

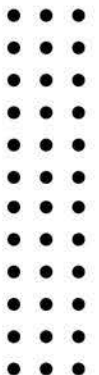


# Sponsorship Brochure



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# ABOUT MANIT



Maulana Azad National Institute of Technology, better known as MANIT, is situated in the exquisite City of Lakes, Bhopal. Established in 1960, MANIT has fostered its way up to the pinnacle of excellence and was honored with the title 'An Institute of National Importance' in 2002. The eminent institute is renowned to have the stature of providing a well-rounded and nurturing environment to its diverse and ignited collection of mentees. Its vital guidance for students to polish their capable selves into brisk, profound, and ingenious civilians is praiseworthy. Its sturdy walls are etched with umpteen tales of victories. Through the years, MANIT's top-notch student clan has made a commendable place in various fields; research, entrepreneurship, engineering, to name a few. Being a part of such an esteemed and well-reputed institution is, for anyone, a joy and pride to behold.



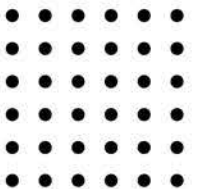


Indian Society for Technical Education, abbreviated to ISTE, is one of our nation's leading non-profit societies, embracing over 1500 student chapters and 6 lakh passionate members nationwide. Functioning actively year long, ISTE is a revered source of overall development and personality refinement, as it prepares its members to be proficient enough to tackle difficulties in any spectrum.

Established in 2003, ISTE SC MANIT is one of the hard-working and glorious chapters of the jubilant ISTE community. It has been proclaimed as the best in its zone, thrice in a row. ISTE SC MANIT has a reputation of being versatile and has been robustly organizing an extensive range of events, complimenting different skill-sets. Inspiring talk shows, quizzing festivals, informative workshops, national-level hackathons, and the list goes on.

Team ISTE SC MANIT is gearing up for yet another phenomenal ride, holding an exciting series of various sub-events, compelling rewards, uplifting talk sessions, all under our cloche. We are glad to bestow our national-level annual hackathon - Version Beta. We aim to set the standards higher through this year's edition, Version Beta 4.0, and add yet another success to our attainments.

## ABOUT ISTE





# ABOUT

# VERSION

IDE FOR YOUR CODE

Version Beta is central India's largest hackathon held annually with mass participation from all over the nation. An illuminative technical workshop is conducted before the 36-hour coding ride.

Although Version Beta 3.0 was supposed to be held at MANIT Bhopal, it was successfully conducted via online mode due to the ongoing pandemic.

The 36-hour virtual adventure empowered the participants to carve their technology niche and made them dive into the immense ocean of knowledge. It also had numerous exciting prizes in store for the winners.

In a nutshell, the event served as a soul satisfier for the tech-enthusiasts and ignited the spark for future leaders, entrepreneurs, and developers.





# ABOUT WORKSHOPS

In today's competitive scenario, it is very well evident that skills are one of the most important assets of any individual. Hands-on learning opportunities for technical skills are the need of the hour. To provide learning opportunities with hands-on experience, we at Version Beta organize intensive project-based workshops which are professionally curated by industry experts.

Last year in Version Beta 3.0, Mr. Prateek Narang, Co-Founder of Coding Blocks mentored students in workshops on Data Science and Data Structures and Algorithms. The workshops were specially curated to include all the important aspects of the topics and focused on project-based learning. This not only acquainted students with the knowledge of these crucial technological skills but also helped them enhance their CVs.

Participants also got amazing goodies and exciting prizes along with other awesome perks at the end of the workshops. We at Version Beta always try to provide incredible learning opportunities through our workshops to the participants and the incredulous response we receive each year proves just that.





# ABOUT COGNITION



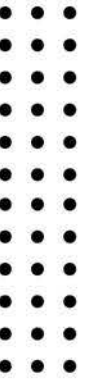
Cognition is a series of seminars conducted by ISTE SC MANIT in our annual technical conclave Version Beta.

Great influential personalities from diverse fields were invited as speakers to nurture the zeal for technology and entrepreneurship among students, which thereby made the event a huge success even in the online mode.

Eminent personalities such as Mr. Sourabh Jain, the vice president of Paytm; Mr. Sanjay Chopra, an award-winning CEO and serial technology entrepreneur and Mr. Gaurav Gupta, the founder and CEO of Squareboat instilled a sense of optimism among students and also widened their perspective in terms of career opportunities. This event sowed the seed for future thinkers and experts.

# MENTORS OF VERSION

IDE FOR YOUR CODE



**Mr. Sabyasachi  
Mukhopadhyay**

Facebook developers' circles  
Kolkata

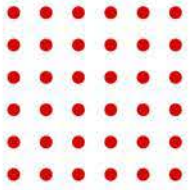


**Mr. Prateek Narang**  
Co-founder | Coding Blocks

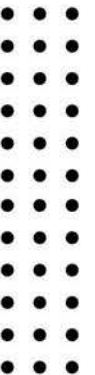


**Mr. Sameer Khan**  
Facebook developers' circles  
Bhopal  
Google developers' circles  
Bhopal





Version Beta returns to make a mark  
Support us in making it remarkable



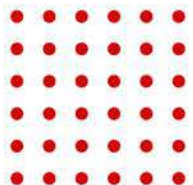
# WHY SPONSOR US ?

Since its inception, ISTE SC MANIT, one of MANIT's oldest and most prominent student organizations, has impacted thousands of people, leaving behind a wealth of memories and experience for everyone involved, both participants and organizers.

With its technological conclave, Version Beta, ISTE SC MANIT is set to return, larger than ever, offering an exciting experience for everybody. With over 5000 passionate technocrats in attendance, Version Beta has established itself as one of the country's techno extravaganzas.

In recent years, our events have evolved into a marketing dream, with sponsors looking forward to exploring numerous ways to engage a youthful and enthusiastic audience for their businesses. The promotion of our sponsors is linked with the promotion of Version Beta, using a variety of online and offline mass and personal communication channels.

It will be a privilege to collaborate with your illustrious firm, to expand both our ventures.







# SPONSORSHIP PROPOSAL

## TITLE SPONSOR (2 LAC)

### 1) Prerequisites and Provisions

Sponsor will be recognised as the overall sponsor of Version  $\beta$

Brand endorsement and main logo of the sponsor in:

- i) Digital posters of different sub-events.
- ii) The tag of Title sponsor in all the events mentioned.
- iii) T-shirts and ID cards of participants
- iv) Watermark on all the materials which will be distributed.

### 2) Brand Promotion

- i) 3-5 minutes of an interactive session with our attendees during the webinar.
- ii) A 2-minute recorded message, provided by the company will be played before all the sub-events (if required).
- iii) The sponsor will be mentioned in all the social media platforms of Version  $\beta$  as "Title Sponsor".

### 3) Database of all the participants of Version $\beta$

## CO-SPONSOR (1 LAC)

### 1) Prerequisites and Provisions

Sponsor will be recognised as the associative sponsor of Version  $\beta$

Brand endorsement and the main logo of the sponsor in:

- i) Digital Posters of events.
- ii) All registration kit materials

### 2) Brand Promotion

- i) A 2-minute recorded message, provided by the company will be played before all the sub-events (if required).
- ii) The sponsor will be mentioned in all the social media platforms of Version  $\beta$  as "Associative Sponsor".

### 3) Database of all the participants of Version $\beta$



# SPONSORSHIP PROPOSAL



## EVENT SPONSORS ("POWERED BY") (INR 75,000)

### 1) Prerequisites and Provisions

- i) Overall Sponsor of one of the events in Version  $\beta$
- ii) Brand endorsement and main logo of the partner in:  
Spots and scrolls in all media promotions.  
Digital posters for the event.
- iii) Exclusive goodies for event participants provided by the sponsor

### 2) Brand Promotion

- i) A recorded message with a 2-minute duration from the associate sponsor will be played before the event.

### 3) Database of all the participants of that event which is being sponsored by the company.

## EVENT CO-SPONSORS ("CO-POWERED BY") (INR 50,000)

### 1) Prerequisites and Provisions

- a) Co-Sponsor of one of the events in Version  $\beta$
- b) Brand endorsement and main logo of the partner in:  
Spots and scrolls in all media promotions  
Online promotions

## PATRON (INR 30,000)

### 1) Prerequisites and provisions:

- i) Sponsors in Version  $\beta$
- ii) Brand endorsement and main logo of the partner in:
  - Online promotions
  - Main Poster





# SPONSORSHIP PROPOSAL

Deliverables	Title Sponsor	Co-Sponsor	Event Sponsor	Event Co-Sponsor	Local Sponsor
Value (In INR)	2 Lacs	1 Lacs	75,000	50,000	30,000
<b>Branding</b>					
<b>1.Pre-Event:</b>					
Print Media (advertisement in one of the leading newspapers, if any)	✓	✓	✓	✓	✓
Promotional e-flyer (Advertisement via social media platforms)	✓	✓	✓	✓	✓
ISTE SC MANIT/ Version β Website	✓	✓	✓	✓	✓
All Direct Mail/ Promotional Material	✓	✓	✓	✓	✓
Multiple e-mailers to be sent to ISTE Members and Event Database of participants (Nationwide)	✓	✓	✓	✓	✓
<b>2.Event Day (Logo Presence):</b>					
Virtual platform where the event is conducted	✓	✓	✓	✓	✗
<b>3.Event Day (Promotion):</b>					
3-5 minutes of an interactive session with our attendees during the webinar.	✓	✗	✗	✗	✗
Corporate film clip screening (maximum 2 mins during workshop, webinars and hackathon)	✓	✓	✗	✗	✗
<b>4.Post Event (Logo Presence at):</b>					
Version β After Movie	✓	✓	✗	✗	✗
Under previous sponsors page on ISTE SC MANIT/ Version β Website	✓	✓	✓	✗	✗
Next Brochure	✓	✓	✓	✗	✗

# OUR PREVIOUS SPONSORS



COGNISTX

agora



Developer Circles **Indore**  
from facebook



Developer Circles  
from facebook



Developer Circles  
**KOLKATA**  
from facebook

**fold**



elastic



Matic



**CODING  
BLOCKS**  
Code Your Way To Success



taskade



**restdb.io**

balsamiq

>hackr.io

daürcom



echoAR



squareboat



Airmeeet



NEWSAURCHAI  
OFFICE STAFF ABOUT STAFF US



Devfolio



GitHub



DigitalOcean



ZEBRONICS



hackerearth

mozilla  
**indore**









# CONTACT US

## Overall Coordinators

Rajat Bhavsar 7770974110

Girish Bhargava 9131724604

## Sponsorship and marketing coordinator

Digant Maheshwari 7047209509

Kalyani Singh Bais 8989803800

## Event Coordinators

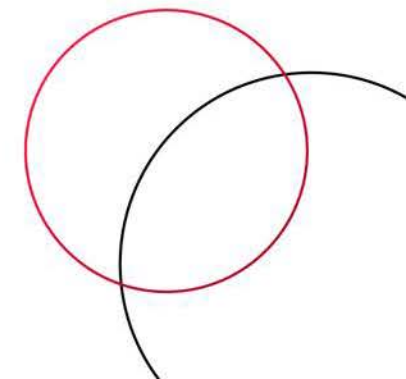
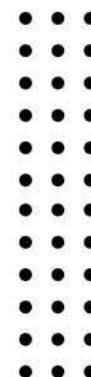
Tushar Khajuria 9469470474

Ananya Rawat 9993654745

## PR and Support Coordinators

Aman Malviya 8269366460

Hrishank Soni 9340949371







**THANK YOU !**