



CHANDIGARH
UNIVERSITY

Discover. Learn. Empower.



ISTE
PRESENTS



TECHNICA

TECH FEST 2025

13TH-15TH OCTOBER

TECHNICA EDITION-2025

ISTE ZONAL CONVENTION
CHANDIGARH UNIVERSITY

ALIEN: WHERE INNOVATION MEETS THE UNKNOWN



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www.technicia.live

ABOUT TECHNICA'25

WHY SPONSOR TECHNICA'25?

India's Fastest-Growing
Student Tech Fest.
Unbeatable Youth
Engagement. Limitless
Potential.

 50,000+	ON-GROUND FOOTFALL
 5 MILLION+	DIGITAL IMPRESSIONS
 ₹8 LAKH+	PRIZE POOL
 15+	MARQUEE NATIONAL EVENTS

- Exclusive exposure to India's brightest innovators and tech talent
- **Branding at every touchpoint** – Event venues, digital screens, livestreams, social media
- **Sponsor-run activities:** Product launches, interactive campus contests, keynote slots
- **Real engagement:** Influencer shoutouts, trending reels, prominent festival press coverage
- **Full transparency:** Detailed post-event analytics & qualified lead access

**"NO OTHER
CAMPUS FEST
DELIVERS
TECHNICA'S
SCALE, ENERGY
AND ROI FOR
YOUR BRAND."**

**PARTNER WITH US. POWER THE FUTURE. OWN
THE CAMPUS CONVERSATION.**



OUR SPONSORS

Who Will You Reach?

**STUDENTS
(16–22):**

Techies, coders, creators, future entrepreneurs

**STARTUPS &
CORPORATES:**

Talent scouts, recruiters, mentors

**PAN-INDIA
AUDIENCE:**

Diverse participation from all Indian regions

INVESTORS

Invest in the future startups and hidden talent

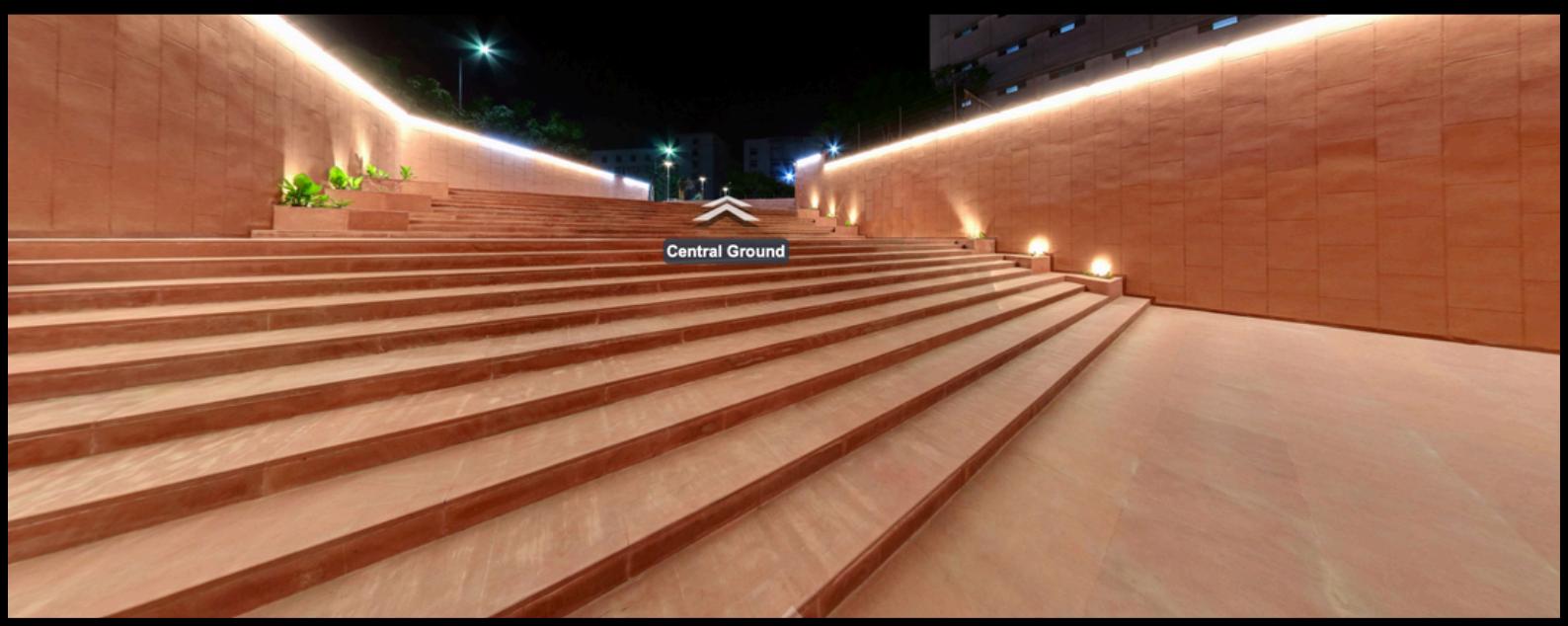
Our Partners:



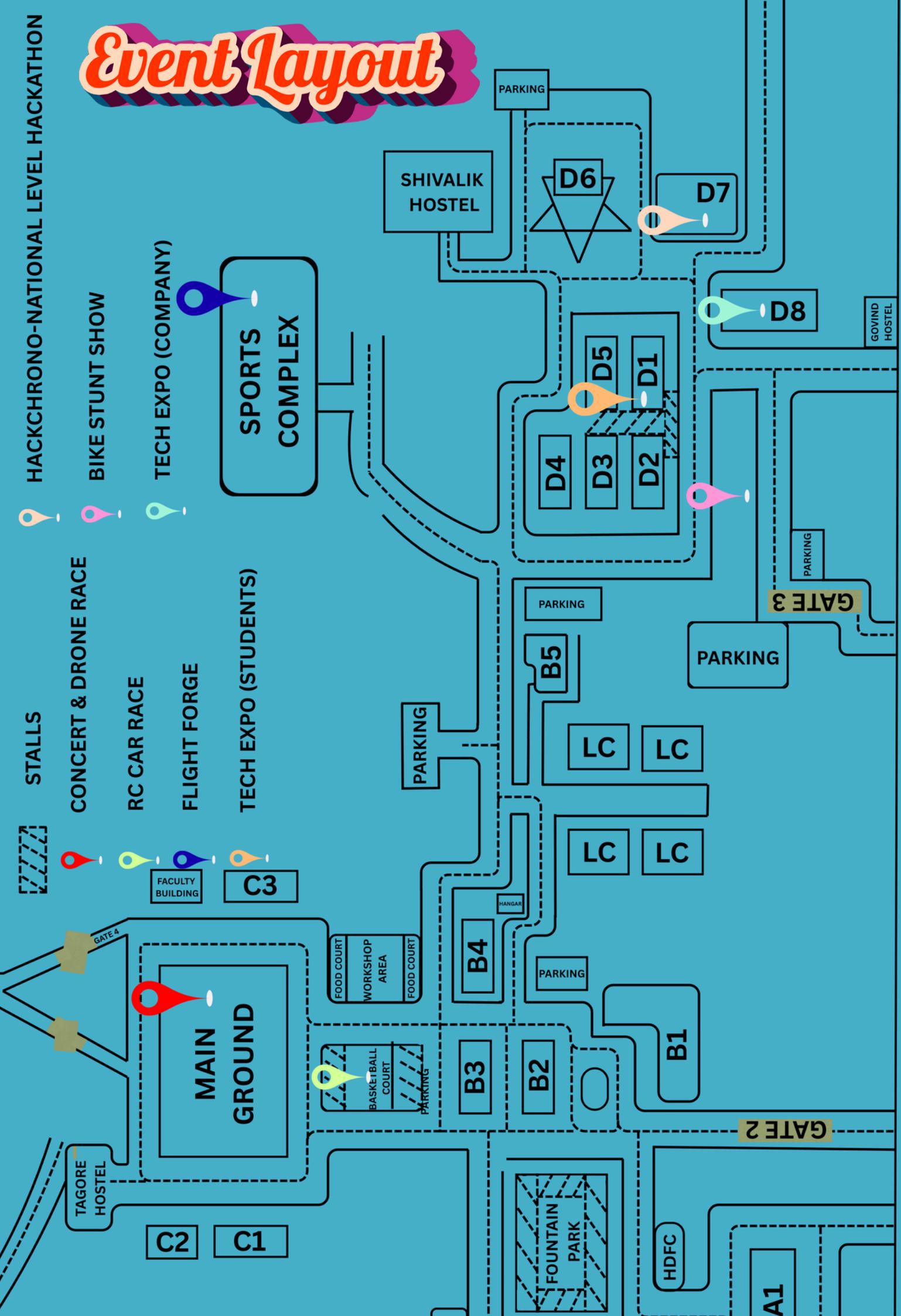
Stall Spaces



Branding Spaces



Event Layout





Previous Events





EXPERIENCE HIGHLIGHTS



Shaping the Future of Technology

At Technicia, we believe in giving students practical exposure to real-world challenges, making them industry-ready while keeping innovation at the core.

Creating Unforgettable Memories

It's not just about competitions — it's about fun, culture, and lasting connections. Every moment at Technicia is designed to leave a mark on participants and partners alike.

No other fest matched the audience engagement we got at Technicia! The energy, innovation, and excitement here are truly unmatched.

Technicia Is More than a Fest — It's an Experience

Three days where cutting-edge technology meets entertainment and culture.

- **Real-world Innovation:** Hackathons, RC Wars, AI Battles
- **Knowledge & Collaboration:** Gathering of the brightest minds to learn, network, and innovate together
- **Electrifying Nights:** Bollywood concerts, supercar rallies, and high-octane stunt shows.

2014 - 2016

Tech Invent took its first steps as a student-led initiative, hosting small-scale coding challenges and workshops that quickly grew into something bigger.

2017 - 2019

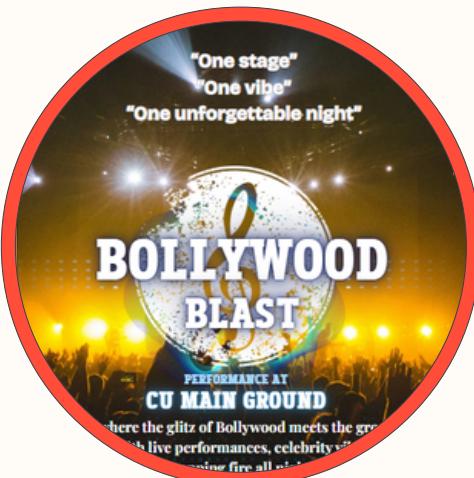
With exponential growth, Tech Invent welcomed national-level participation, added cultural nights, and became a recognized brand for technology-driven fests.



SIGNATURE EVENTS

**SHOWCASE, ENGAGE, LEAD
SPONSOR INTEGRATION AT EVERY LEVEL**

SIGNATURE EVENTS





IMMERSIVE, TECH-FORWARD SPONSOR BENEFITS

NO-COMPROMISE SPONSOR BENEFITS



HYBRID REACH: ON-GROUND + DIGITAL
(LIVE STREAM, EVENT APP, SOCIAL COVERAGE)



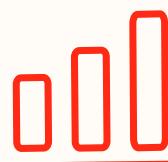
PRIME EXPOSURE: LED MAIN STAGE, EVENT PASS BRANDING, ON CAMPUS BRANDING, CUSTOM SPONSOR SEGMENTS



LEAD GENERATION: OPT-IN PARTICIPANT REACH, TALENT ACCESS, NETWORKING MIXERS



CUSTOM ACTIVATIONS: AR/VR BOOTHES, INTERACTIVE POLLS, SPONSORED CHALLENGES



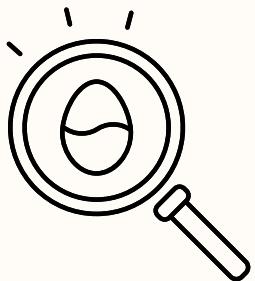
ANALYTICS: POST-EVENT DETAILED ENGAGEMENT SOCIAL MEDIA REACH (FOOTFALL, ONLINE REARCH, LEADS, TOP INTERACTIONS)

CALLOUT:

"WANT EVEN MORE? WE CO-CREATE CUSTOM EXPERIENCES: FROM PRODUCT LAUNCHES TO TECH MASTERCLASSES."



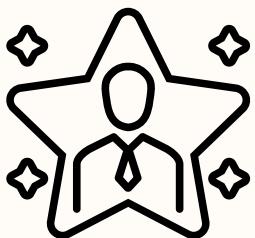
FOR THE FIRST TIME:TRULY IMMERSIVE BRAND EXPERIENCES



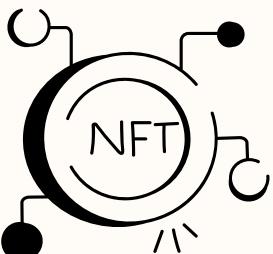
Brand AR Hunt: Turn campus into your arena — sponsors' logo integrated into an AR scavenger hunt with prizes.



Live Stream Commerce: Demo and sell products *in real time* during main events.



Smart Talent Match: Exclusive access to top student innovators via pre-matched sponsor-talent networking.



Digital Collectibles (NFTs/Badges): Branded digital rewards for participants — lasting impressions of your brand.

SPONSORSHIP PACKAGES

₹6,00,000

TITLE SPONSOR

₹5,00,000

CO SPONSOR

₹4,00,000

POWERED BY

₹3,00,000

DRIVEN BY

₹2,00,000

ASSOCIATE SPONSOR
GOLD

₹1,00,000

ASSOCIATE SPONSOR
SILVER

TECHNICA'25 - General Sponsorship

Deliverables	Title Sponsor	Co-Sponsor	Powered By	Driven By
Branding Position	Prime logo placement (top, largest size)	Secondary logo placement	Shared logo on collaterals	Shared logo on collaterals
Welcome Gate	Exclusive Food Court Umbrella Setup + prime welcome gate branding	Shared welcome gate branding	Shared welcome gate branding	-
Promotions	Custom reels + featured in premium promotional videos	Standard promo inclusion	Mention in promo videos	Social media shoutouts only
Stall / Display	Double-size stall in prime location	Standard stall	Shared stall zone	Peripheral stall
Engagement	Keynote speech + participant database access	Student interaction sessions	-	-
Media Coverage	Newspapers, magazines + homepage feature	Website & social section	Website sponsors page	Social media mentions
Privileges	VVIP passes + priority seating + frequent emcee mentions	VIP passes + one emcee mention	VIP passes	Regular passes



THANK YOU CONTACT US :



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[ISTE Student Chapter](#)

