**SPONSORSHIP BROCHURE**

**SHRI MATA VASIHNO DEVI UNIVERSITY**

Shri Mata Vaishno Devi University (SMVDU) has been established under THE JAMMU AND KASHMIR SHRI MATA VAISHNO DEVI UNIVERSITY ACT, 1999, an Act of the J&K State Legislature as an autonomous. Technical programs of the University are recognized by AICTE while Architecture program is recognized by Council of Architecture.

The University receives funding from Shri Mata Vaishno Devi Shrine Board, an autonomous Board set up in August 1986 under the provisions of The Jammu and Kashmir Shri Mata Vaishno Devi Shrine Act. The University also gets funds from UGC (University Grants Commission).

The University started functioning as an academic unit in Aug 2004 when it was inaugurated on 19th August 2004 at the hands of the then Hon'ble President of India Dr. A P J Abdul Kalam. Dr. Kalam also delivered the first lecture to the students of the University.

SMVDU has four colleges to offer various undergraduate and postgraduate programmes under 12 Schools of Studies.It has an infrastructure built up over 14 lac square feet area spread over land of 474 acres which includes state of the art Matrika Auditorium, 4 Lecture Theatres (A,B,C,D), Academic Blocks (A,B,C,D), Gymnasium, Workshops, Labs, Faculty Quarters, Guest House, 4 Hostels, Multi Utility Playground, Medical Aid Centre etc.

**ABOUT TITIKSHA**

The ever increasing competitiveness and advancement in the world of technology leads us to go into the unexplored fields of technology and to go to some of the newer areas such as to stand a chance to compete globally.

We, at Titiksha, believe in an attempt to ponder on this perspective.

It is the biggest technical fest conducted in Jammu and Kashmir by the most renowned institution of the state, Shri Mata Vaishno Devi University, which has a participation of approximately 4000 students every year directly or indirectly from every corner of the country. It is an excellent opportunity for rich interaction for every student with student community from all parts of India.

Apart from extensive array of technical, informal and non-technical events, seminars, talks, guest lectures, paper presentations are the main stage attractions of the Tech-fest.

Titiksha will be held from 16 January, 2014 to 18 January 2014 with all new challenging competitions Electronics and Communication, Mechanical, Computer Science and Biotech sector. It will cover workshops from experts and Guest Lectures focusing on exploration and innovation.

“TITIKSHA 2k14 promises to be a huge success. We are expecting legacy and partnership amongst us to continue for years. We look forward to our association with you as we embark our next towards horizon.”

**WHY ASSCOCIATE WITH US**

Titiksha is the largest Tech-Fest organized in Jammu and Kashmir.

Our Participation is huge. Students from all over India and universities/institutes from all over India will be participating. Presentation and publicity materials (CDs, T-shirts, posters, notices, pamphlets, etc.) will be taken to various institutes across the country in the publicity campaign by organizing team members.

The online events, paper presentations and many other activities begin weeks in advance. Hence our sponsors reach is not limited to the three days of the Tech-Fest.

Supporting our educational and innovative initiative will help you in meeting your corporate responsibilities and at the same time gives you a good recall value among the student fraternity and faculty in the institutes across the country.

We sincerely believe that our sponsors form an integral part and contribute significantly to the betterment of the initiatives of the students of technical community.

Hence we invite you to share our enthusiasm and interest to take ‘TITIKSHA’ to a new horizon and make it a wholesome experience for our participation.

**SPONSORSHIP OPPORTUINITIES**

We propose four kinds of sponsorships: Platinum, Diamond, Gold and Silver.

Following is the description for each:

1. Platinum Sponsorship: INR 40,000 to INR 50,000
2. Diamond Sponsorship: INR 30,000 to INR 39,000

1. Gold Sponsorship: INR 20,000 to INR 29,000

1. Silver Sponsorship: INR 10,000 to INR 19,999

**Benefits from in-house publicity**

* All notices and posters regarding Titiksha-2k14 will carry the sponsor’s name and logo.
* The in-house workshops and events held prior to the fest will have the banners prominently displaying company’s logo.
* We will also promote your company’s logo on Facebook, Twitter and other social networking sites.

**Benefits from publicity material distributed**

* All the publicity material dispatched to over 30 colleges in India will have the company’s logo. This includes different types of posters, CDs containing presentation and invitation letters, notices, pamphlets, t-shirts, etc.
* The newsletters sent via e-mail to all registered users on our website will bear the company’s logo. Publication by the TITIKSHA team will carry company’s logo and special mention of our sponsors.
* All stationary, batches, certificate, identity-cards, etc. distributed by the team will have the company’s logo on them.
* Banners and flags of the company will be put at prominent places in the arena during the fest.
* The company is entitled to distribute promotional material during the fest.

WORS OF WISDOM:

If professional experts of company would like to give some lecture on burning thoughts and innovations, we would like to invite them for guest lecture.

WORKSHOPS:

We invite company(s) to help in conducting workshops and exhibitions of their products during the fest. It will involve sharing the knowledge and practices to academic world.

We are proud of our accomplishments on and off the playing field, and we are fully aware that our continued success depends on support from our corporate partners. We want to work with you to develop a sponsorship package that addresses your marketing goals. At the same time, your partnership will have a profound effect on the success of our student-athletes.

**CONTACTS**

[**www.titiksha.smvdu.net.in**](www.titiksha.smvdu.net.in)

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