

ISTE
PRESENTS



TECHNICA

TECH FEST 2025
TECHNICA

TECHNICA'25

Prepared by :

ISTE STUDENT CHAPTER
CHANDIGARH UNIVERSITY





OCTOBER
13TH - 15TH

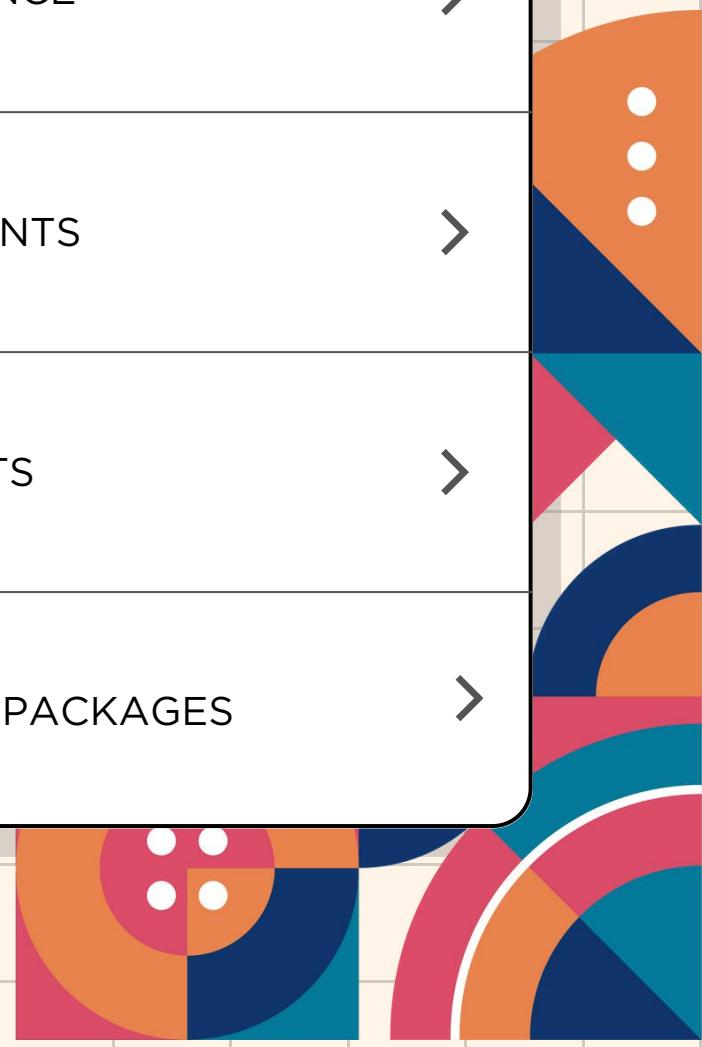


Technicia is a **three-day national fest** led by the ISTE Student Chapter, Chandigarh University. It merges future-driven tech, bold innovation, diverse cultures, and real-world awareness into one dynamic celebration. Technicia is more than just a tech fest—it's an experience. It's where diverse minds converge, friendships spark, and ideas come alive.

THEME: "ALIEN: WHERE INNOVATION
MEETS THE UNKNOWN"

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ABOUT **CHANDIGARH UNIVERSITY**

- **Top Ranked: Among the Top 2% of universities globally (QS World Rankings 2026)**
- **100,000+ alumni in global companies like Google, Microsoft, Amazon**
- **45,000+ students across 200+ cutting-edge programs**
- **Backed by 700+ recruiters & strong industry-academia connect**

Your brand deserves a stage — and Chandigarh University offers the spotlight.



TARGET AUDIENCE

- Students (16 - 22 Years) ● General Audience
- Startups, Investors, Corporates
- Young Professionals (22–30 Years)





**TOTAL FOOTFALL
50,000+**

**MEDIA REACH
5M+ REACH**

**PARTICIPATION
PAN INDIA**

Brand Marketing ✓

Corporate Promotion ✓

All over India Participation ✓

Social Gatherings ✓



CHANDIGARH
UNIVERSITY
Discover. Learn. Inspire.

PRIZE POOL

GRAND PRIZE
₹10,00,000+

TECHNICA

TECH FEST 2025

TECHNICA



DON'T MISS OUT ON
THIS OPPORTUNITY!

PREVIOUS EVENTS





EVENT GUESTS

Technicia'25

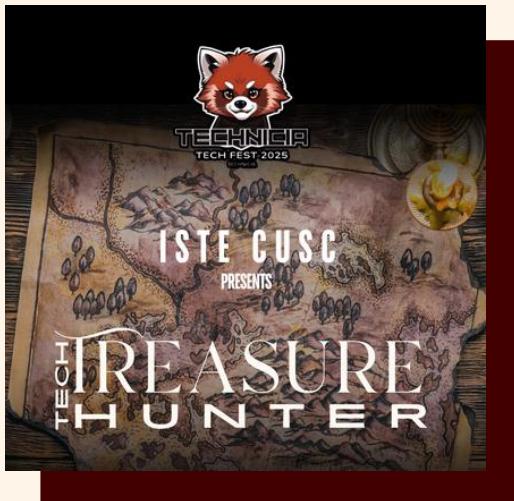


SAJJAN BHAJANKA
CEO
CENTURY PLYWOODS

RAJIV SIKKA
EX-CEO
INDIAN OIL ADANI GAS

ANUBHAV DUBEY
FOUNDER
CHAI SUTTA BAR

LIST OF EVENTS



Event Name: Capture the Flag - A Mystery Unravelled

- Real-World AI Simulation where participants decode alien signals
- Audience: Bright, tech-driven students & machine learning enthusiasts
- Experience Focus: Advanced algorithmic thinking, problem-solving & deep-tech collaboration
- **Sponsor Benefit:** Direct engagement with top AI talent – brand visibility on problem sets, dashboards, judging panels & AI toolkits

Event Name: Treasure Hunt - Solve the Clues

- Gamified Scavenger Hunt using tech-based riddles, QR codes & digital tools
- Audience: Young coders, puzzle-solvers passionate about logic challenges
- Experience Focus: Interactive missions blending online and on-ground gameplay
- **Sponsor Benefit:** Product placement within clues & digital tasks – high engagement and brand recall in a footfall-heavy zone

Event Name: Code to Survive - Alien Protocol

- Futuristic AI Simulation – participants decode alien signals
- Audience: Top-tier AI developers, machine learning minds & techy students
- Experience Focus: Deep-tech innovation, algorithm design & collaborative problem-solving
- **Sponsor Benefit:** Showcase cutting-edge AI tools directly to India's brightest – visibility in problem sets, toolkits, and leaderboard branding

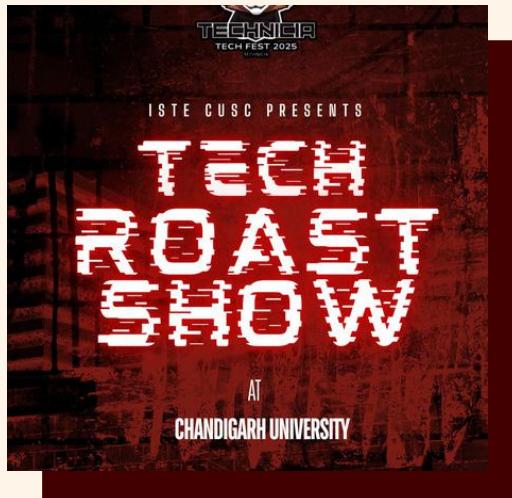
Partner with us to power innovation, creativity, and next-gen talent.

LIST OF EVENTS



Event Name: Bootcamp Week – Intensive Tech Training & Mentorship

- Skill-Building Workshops & Masterclasses focused on digital tools & trends
- Audience: 300+ entrepreneurs, scholars, tech professionals & leaders
- Experience Focus: Hands-on learning, expert panels, and mentorship opportunities
- **Sponsor Benefit:** Position your brand as a thought leader — visibility in panels, digital kits, session branding & certificates



Event Name: Tech Roast Show – A Battle of Wit and Humor in Tech

- Fast-Paced Tech Building Experience focused on real-world problem-solving
- Audience: 300+ developers, designers, students & budding tech founders
- Experience Focus: App & system development, innovation under time constraints
- **Sponsor Benefit:** Showcase your brand as a tech leader — through co-branded challenges, mentorship presence, and demo day visibility



Event Name: Robo Wars - A Showdown of Robots

- High-Impact Robotic Combat Arena showcasing engineering innovation
- Audience: 200+ tech leaders, entrepreneurs, engineers & decision-makers
- Experience Focus: Strategic machine battles, creativity & real-time problem-solving
- **Sponsor Benefit:** Align with cutting-edge tech — brand placement on bots, battle arena, judge panels & digital coverage

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LIST OF EVENTS



Event Name: Game X – The Ultimate Gaming Showdown

- Flagship eSports Tournament featuring top Valorant & BGMI players
- Target Audience: 500+ energetic gamers, streamers & tech enthusiasts
- Experience Focus: High-adrenaline gameplay, live interactive spectating
- **Sponsor Benefit:** Brand exposure across stage banners, streams, reels & giveaways



Event Name: MUN 2.0

- Immersive UN Simulation with committees on global policy, crisis, and diplomacy
- Audience: 400+ students, young diplomats, scholars & IR enthusiasts
- Experience Focus: Intense debates, resolution drafting & issue solving
- **Sponsor Benefit:** Brand alignment with leadership, education & global awareness themes — logo on kits, delegate folders, certificates & stage banners



Event Name: Hackathon – Innovate, Code, Create

- High-Intensity Innovation Sprint focused on building solutions in real time
- Audience: 300+ developers, designers, students & tech-driven entrepreneurs
- Experience Focus: App & software development, problem-solving, team collaboration
- **Sponsor Benefit:** Brand positioning as an innovation enabler — visibility across lanyards, pitch decks, mentor panels & demo day branding

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LIST OF EVENTS



Event Name: CineSprint – The Short Film Challenge

- 48-Hour Filmmaking Challenge where teams script, shoot & edit short films from scratch
- Audience: Budding filmmakers, storytellers, visual artists & media students
- Experience Focus: Creative storytelling, fast-paced production & visual impact
- **Sponsor Benefit:** Logo on-screen in all entries, credits, event reels & during final film screenings

Event Name: InnovateX – Company Tech Expo

- Corporate Innovation Showcase featuring breakthrough tech, tools & services
- Audience: 300+ students, educators, industry leaders & tech professionals
- Experience Focus: Product demos, real-time trials, expert booths & brand networking
- **Sponsor Benefit:** Position your company as a tech leader – exhibit products, host workshops, and gain brand visibility in a future-ready ecosystem

Event Name: ProtoSpark – Student Project Expo

- Student Innovation Exhibition featuring hardware prototypes, apps & models
- Audience: Budding engineers, developers, mentors & academic evaluators
- Experience Focus: Grassroots innovation, peer learning, creativity & tech problem-solving
- **Sponsor Benefit:** Connect with emerging talent, scout fresh ideas, and build early brand affinity through judging panels, awards, and booth branding

Partner with us to power innovation, creativity, and next-gen talent.

**10ft x 10ft
SIZE**

STALLS CARNIVAL

**13th - 15th
OCTOBER**

FOOD STALLS

EXHIBITION STALLS

PROMOTIONAL STALLS

Call +91 93110 73689 for more details



FOOD STALLS

For: Cafés, food chains, cloud kitchens, FMCG snacks

- Branded stall in high-footfall food zone and flex/banner promotion
- Engage 5K+ attendees through live sampling
- Instagram story shout-out

Benefit: Direct consumer engagement & taste-led recall

EXHIBITION STALLS

For: Handicraft brands, non-profits, handmade creators

- Covered booth in Exhibition Alley with support
- Banner branding in the area
- Showcase your story, craft, or cause — no sales pitch

Benefit: Ideal for non-sales-driven outreach and community impact

PROMOTIONAL STALLS

For: Brands & marketers seeking visibility and lead generation

- Branded stall in high-traffic promo zone
- Logo on posters & digital collaterals
- Sampling, flyers & demos allowed
- 1–1.5 min brand announcement during ceremonies

Benefit: Drive leads with visibility + stage exposure



The Ultimate Concert Night

"One stage"

"One vibe"

"One unforgettable night"

BOLLYWOOD BLAST

PERFORMANCE AT

CU MAIN GROUND

"A night where the glitz of Bollywood meets the groove of the streets – with live performances, celebrity vibes, and a DJ dropping fire all night."



BIKE

STUNT SHOW

“DRIVEN BY” SPONSORS ONLY

STUNT ARTISTS SHOULD BE ARRANGED BY THE SPONSOR.

MARKETING SPACE WILL BE PROVIDED BY UNIVERSITY.

ALL “DRIVEN BY” SPONSOR BENEFITS ALONG ADVERTISEMENTS ON MAIN STAGE LED.

SUPERCAR MEET

10TH SEPTEMBER 2025 | 09:00



Event Highlights :

- Custom & modified vehicle display
- Electric & sustainable mobility zone
- Evening drive-by and visual showcase

Value For Partners:

- Visibility across campus and digital platforms
- On-ground presence through display spaces
- Association with youth, innovation, and creativity

“DRIVEN BY” SPONSORS ONLY

An ideal platform to connect with the next generation of engineers, creators, and consumers all in a high-impact, innovation-driven setting.

TECHNICA'25 - GENERAL SPONSORSHIP

No.	Deliverables	Title Sponsor	Co-Sponsor	Powered By	Driven By	Associate sponsor - GOLD	Associate sponsor - SILVER
1	Logo on main poster, banner, and backdrop flex	✓	✓	✓	✓	✓	✓
2	Logo on LED on main stage	✓	✓	✓	✓		
3	Logo on all promotional videos	✓	✓	✓			
4	Standees on main stage	✓	✓	✓	✓	✓	
5	Welcome gate branding	✓					
6	Permission to conduct promotional events	✓	✓	✓	✓		
7	One-on-one interactions with students	✓	✓	✓			
8	Stall / space in fest area	✓	✓	✓	✓		
9	Space for promotional banners / posters / flex	✓	✓	✓	✓	✓	✓
10	Space to set up standees or any other promotional material	✓	✓	✓	✓	✓	✓
11	VVIP Passes	✓	✓	✓			
12	Permission to deliver speeches during specific events	✓	✓	✓	✓		
13	Logo on certificates	✓	✓	✓	✓		
14	Logo at the top of main stage	✓					
15	Logo on passes for Technicia '25	✓	✓	✓	✓	✓	✓

No.	Deliverables	Title Sponsor	Powered by sponsor	Co- sponsor	Driven By	Associate sponsor - GOLD	Associate sponsor - SILVER
16	Permission to display products at strategic locations						
17	Online publicity via Technicia '25 social media (Instagram, Facebook, Twitter)						
18	Logo in newspaper and magazine ads						
19	Logo on the opening page of Technicia '25 website						
20	Logo on the official website of Technicia'25 under sponsors section						
21	Advertisements by projectors						
21	Emcee mentions at regular intervals						
22	Coverage via news and entertainment channels						
22	Logo on dropdown from a 3-storey building						
23	Database Access - Participants						
24	Interaction with participants						



TECHNICIA

TECH FEST 2025

15-16-17-18

TECHNICIA'25

Follow our handles



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CHANDIGARH UNIVERSITY

For any queries, contact:



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