



CODERED

SPONSORSHIP BROCHURE

CODING CULTURE **AT** IIITA

IIIT Allahabad is one of the premier institutes in India that is known for its excellent coding culture. This institute boasts of having cultivated highly skilled coders who've performed brilliantly in competitions on the national as well as international stage.

ABOUT THE EVENT

Keeping in mind the spirit of competitive coding that prevails on the campus, IIT Allahabad is excited to announce **CODERED**, the flagship event of Aparoksha. It's a competitive coding competition where students from all across the country can participate in teams of three to battle it out and stand a chance to win exciting prizes.

This event consists of TWO ROUNDS :
The first being AN ONLINE QUALIFYING ROUND
followed by THE ONSITE FINALE.

Teams from all across the nations are invited to participate and display their skills in this event.

CROWD **AT** APAROKSHA

Over 15000+ People
Outreach to 130+ Colleges
35+ Events
7 Flagship Events



WHY SPONSOR CODERED?



WORKSHOPS

Sponsors are given assistance in hosting workshops and tutorials within the campus premises.



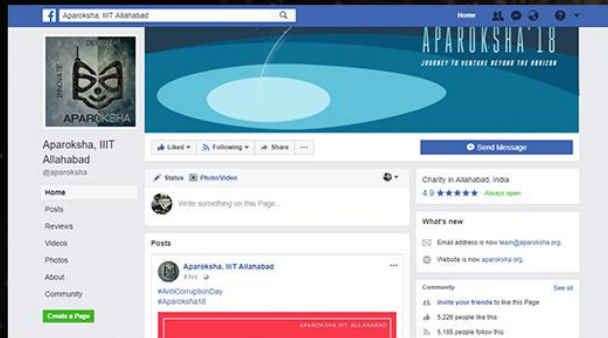
PUBLICITY

Name of the company will be linked with all kinds of proceedings and publicity related to **CODERED**.

SOCIAL MEDIA

The company to be promoted via Aparoksha Facebook Page
(5k+ fans and a reach of 50k+ views)

Sustained 3 month-activity on social media channels such as
Facebook, Instagram, Youtube, publicizing the company.



facebook.com/aparoksha



aparoksha.org



[youtube.com : TEAM APAROKSHA](https://youtube.com/TEAMAPAROKSHA)

SPONSORSHIP DETAILS

	SILVER	GOLD	PLATINUM	TITLE
Cost	Rs. 15000	Rs. 30000	Rs. 50000	CONTACT TEAM
Logo on Website	YES	YES	YES	YES
Sponsor Strip on Poster	YES	YES	YES	YES
Branding Avenues	YES	YES	YES	YES
Hoarding Banners	NO	YES	YES	YES
Dedicated Standees	NO	NO	NO	YES
Logo on Certificate	NO	NO	NO	YES
Workshop	NO	NO	NO	YES

CONTACT US

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www.facebook.com/CodeRedIIITA