



# BRAINWARE UNIVERSITY

PRESENTS

THE ANNUAL FEST 2K23



# SPONSORSHIP

BROCHURE 2K23







# ABOUT US

Through research, innovation, and high-quality education, Brainware University Kolkata, a 34-year-old leading education organization called Brainware of West Bengal, was founded with the intention of aiding in nation-building.

It was created by Mr. Phalguni Mookhopadhyay, the university's hands-on chancellor, whose insight and vision in just five years have made Brainware University one of the top learning environments.

More than 2 lakh students have graduated from Brainware during the past 34 years. Most of them are already flourishing and well-established. Our goal has always been to make great education accessible to students from all socioeconomic groups and to support them as they transition into fulfilling occupations of their choice. This goal still is, according to the chancellor.

Brainware University, a private state university with UGC recognition that was founded in West Bengal in 2016, provides over 55 PhD, PG, UG, Diploma, and Skills programmes to more than 10,000 students on its cutting-edge, expansive, green, ragging-free campus.

The university has a well-stocked library with both domestic and foreign journals, giving students enough resources for their academic endeavours. Sports and leisure activities are also to education. Additionally, Brainware hosts seminars, workshops, and festivals to encourage students' creativity. Students might also join several groups, such as those for communication, technology, photography, and other hobbies. Education has continued unabated throughout the pandemic. The pupils' education could be continued uninterrupted thanks to the online classes.

The sixth iteration of the annual cultural festival "Anandadhara 2023" is proudly presented by Brainware University. Annual flagship events for Brainware University have included inter-college sporting and cultural competitions as well as a variety of other intra-college cultural activities for college and university students. Around 1000 students from colleges across the state have attended each of these events. On the first two days, it is anticipated that between 8,000 and 9,000 students will attend each day, and on the third and final day, it is anticipated that between 8000 and 9000 students will attend. You are cordially invited to take part in Anandadhara 2023.

# BRAINWARE UNIVERSITY



# WHY SPONSOR



There is going to be a big celebration soon called Anandadhara. It's all about bringing people from different backgrounds and cultures together to have fun and show how diverse we all are. We're asking companies to help us make the celebration even better by sponsoring it. If you sponsor us, your company will get to show off your products and services to lots of different people. You'll also get special access to the celebration and lots of recognition for supporting us. We think your company would be a great fit for our celebration, and we'd love to talk to you more about it.



## **: SPONSORING ANANDADHARA MEANS :**

Through banners, flexes, information brochures, flyers, and other paraphernalia.

The Brand name and picture (logo) of the sponsor will be shown on Anadadhara 2023's website.

Publicity through articles and advertisements on websites, business magazines, social networking etc

Enthusiastic audience, with an average of 9,000- 10,000 foot-fall

Increased brand exposure through the event itself, event advertising, and media coverage



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## TITLE SPONSOR

Anandadhara offers a magnificent forum for interaction with individuals who excel in management and research connected to numerous sectors. The festival's title sponsor will receive the greatest media attention of all the sponsors. Throughout the festival, audio and video presentations from the title sponsor will be shown on the main stage of the Kazipara Ground as well as at other carefully chosen locations. The sponsor will be given the opportunity to set up displays and booths in key areas throughout the campus.

During Anadadhara, the Title Sponsor will also be displayed on the accessories. The title sponsor presents Anadadhara will be displayed on all of the festival's banners.

## PLATINUM SPONSOR

Throughout the event, audio and video presentations from the Platinum Sponsor will be shown in the Auditorium and other appropriate locations. Sponsor will receive effective festival-related brand promotion. The opportunity to set up stalls at a few key campus sites will be given to the sponsor. In order to achieve optimum visibility, banners given by the platinum sponsors will be placed at key areas.

Every festival banner will feature Platinum Sponsor co-presents Anandadhara.

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## GOLD SPONSOR

Throughout the event, audio, and video presentations from the Gold Sponsor will be shown in the auditorium and other appropriate locations.

The sole event sponsor/organizer for an informal event will be a gold sponsor. The sponsor will be given the opportunity to set up displays and booths in key areas throughout the campus.

In order to achieve optimum visibility, banners given by the Gold Sponsors will be placed in strategic locations.

## ASSOCIATE SPONSOR

In order to achieve optimum visibility, banners provided by the Associate Sponsors will be placed in key areas.

For an informal event, Associate Sponsor will serve as the sole partner and planner. Associate Sponsors will be given the opportunity to put up booths and exhibitions in key areas throughout the campus.

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**BECOME OUR PARTNERSHIP**

**THE ANNUAL FEST 2K23**



**MEDIA PARTNER  
RADIO PARTNER  
TELECOM PARTNER  
BEVERAGES PARTNER  
FOOD PARTNER  
GIFT PARTNER  
EVENT PARTNER  
SOUND PARTNER  
MEDIA PARTNER  
QUIZZING PARTNER**

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# OUR MEMORIS



**BRAINWARE  
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# CONTACT FOR

THE ANNUAL FEST 2K23



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