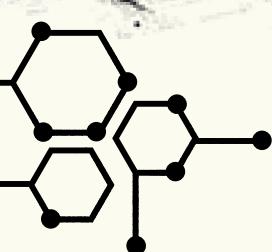
2023

EVENTS

TECHNICAL | LITERARY | CULTURAL

A NATIONAL LEVEL
FEST FROM :

**15th To 17th
JUNE 2023**



PRESENTING BOREALIS 2023

Celebrating the spirit of festivities and the joy of uniting Borealis 2023, ATRI's National level Techno-Cultural fest is glad to bring to you its ninth edition.

Borealis is a celebration of the immortal spirit of diversity, it signifies a change from the boring to the crazy.

Aurora's Technological Research Institute (ATRI) located in Parvathapur offers popular Engineering courses under the Management of Aurora's Educational Society. Affiliated to Jawaharlal Nehru Technological University, Hyderabad, the Institution is accredited with 'A' Grade by NAAC. For more than a decade ATRI has been producing Engineering graduates with outstanding academic excellence and community engagement.

We are pleased to invite you as one of our sponsors for our upcoming National Level Technical, Cultural, and Literary Fest, BOREALIS 2023 to be held from 15 June 2023 to 17 June 2023. ATRI Tech Festivals have been creating positive PR among brand names and corporate who used the platform to raise awareness of their organizations, products, and services.

Students join the event from various campuses across the country to showcase their technical prowess which would offer a huge market for sponsors. You may consider this an exclusive offer to advertise/market product/service associated with your company/organization and include other potential sponsors.

STUDENT ACTIVITY COMMITTEE

The Student Activity Committee (SAC) is a committee comprised of students from various departments and programs of the college. SAC is responsible for planning and executing various events and activities throughout the year that are aimed at enhancing the overall experience of college life for students.

SAC is dedicated to fostering a sense of community and promoting a culture of inclusivity within the college. They organize a wide range of events and activities, such as cultural festivals, sports tournaments, charity drives, and talent shows. These events provide opportunities for students to showcase their skills, learn from one another, and build lasting friendships.

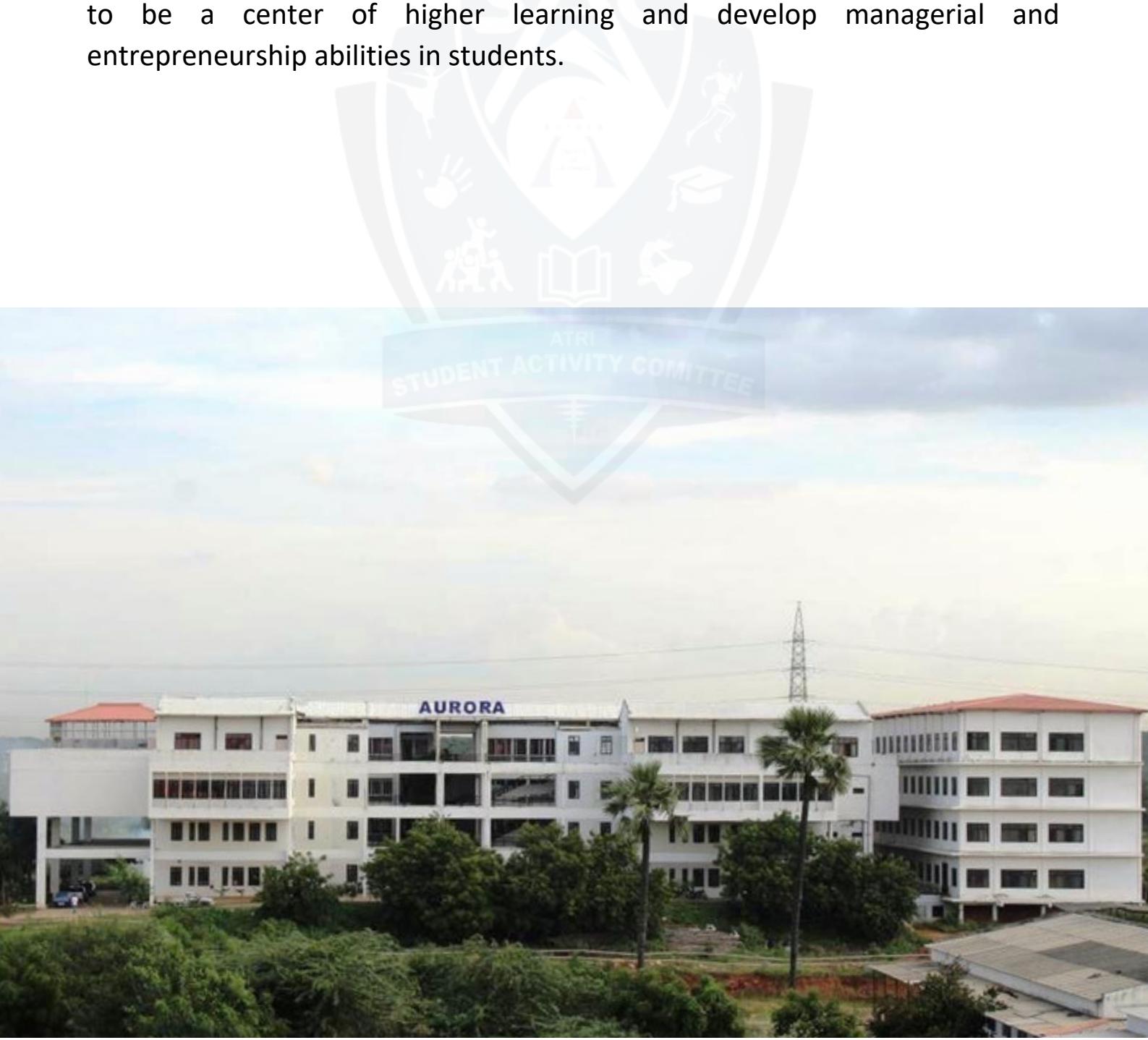
In addition to organizing events, SAC also provides opportunities for students to develop leadership skills and gain practical experience in event planning and management. Members of SAC work collaboratively to plan and execute events, which involves tasks such as budgeting, marketing, and logistics. Through their involvement in SAC, students learn to work effectively in teams, communicate clearly and persuasively, and think creatively to solve problems.

SAC is committed to promoting diversity and cultural exchange within the college community. They strive to create a safe and inclusive environment where students from all backgrounds feel welcome and valued. By participating in SAC events, students have the opportunity to learn about different cultures and traditions, and to broaden their perspectives on the world.

Overall, SAC is an important part of college life, providing opportunities for students to connect with one another, develop their skills, and have fun.

ABOUT ATRI

ATRI is one of the premier Engineering colleges in Hyderabad. Right from its inception in 1999 the focus was on training Engineering graduates and make them suitable for the demands of the industry by understanding their needs. Students get hands-on experience and learn industry culture to make them employable. The key to success is ATRI's vision to be a center of higher learning and develop managerial and entrepreneurship abilities in students.



WHY SPONSOR BOREALIS

BRANDING OPPORTUNITIES

TECHNOLOGY & PRODUCT DEMONSTRATION

PUBLICITY OPPORTUNITIES

STALL SPACE & DIRECT INTERACTION WITH STUDENTS

ASSOCIATE WITH GUEST LECTURES

Our Previous Sponsors



Supported by



MAJOR SPONSORSHIP AVENUES

PLATINUM PACKAGE: 100K AND ABOVE

The name of the Title Sponsor will be associated with Borealis 2023 and will appear as "ATRI and <Title Sponsor> presents Borealis 2023".

The logo and Brand name will be printed on all publicity banners, and posters be sent to 150+ colleges across the state.

Other forms of publicity through invitations, passes, direct mail, or other means will include the name and /or logo.

The Title sponsor will have its name, logo, and link to its site along with a 100 words description of the company's profile on the website of Borealis 2023.

One advertisement will be displayed on the main page of our website.

Special recognition is given to the Title sponsor, with link on our social media channels.

As a Title sponsor, there will be an additional benefit of becoming an Event sponsor Assistance and full support will be provided by Team Borealis in setting up a kiosk/stall exhibiting the sponsor's products/services during the festival, along with distribution of banners, flexes, advertisement material and merchandise during the fest.

The name of the Title Sponsor will be recognized in all print and electronic media exposure through our Print, Radio and Electronic Media Partners.

Title Sponsor's name and logo would go on every certificate of Borealis 2023.

MAJOR SPONSORSHIP AVENUES

DIAMOND PACKAGE:75K AND ABOVE

Name of sponsor will appear as "ATRI and <Title Sponsor> presents Borealis 2023 in association with <associate sponsor> co-sponsored by <co-sponsor>"

Logo and Brand name will be printed on all publicity banners, posters being sent to 150+ colleges across the state.

The Co-Sponsor will have its name, logo, and link to its site on the Borealis 2023 website. Assistance and full support will be provided by Team AURA in setting up a kiosk/stall exhibiting the sponsor's products/services during the festival, along with the distribution of banners, flexes, advertisement material, and merchandise during the fest.

The name of the Co-Sponsor will be recognized in all print and electronic media exposure through our Print, Radio, and Electronic Media Partners.

The name and logo will be mentioned in all forums as "Previous Title Sponsors" in all future editions of Borealis.

GOLD PACKAGE:50K AND ABOVE

The Associate sponsor will have its name, logo and link of its site along with a 100 words description about the company's profile on the website of Borealis 2023.

One advertisement will be displayed on the main page of our website.

Assistance and full support will be provided by Team Borealis in setting up a kiosk/stall exhibiting the sponsor's products/services during the festival, along with distribution of banners, flexes, advertisement material and merchandise during the fest.

MAJOR SPONSORSHIP AVENUES

The name of the Associate Sponsor will be recognized in all print and electronic media exposure through our Print, Radio, and Electronic Media Partners.

The name and logo will be mentioned in all forums as "Previous Title Sponsors" in all future editions of Borealis.

SILVER PACKAGE:25K AND ABOVE

An Event Sponsor is entitled to sponsor an event. The name of the sponsor will be mentioned on this event's webpage, during the course of the event and wherever else the event is mentioned.

An Event Sponsor will get a dedicated time slot to present demo shows and interact with the participants of the particular event.

The certificate of that particular event will contain the Event Sponsor's name.

The Name and logo will be mentioned in all forums as "Previous Title Sponsors" in all future editions of Borealis.

OTHER SPONSOR BOREALIS

HOSPITALITY PARTNER

TRAVEL PARTNER

TELECOM PARTNER

BANKING PARTNER

GAMING PARTNER

FOOD PARTNER

RADIO PARTNER

MEDIA PARTNER

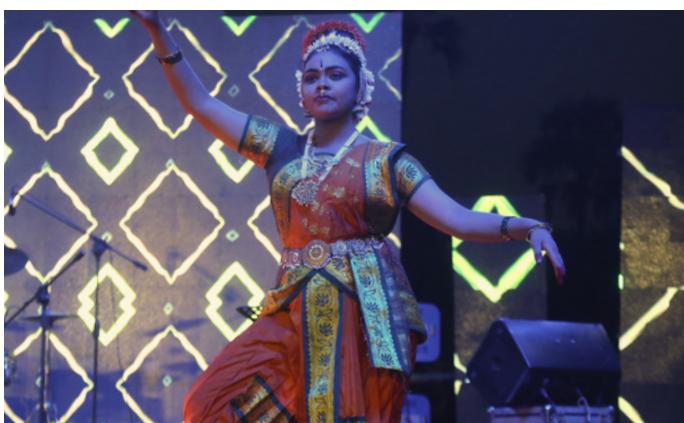
PRINT MEDIA PARTNER

We greatly seek your support

GLIMPSE OF BOREALIS 2022



GLIMPSE OF BOREALIS 2019



GLIMPSE OF BOREALIS 2018



GLIMPSE OF BOREALIS 2017



CLUBS AT ATRI

ARITRI NATURE CLUB

ARTSY ART CLUB

ATRI CAPTURES PHOTOGRAPHY CLUB

CODING CLUB

E-SPORTS GAMING CLUB

INTELLECTUS LITERATURA LITERARY CLUB

KREEDA SPORTS CLUB

NRITHYA DANCE CLUB

SUSWARA MUSIC CLUB

TECHNICAL EVENTS

Supported by CSI ATRI & Coding Club



Events

- Technical Quiz & Debate
- Load Bearing Test
- Staad Mania
- Land Rangers
- Bug Bounty
- Coding Contest
- General Coding
- Circutrix
- Break The Query
- Project Expo
- Circuit Error Detection
- CAD-E-Thon
- Soldering Contest
- Idea Pitch
- Technical Pick and Talk
- Coding & Debugging(MATLAB)
- CIEC
- Town Planning

Presentations



Paper & Poster

Computer Science Engineering,
Information Technology, Electronics
Communication Engineering,
Mechanical Engineering, Civil
Engineering, Electronics & Electrical
Engineering

ART & FUN EVENTS

ART

- Drawing & Painting Competition
- Clay Molding
- Origami
- Leaf Painting
- Cartoon Rangoli
- Brush Exchange

FUN

- A Minute To Win It
- Dumb Charades
- House of Cards
- Pictionary
- Riddles
- Smash Hit

@artsyclubatri



LITERARY EVENTS

“Be not afraid of greatness. Some are born great, some achieve greatness, and others have greatness thrust upon them.”

— William Shakespeare, Twelfth Night



ACTIVITIES

- Creative Writing
- Poetry Writing
- Tweet a Tale
- Pop Quiz
- Floor Crossing
- Just a Minute

@literaryclubatri

GAMING EVENTS

- **PUBG**
- **CALL OF DUTY**
- ● **VALORANT**
- **FREE FIRE**



CULTURAL EVENTS

SINGING(SOLO, DUO, GROUP)

DANCE(SOLO, DUO, GROUP)

KARAOKE

INSTRUMENTAL PERFORMANCE

BAND(HELIOS)

FLASHMOB

HOOKSTEP CHALLENGE

DANCE BATTLE

DETAILS OF BOREALIS 2023 SCHEDULE

MORNING SESSION

Auditions for performances will be taken by the respective club coordinators in the allotted rooms.

Students Will Be Short Listed.

The students who are selected will perform on the main stage in the evening.

EVENING SESSION

Welcome Dance

*Inviting the Guest of Honor for Lightning Of Lamp
with a Welcome Song*

Flash Mob

Speeches Performances(dance & singing)

Prize Distribution

Suswara Club Performance

Nrithya Club Performance

Music/DJ Night

CONTACT DETAILS

FACULTY COORDINATORS

Convenor

Mr. M. Shravan Kumar,
+91 9100000024

Co-Convenor

Mr. B.Anil Kumar,
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Co-Convenor

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Co-Convenor

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STUDENT COORDINATORS

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SAC Safety President

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Organised by

SAC ATRI

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