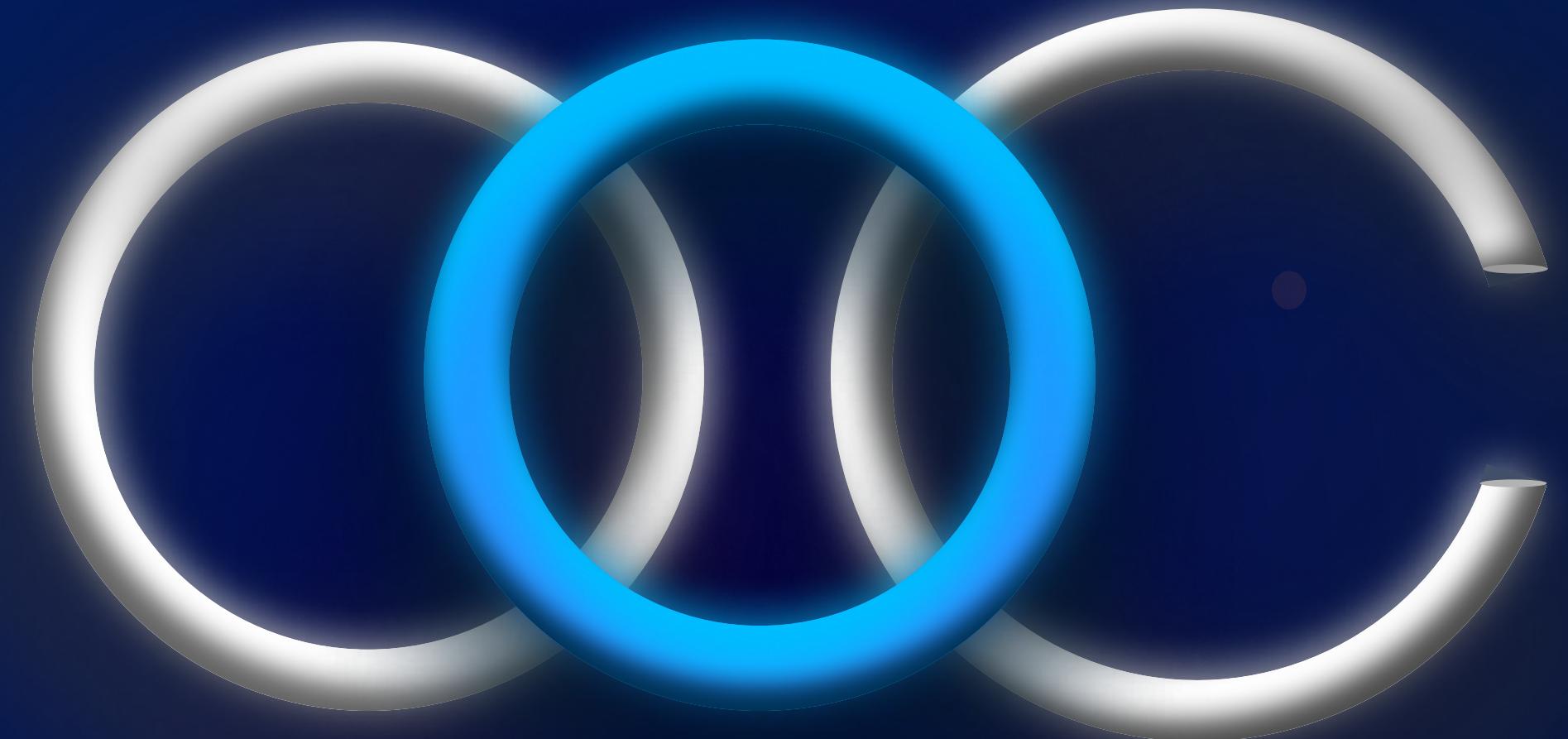




OUT OF CONTEXT



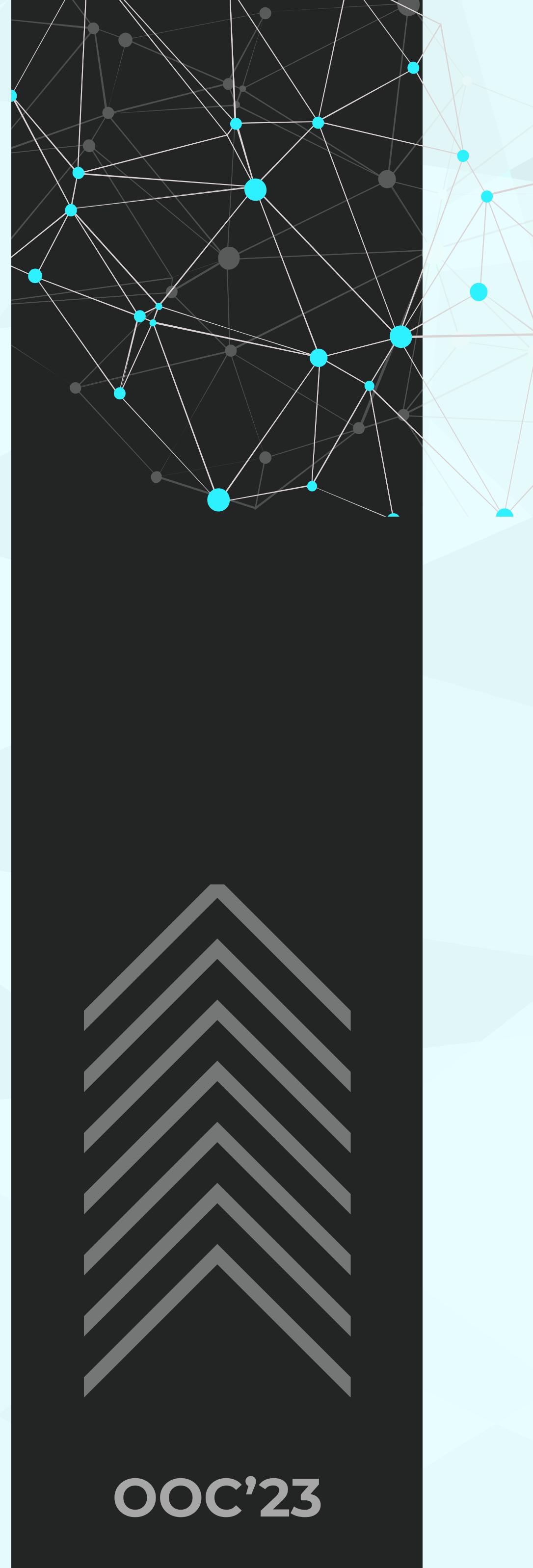
The Design Hackathon

MARKETING BROCHURE



The Design Hackathon

The Out-Of-Context is ideal combination of creativity and business value. It will enhance the designer's innovative quotient by flexing their design muscle to find technical and scalable solutions whilst staying true to the human-centric approach. The Design Hackathon will be a 36-hour event that will include numerous Design Mentors, Industrial Leaders, and student volunteers who will guide the participants through the process for approaching unique solutions using key aspects like creativity and design thinking. This will bring out the competitors' inner designer.





About EFFERVESCENCE

IIIT A is one of the leading illustrious institutes all over India, countless talented individuals gain experiences & attain unprecedented professional crests in their expedition.

Effervescence is the once-a-year cultural epitome of IIIT Allahabad. It's one of the most prodigious fests over colleges of North India. This carnival illuminates the essence and ethos of IIITA.

Foremost, stage events of our festival are enkindled by famed people. Additionally, the assorted number of cultural events of belles-lettres, melody & theatricals embellishes the glowing glamour of the fest.



Out of Context'22

In association with Devfolio, Out of Context had been a successful event conducted in 2022. It was successfully held during Effervesce'22 at **Indian Institute of Information Technology, Allahabad** in an online mode.

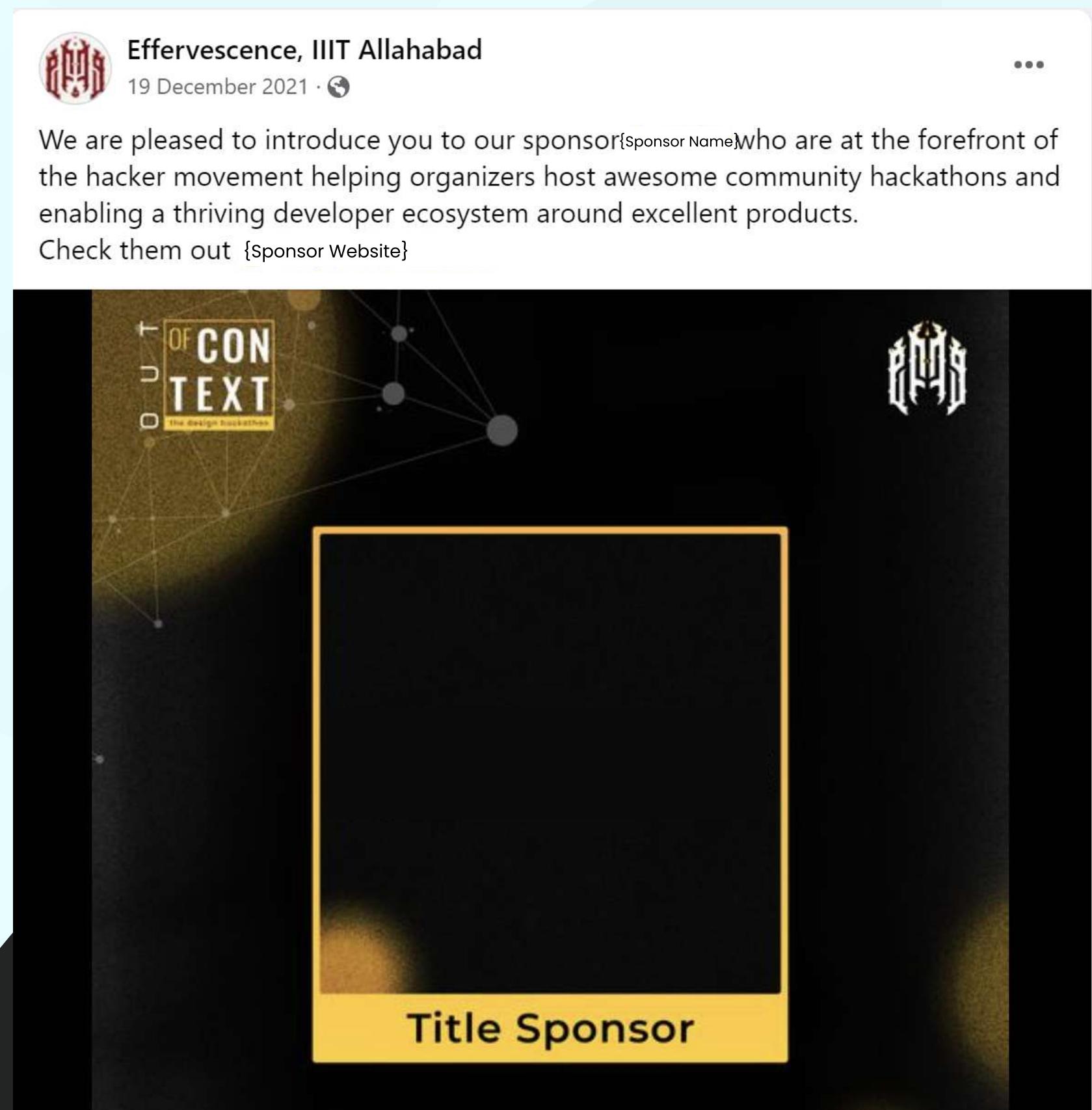
It saw amazing participation of **500+ participants** from all across country with over 700+ Registrations within a span of a week.



Why Sponsor us

1. Branding Avenues

Social Media Shoutouts Effervescence has a Facebook(**60k+ followers**) and Instagram Page(**~3k followers with highly active audience**). Your Company will be promoted and recognized as a sponsor via all our social media pages, and **website(100k+ visits)** prioritized by the level of sponsorship. Your company can also organize online contests/promotions during the event on Digital-a-thon's Social media platforms if required.

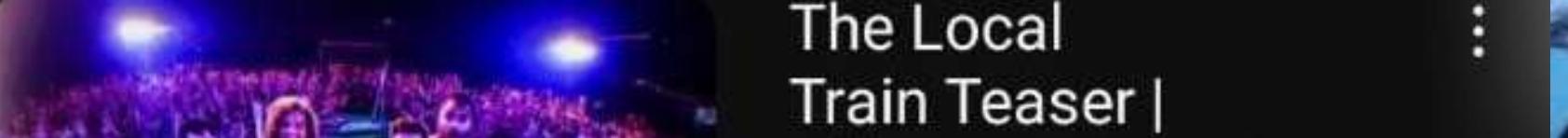
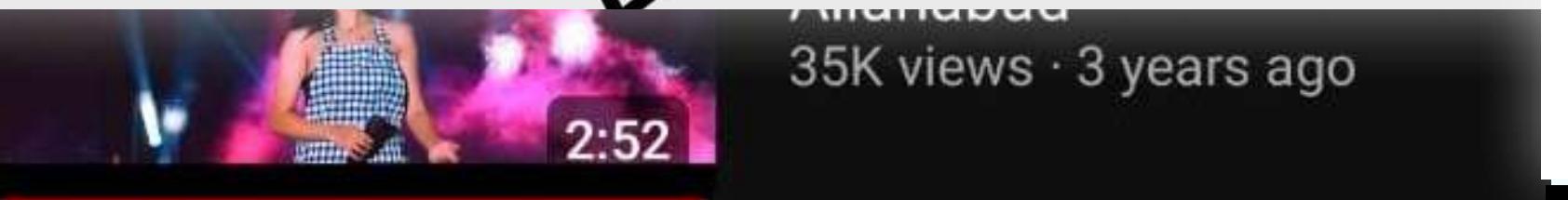


Why Sponsor us



2. Offline Promotions

Your company logo will be linked to all relevant banners, IDs, decorations, photobooths, certificates, posters and flexboards placed around the campus, based on the level of sponsorship. Your company will be a part of all the relevant publicity campaigns before and during the event.



Effervescence, IIIT Allahabad

Entertainment Providers • Allahabad, Uttar Pradesh



531

Posts

8,159

Followers

0

Following

Effervescence, IIIT Allahabad

Annual Cultural Fest of IIIT Allahabad

linktr.ee/effe22



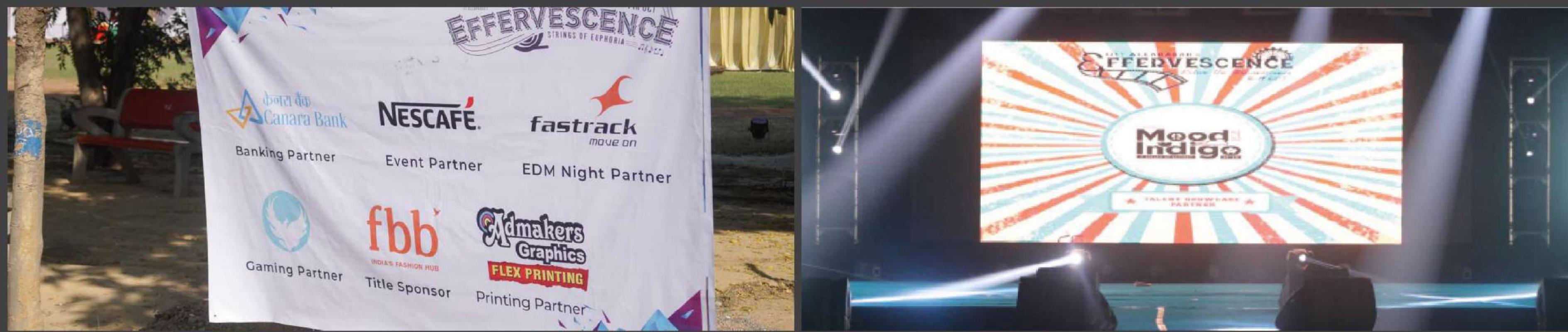
Effervescence, IIIT Allahabad

56K likes · 55K followers

Live workshops and feedback

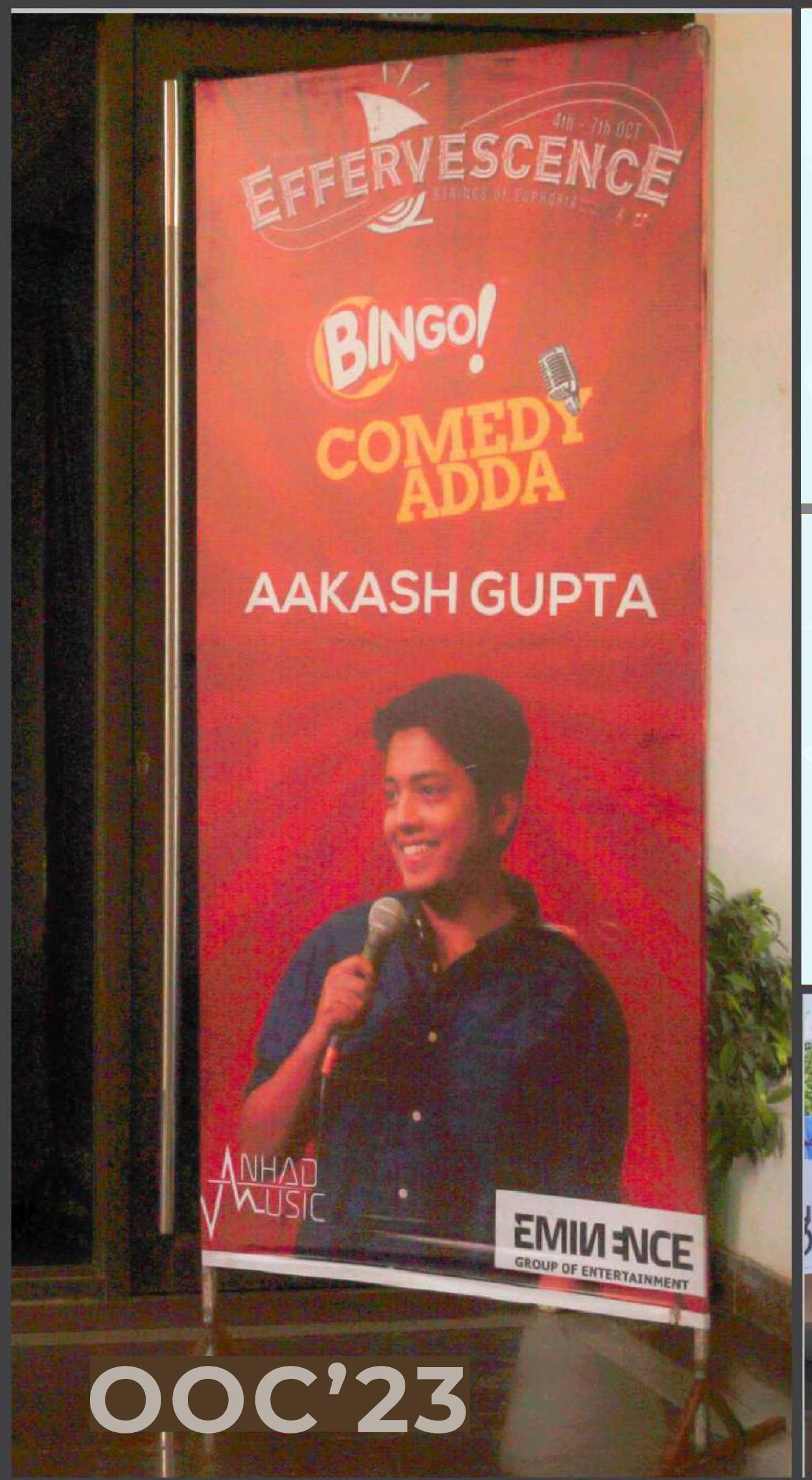
Your company can get live feedbacks or promote the use of their products like Design Systems, icons and other products from the participants of the event. Your company will be given assistance in hosting workshops and tutorials within the duration of Effervescence.





AVENUES OF BRANDING

LOGO PRESENCE



OOC'23

Sponsorship Information

Type	Price
SILVER	25K INR
GOLD	40K INR
DIAMOND	60K INR
ASSOCIATE	1L INR

The donations given as sponsorship are **100% tax-deductible** under the **Section 80G and 80GGA**, an approved university/institution of national importance is eligible for donations with no deduction without any qualifying unit.

Contact us for further details about Title Sponsorship

Sponsorship Opportunities - 1

BENEFITS	SILVER	GOLD	DIAMOND	ASSOCIATE
Logo on Website + Posters	✓	✓	✓	✓
Branding Avenues	✓	✓	✓	✓
Opening Ceremony Intro.	✓	✓	✓	✓
Social Media Promotion	✓	✓	✓	✓
Send Mentors	✗	✓	✓	✓
Logo on Certificate	✗	✓	✓	✓
Recruiting	✗	✗	✓	✓
Workshop	✗	✗	45 Mins	1 hr
Track Prizes	✗	✗	✓	✓
Personalized Problem Statement	✗	✗	✗	✓
Judge Panel	✗	✗	✗	✓

The donations given as sponsorship are **100% tax-deductible** under the **Section 80G and 80GGA**, an approved university/institution of national importance is eligible for donations with no deduction without any qualifying unit.

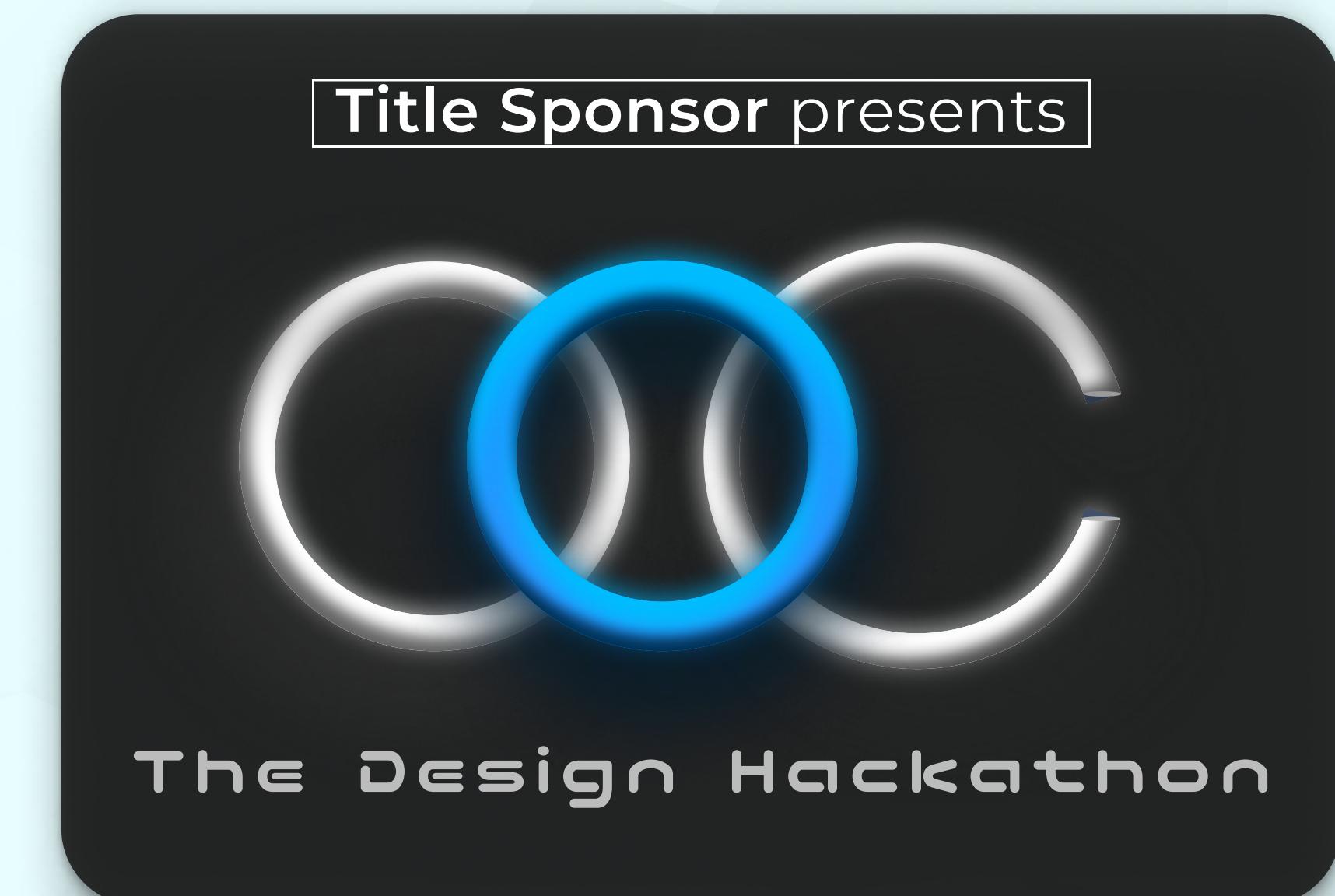
Contact us for further details about Title Sponsorship

Sponsorship Opportunities - 2

Title and Associate Sponsors will receive all benefits of **diamond** tier sponsorship.

In Addition, **Title and Associate sponsors** will be **associate** with the Hackathon logo and any an all branding materials involving the logo pre/during/post-event.

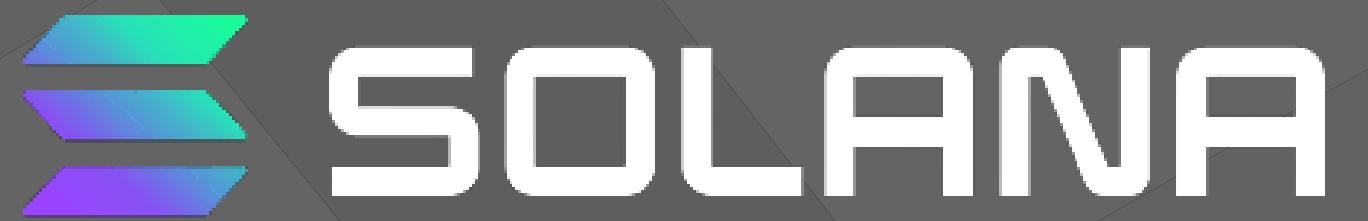
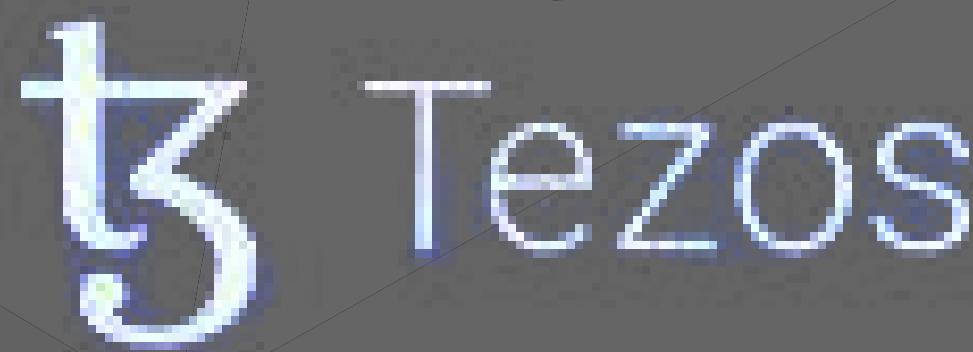
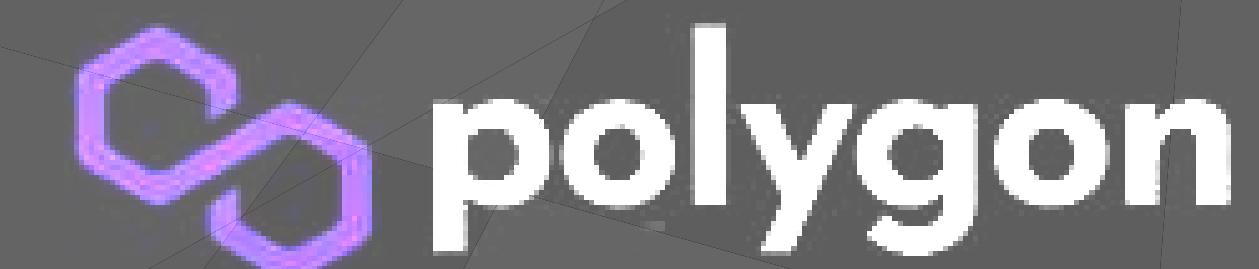
the **Title sponsor** will be given an avenue for the keynote speech.



Associate Partner

Associate Sponsor

PAST SPONSORS



CONTACT US



help.outofcontext@gmail.com



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Technology, Allahabahd

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**Thank You, Hoping to
see you at**

