



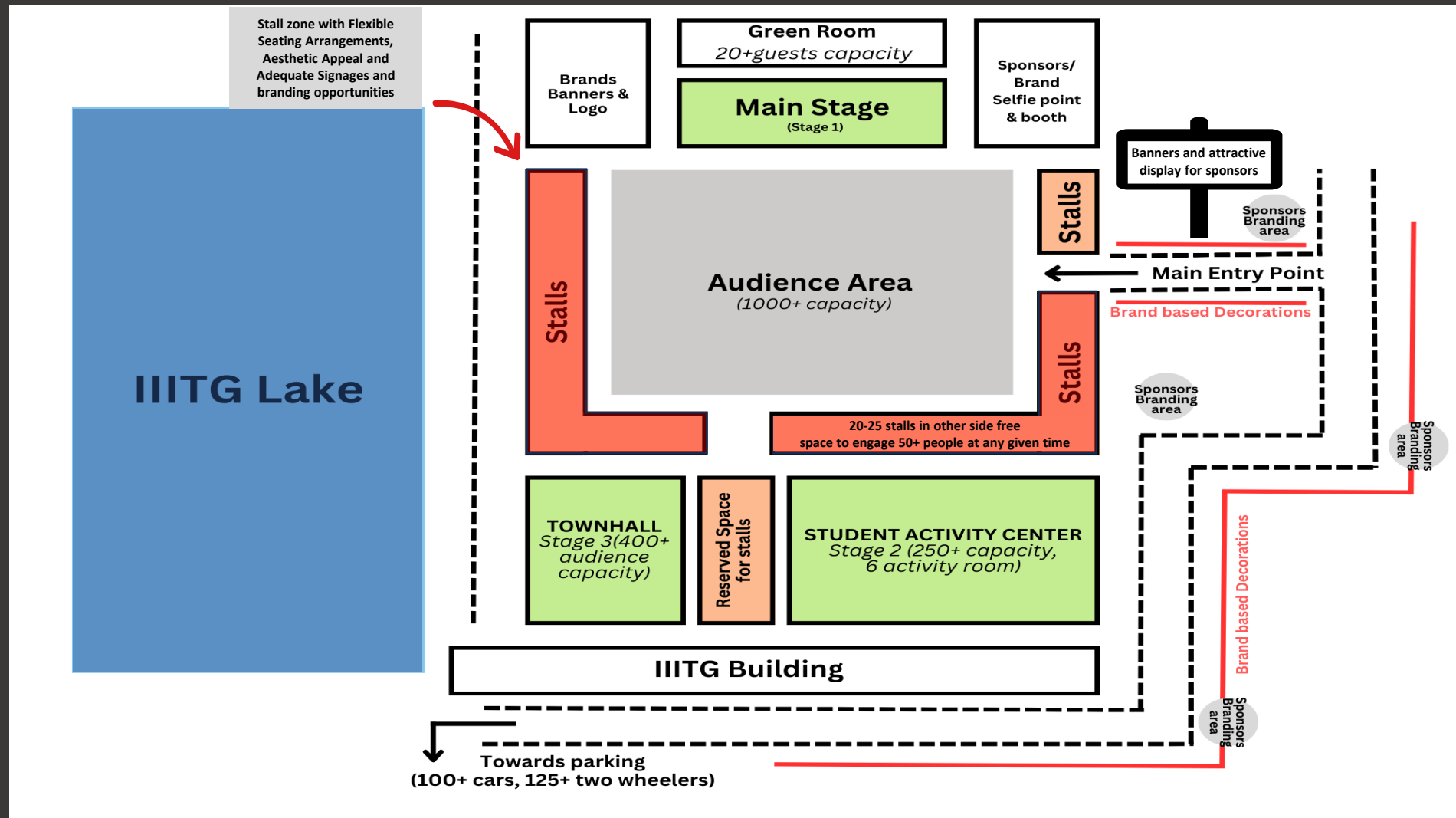
**INDIAN INSTITUTE OF INFORMATION
TECHNOLOGY GUWAHATI**



YUVAAN'24

1 - 3 March 2024

FEST INFRASTRUCTURE SNAPSHOT



AUDIENCE DYNAMICS

YOUTH AUDIENCE

- Age group : 18 - 24
- Population expected is 2500

UNIVERSITIES

We are inviting 60 AIU institutes, IITs, NITs, IIMs, IIITs, IISERs, state and central universities to participate in our cultural fest.



REGIONS

Invitations will be extended to pan Indian institutes of prominence and importance with special outreach in Northeastern, North and Western States neighboring Assam.

GENERAL AUDIENCE

- Age group : 25+
- Population expected : 500

SPONSORSHIP ENHANCEMENTS



Sponsor Brands to feature in the Fest Aston for 5-10 Days gaining exposure in Prominent National and Regional Television Media.



City hoardings and banners will be placed in the key areas. The places include VIP, GS Road, Jalukbari etc.



Fest Announcement in radio FM with sponsor branding, a few days prior to the event.



Brands to gain product reviews and enrichments for their social platforms via active engagements with the fest audience.