

SPONSORSHIP BROCHURE

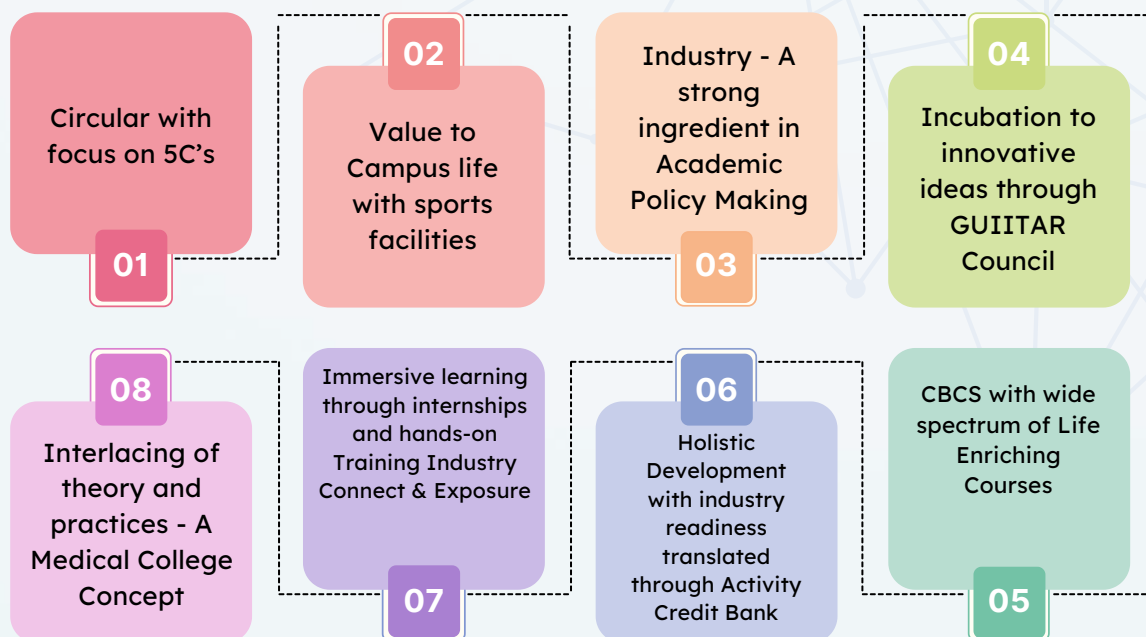


ABOUT GSFC UNIVERSITY

Since its establishment in 2014 by the GSFC Education Society - an initiative of Gujarat State Fertilizers and Chemicals Ltd, GSFC University has now become one of the fastest-growing universities in Gujarat, catering courses across different disciplines with a vision of societal development through relevant and cutting-edge knowledge in frontier areas of professional growth.

Our educational abode dwells on the philosophy of "Buddhi Gyanen Shudhayanti". It means the purification of the mind and intellect through knowledge, which is vital to human life. It strengthens the path of success toward perfection. All the while being compassionate towards mankind and society at large. A huge banyan tree that dates back more than 385 years also known as the "Great Old Banyan Tree" - The wisest tree in Vadodara is a part of our logo. It symbolizes multiple roots of innovation that sprout toward sustainable growth. The rising Sun in the background of the banyan tree in the logo symbolizes a plethora of opportunities for accomplishment in life.

MAJOR USP



WEBSITE
www.gsfcuni.edu.in

VISIONARIES

"Optimism is a strategy for making a better future because unless you believe that the future can be better, you are unlikely to step up and take responsibility for making it so!"

We are grateful to our visionaries, their vision to imbibe higher learning, encourage student-centric culture, promote creativity and innovation, augment cutting-edge skills and make students industry ready are what our institution strives for.

We have nothing but gratitude towards them for being the backbone of Ananta and letting us experience what success means in reality, though failures are always a new experience.



Shri P. K. Taneja
IAS (Retd.)

President, GSFC University



Dr. Nikhil Zaveri

Provost (Vice Chancellor)



Shri Ramesh Panchal

Director (Administration) &
Registrar



Mr. Navin Shah

Chief Finance Officer



Shri Mahesh Barot

Assistant Director (Admin)



Dr. Saurabh Shah

Dean, SOT



ABOUT

✦ ANANTA ✦

“Ananta”, is a marquee annual event of GSFC university that serves as the biggest festival of the year. It derives its name from a Sanskrit word meaning “Infinite” and symbolizes the endless possibilities and opportunities it creates for every student connected with us. The annual fest provides a common platform for students, professionals, and enthusiasts alike, coming from different walks of life, and enables them to interact, network, and share their vital experiences. Above all, Ananta is a celebration of college life!

We firmly believe that technology can be fruitful and rewarding in the real sense only when we work as a team. With this in mind, and considering the undeniable need for sustainable development, our theme ‘Synchronous Steps’ symbolizes the evolution in various domains concerning technological advancements, wherein they have remarkably emerged as united technologies today, working hand-in-hand across the globe. It is something that reflects a high sense of unity, diversity, and sustainability.

Ananta’23 is all set to welcome students and professionals from all disciplines.

Number of event registrations

2687 Registration

Number of registrations

1036 Students

Number of events (Technical & Non-Technical)

20 Events

Number of expert talks & workshops

9 Sessions

Number of participating institutes

46 – Across Gujarat

Check What's Poppin'?



AFTERMOVIE



PEOPLE OF EMINENCE



Dr. Ajay Ranka

Chairman & MD
Zydex Group



Mr. Saumil Shah

Chief Strategy Officer
(CSO) Rishabh Software



Shri Paresh Saraiya

Chairman
Transpek-Silox



Mr. Shetul Parikh

Country Head & Service
Improvement Manager
PMC Retail



Mr. Ashwani Khandelwal

Director
Terafac Technologies



Ms. Anubhi Khandelwal

Founder and Director
Terafac Technologies



Mr. Sneh Pandya

Community Leader
Google Developers Group
Baroda



Dr. Jitendra Wagh

Co-Founder and Director
Genexis Biotech



Mr. Kandarp Shah

Associate Vice President
Rishabh Software



ACHIEVEMENTS OF ANANTA'22

"Achievements of today are the stepping stones for the future ones." ~ Invajy

Ananta'22 - Innovation Inspired Technology was a first-of-its-kind event in GSFC University, which was beautifully crafted in a resilient business model keeping in mind the post-Covid situations, wherein every penny spent was recovered from either registrations or sponsorships.

With the aim of bringing back vibrancy and unity to the campus, Ananta witnessed 1036 participants from 46 institutes across Gujarat with more than 2600 registrations across all events.

In the dawn of the Digital Era, we were successful in creating a fully digitalized QR-based registration and attendance system to make the process hassle-free and transparent for all the participants, we also developed a knowledge access point that served to uplift our campaigning game.

Ananta skyrocketed with regard to revenue, showcasing the positive trend, which is exceptional in the history of the university.

The long-haul journey of efforts and hospitality was measured by the appreciation of our honored guests, a benchmark was established in creating standards and fine execution, which brought a the cultural shift in university students.



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FILM NEGATIVE



→ 14

FILM NEGATIVE



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→ 14

→ 14 A



→ 13

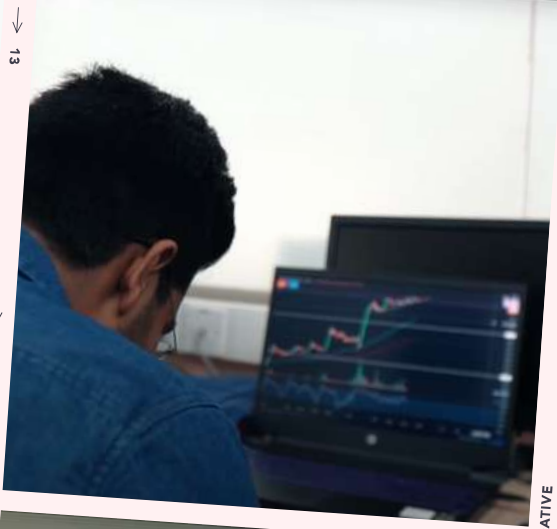
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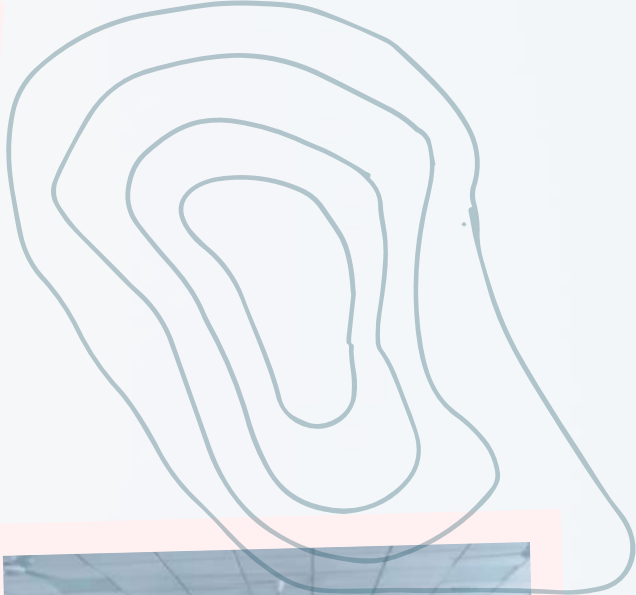
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FILM NEGATIVE



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FILM NEGATIVE

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→ 13 A



FILM NEGATIVE

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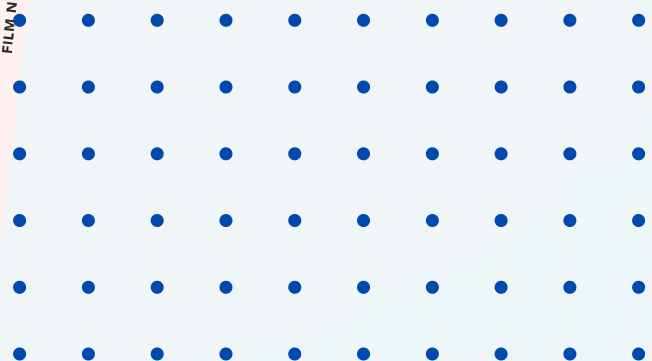
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FILM NEGATIVE



Key USPs

- Focus on **entrepreneurship** and **leadership**.
- **End-to-end** management by the students, for the students, of the students!
- **Digitally** managing the event, through a **web portal** developed by the students.
- **Innovative and interesting events** which will be knowledgeable as well as fun.
- **Inclusive culture** depicting unity, diversity, equality and sustainability.
- **Pre-Ananta activities** to increase student engagement and create hype for the original event.
- **K12 Outreach** - reaching out to school students for giving them college experience during 3 days.
- Technical and Science related **workshops and guest lectures** to enhance skills and give overall experiences.
- **Startup stories** to promote the startup companies and help create an entrepreneurial environment/ mindset among the student community
- **Student Managed Stalls** - a concept to let students run and manage their own stalls in an attempt to sharpen up their business management skills.



Events

EXCLUSIVE EVENTS

- GSFCU Shark tank
- Virtual Stock Market
- IPL Auction
- Agar Art
- Code Relay
- Treasure Hunt

FUN EVENTS

- Housie
- Art Taxi
- 7 up 7 down
- Swift Fingers
- Action Jackson

TECHNICAL EVENTS

- Monopoly
- Business Model
- Science Trivia
- Chem emoji
- Chem e Jeopardy
- Agar Art

WORKSHOP

- Mandala art
- Finance & Investment
- Rocket making
- Tie die
- Candle making
- Photo & Video Editing
- String Art
- Fluid Art

NON-TECHNICAL EVENTS

- Valorant
- Roadies
- Beg Borrow Steal
- Snake o Mystery
- Douche Ball
- Anime Battle
- Memories game



WHY SPONSOR US?



GSFC University has grown from strength to strength since its inception in 2015. GSFCU offers varied courses with the aim to make students industry ready. The university has benefited by being in close proximity to GSFC Limited. It also has its association with the Government of Gujarat as well as other industries which helps the university to improve and excel constantly in every field.

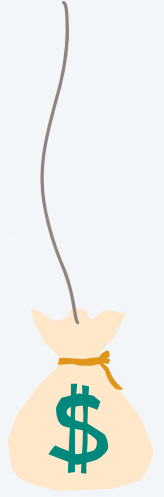
The university believes in the holistic development of students. Our core belief is to bridge the gap between academics and industries and to create professionals ready to shine in any enterprise. To keep this core belief alive, Ananta provides a platform where students and industries from various disciplines share a common interest and work in collaboration.

The benefits you will get by becoming our sponsor are:

- ◆ Get Access to 2000+ students.
- ◆ Featuring your brand on our web portal.
- ◆ Exposure of the brand to the newer market.
- ◆ Venture the brand among the student community.
- ◆ Have a targeted reach by aligning business values to specific events.
- ◆ Develop a social media connection with 5400+ active and organic followers.
- ◆ To help advertise the organization in unique ways on social media platforms.
- ◆ Advertise your company in “Gravity” - A special edition magazine released every year during Ananta.
- ◆ Increase the visibility of the brand during events by strategizing printables at different locations.
- ◆ Create a strong bond with the university and associate with the culture full of core values for the overall development of individuals.



Title Sponsor ₹5,00,000



- ◆ Recognition as the Official Presenter of Ananta'23 across all offerings. 'Your Company Name' presents Ananta' 23.
- ◆ 3 dropdowns; One each on the Main Buildings of our University.
- ◆ 7 standees or banners to be installed at premium locations of the university.
- ◆ 1 Stall of 12'x12' to be provided for promotional purposes.
- ◆ Feature in Media Promotions of Ananta'23 via advertisements on Social Media, Audio Telecast/Video Telecast or Print Media, and all promotional emails, Promotional advertisements.
- ◆ Individual Posts and Stories over Social Media with over a reach of 2,50,000+ followers on official accounts of GSFC University, Student Marketers, and influencers.
- ◆ Feature on the front side of T-shirts or blazers of Core Committee Members, Organizing Team Members, and Volunteers
Logo promotion on paper bags.
- ◆ Visibility on the Featured Ad of Ananta'23 on the Official Website of GSFC University.
- ◆ Feature on the Homepage and under Sponsors Tab under 'Title Sponsor' on the Official Website of Ananta'23.
- ◆ Recognition and visibility on the main stage presentation screen slide and an opportunity to speak during the opening ceremony and closing ceremony.
- ◆ Full Page Ad(Both Sides x2) in the Ananta'23 booklet given to every participant upon registration.
- ◆ Recognition in the After Movie of Ananta 23 would be posted on all official social media handles.
- ◆ Company Logo will be featured on all Hoardings, Banners, Standees, and Passes of the Concert Night(Front Side).
- ◆ Live Announcements during events. (Up to 18 times)
- ◆ Feature in all After-Event media releases.
- ◆ Feature on All materials provided in the Participant Kit. Raffle items can be included in the Participant Kit. (Coupons, Gift Articles, etc.)
- ◆ Invitation upto 10 individuals to access all events at Ananta'23.
- ◆ Advertisement on Screen at the Led displays around the university (5 Hours).
- ◆ Featured Logo in Combo Pass.



Powered By ₹3,50,000

- ◆ Recognition as the Official Presenter of Ananta'23 across all offerings. 'Your Company Name' presents Ananta' 23.
- ◆ 2 dropdowns; One each on the Main Buildings of our University.
- ◆ 5 standees or banners to be installed at premium locations of the university.
- ◆ 1 Stall of 10'x10' to be provided for promotional purposes.
- ◆ Feature in Media Promotions of Ananta'23 via advertisements on Social Media, Audio Telecast/Video Telecast or Print Media, all promotional emails, and promotional advertisements.
- ◆ Individual Posts and Stories over Social Media with over a reach of 2,50,000+ followers on official accounts of GSFC University, Student Marketers, and influencers.
- ◆ Feature on Core Committee Members, Organizing Team Members, and Volunteers T-Shirts on the front side and on the blazers.
- ◆ Visibility on the Featured Ad of Ananta'23 on the Official Website of GSFC University.
- ◆ Feature on the Homepage and under sponsors tab under 'Powered By Sponsor' on the official website of Ananta' 23
- ◆ Recognition and visibility on the main stage presentation screen slide and an opportunity to speak during the opening ceremony and closing ceremony.
- ◆ Full Page Ad in the Ananta'23 booklet given to every participant upon registration.
- ◆ Recognition in the After Movie of Ananta 23 would be posted on all official social media handles.
- ◆ Company Logo will be featured on all Hoardings, Banners, and Standees.
- ◆ Live Announcements during events. (Up to 12 times)
- ◆ Feature in all After-Event media releases.
- ◆ Feature on selected materials provided in the Participant Kit. Raffle items can be included in the Participant Kit. (Coupons, Gift Articles, etc.)
- ◆ Invitation upto 5 individuals to access all events at Ananta'23.
- ◆ Advertisement on Screen at the displays around the university(3 Hours)



Associate ₹2,50,000

- ◆ Recognition as the Official Presenter of Ananta'23 across all offerings. 'Your Company Name' presents Ananta' 23.
- ◆ 3 standees or banners to be installed at premium locations of the university.
- ◆ 1 Stall of 8'x 8' to be provided for promotional purposes.
- ◆ Feature in Media Promotions of Ananta'23 via advertisements on Social Media.
- ◆ Individual Posts and Stories over Social Media with over a reach of 2,50,000+ followers on official accounts of GSFC University, Student Marketers, and influencers.
- ◆ Feature on the Official Website of Ananta'23.
- ◆ Recognition and visibility on the main stage presentation screen slide and an opportunity to speak during the opening ceremony and closing ceremony.
- ◆ Full Page Ad in the Ananta'23 booklet given to every participant upon registration.
- ◆ Recognition in the After Movie of Ananta'23 would be posted on all official social media handles.
- ◆ Company Logo will be featured on all Hoardings, Banners, and Standees.
- ◆ Feature in all After-Event media releases.
- ◆ Live Announcements during events. (Up to 8 times).
- ◆ Feature on selected materials provided in the Participant Kit. Raffle items can be included in the Participant Kit. (Coupons, Gift Articles, etc.)
- ◆ Advertisement on Screen at the displays around the university (3 Hours).



Executive ₹1,50,000

- ◆ Recognition as Executive Sponsor of Ananta'23 across all offerings.
- ◆ 3 standees/banners to be installed at premium locations of the university.
- ◆ Feature in Media Promotions of Ananta'23 via advertisements on Social Media and all promotional emails.
- ◆ Individual Posts and Stories over Social Media with over a reach of 2,50,000+ followers on official accounts of GSFC University and Student Marketers.
- ◆ Feature under the Sponsors Tab under 'Executive Sponsor' on the Official Website of Ananta'23.
- ◆ One Page Full Ad in the Ananta'23 booklet given to every participant upon registration.
- ◆ Recognition in the After Movie of Ananta'23 that would be posted on all official social media handles.
- ◆ Feature on selected materials provided in the Participant Kit. Raffle items can be included in the Participant Kit. (Coupons, Gift Articles, etc.)
- ◆ Feature in all After-Event social media releases.
- ◆ Provide Google Reviews from Organic Reach (100+).
- ◆ Advertisement on Screen at the displays around the university (2 Hours).



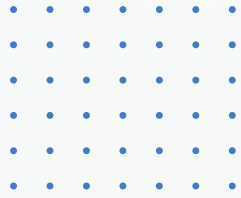
Event Partners

₹25,000-₹50,000

- ◆ Recognition as 'Your Service Type' Partner across all offerings. Ex: Food Partner, Travel Partner, Education Partner, etc
- ◆ The event will be conducted exclusively under the company's name as an Event Partner.
- ◆ Standees/banners of the company to put up at the event venue.
- ◆ Feature in Media Promotions of Ananta'23 via advertisements on Social Media and all promotional emails.
- ◆ Individual Posts and Stories over Social Media with over a reach of 2,50,000+ followers on official accounts of GSFC University and Student Marketers.
- ◆ Half Page Ad in the Ananta'23 booklet given to every participant upon registration.
- ◆ Recognition in the After Movie of Ananta'23 that would be posted on all official social media handles.
- ◆ Feature on select materials provided in the Participant Kit. Raffle items can be included in the Participant Kit. (Coupons, Gift Articles, etc.)
- ◆ Feature in all After-Event social media releases.



Special Offerings



- ◆ ₹ 30,000 - Sponsorship of T-shirt to our marketing team with Ananta and 'Your Company' logo.
- ◆ ₹ 30,000 - Be our marketing partner and display your logo on our printables.
- ◆ ₹ 25,000 - 2 Standees near DJ Venue.
- ◆ ₹ 16,000 - LED screen Ad Running. (5 hours in 3 days)
- ◆ ₹ 11,500 - Individual Posts and Stories over social media with over a reach of 2,50,000+ followers on official accounts of GSFC University and Student Marketers.
- ◆ ₹ 9,000 - Audio-Video Ad in the opening ceremony. (Max. 2 minutes)
- ◆ ₹ 8,000 - Feature your brand advertising on the back side of identity cards.
- ◆ ₹ 8,000 - Feature your logo on our identity card belt.
- ◆ ₹ 7,000 - Feature on participants' dashboard.
- ◆ ₹ 8,000 - 2 Main Entrance Standee.
- ◆ ₹ 7,500 - Banners near food stalls.
- ◆ ₹ 9,000 - Full double side Ad in ANANTA Booklet.
- ◆ ₹ 6,000 - Full single Page Ad in ANANTA Booklet.
- ◆ ₹ 4,500 - Half Page Ad in ANANTA Booklet.
- ◆ ₹ 3,200 - Horizontal Ad (3 in 1 type) in ANANTA Booklet.
- ◆ ₹ 1,750 - Bookmark in ANANTA Booklet. (Right Side)
- ◆ ₹ 3,500 - Advertise your brand on Streetlight banners on campus
- ◆ ₹ 3,000 to 5,000 - Social Media publicity.
- ◆ ₹ 4,500 - Spin and Win/scratch card. (coupons in fun game)
- ◆ ₹ 3,000 - Promotional Materials distribution. (800-1000 pieces)
- ◆ ₹ 3000 - Put up a standee in our pre-events.



OUR PAST PARTNERS



CREATIVE





20
22



✉ ananta@gsfcuniversity.ac.in
☎ Viraj Patel : +91 81403 90836
☎ Renish Narola : +91 88669 29832

Event Room, GUIITAR LAB 7,
New Lab Building GSFC University, P.O.
Fertilizernagar, Vadodara- 391750

WWW.ANANTAGSFCU.IN

