



F.E.T.S.U. PRESENTS
srijan²⁴

Annual Techno - Management Fest of
Jadavpur University

SPONSORSHIP BROCHURE

About Jadavpur University

Nestled amidst the heart of Kolkata and steeped in history and innovation, Jadavpur University, founded on 24th December 1955 under the West Bengal Act XXXIII is not just a technical institute but renownedly known as the flag bearer of imparting world class multi disciplinary education amongst its students.

Founding members of National Council of Bengal, the parent body of the Jadavpur University, in 1906 set the goal "To achieve self reliance through empowerment of Youth by imparting Best of Global Knowledge" and the varisty yet today continues to do the same It has provided research and policy support for state and national governments and international bodies, and conventional and non-conventional technological development for society. The University has produced notable alumni who have made significant contributions to academia and the corporate world.

The university's commitment to research, innovation, community engagement, a legendary network of alumnus from that very spring of its establishment, and its unwavering contribution to imparting knowledge and refining the taste of culture and technology has marked its distinguished reputation not only in the Indian subcontinent but also at an international level.

About Srijan

In the heart of Kolkata, where passion ignites, **Srijan** flourishes – an annual tribute to creativity and excellence, cradled by Jadavpur. From its inception in 2007 as a humble spark, it has flourished into an spectacular festival of technology and management.

With each passing year Srijan paints the canvas of curiosity with vibrant strokes. From the intricate patterns of coding to the strategic symphony of management, it beckons minds to explore their dreams in innovation, design and robotics. Across the city's limits and beyond state lines, eager minds converge, attracted by the allure of workshops, exciting competitions, and the euphoria of cultural episodes.

In this four-day spectacle, Srijan transcends from being merely a festival, it becomes a chorus of the most brilliant minds, echoing through the halls of Jadavpur's heritage. Join us at **Jadavpur University** to engage in **40 +** events ranging from coding competitions, b plan competitions, case studies, equity research events, robotics based competitions, web design, rap battles, treasure hunt and many more to have an experience of a lifetime.

We also organise:

F5 talk show series where in we host renowned personalities and have hosted **Aman Dhatarwal (Apna College)**, **Raj Vikramaditya (Striver, Take U Forward)** and many others in the past.

Comedy Nights, we have previously hosted **Rahul Subramanian**, **Anirban Dasgupta** and mesmerizing **DJ nights** and soul-stirring Band Performances of the best of the bands, creating unforgettable evenings of music and dance.

Schedule

Srijan has always been known to house a myriad of new and unique events covering the varied practical aspects of engineering and Management.

21 st - 24 th March

Workshops

F5 Talk Shows

Eminent Speakers on various domains

Fun Zone

Bubble Zorbing, Archery

Coding

Hackathon, Competitive Programming

Brain Storming

Cyber-Security Puzzle

Finance & Management

B-Plan, Case Study, Stock Market

Gaming

PC, Mobile

Robotics & Circuitry

Robo-Soccer, Obstruction Course Navigation, Circuit Design

Miscellaneous

Debate, Quiz, Treasure Hunt

Go-Kart Exhibition

Cultural Episodes

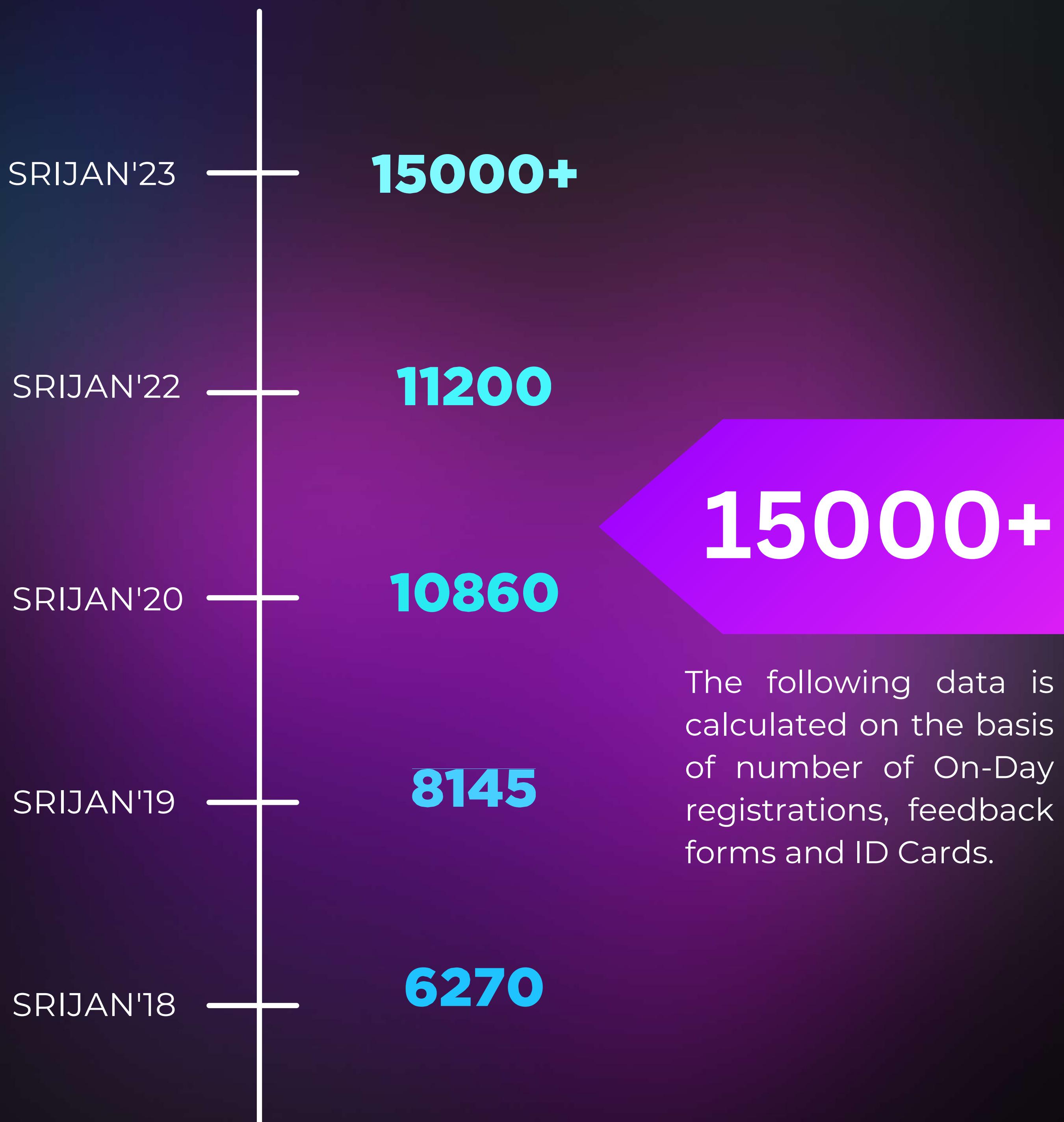
Band, Beatboxing, DJ Night

Stand-Up Comedy



Scale

With an ever increasing footfall of enthusiastic minds, just imagine the thrill that awaits you this year!



Stall

Since its founding in 2007 with the goal of promoting curiosity in the fields of science, technology, and culture, SRIJAN has stood up for 15 years of unwavering legacy. Being the largest of its kind in Kolkata, **F.E.T.S.U. presents SRIJAN**, the Annual Techno-Management Fest of Jadavpur University proudly stands showcasing groundbreaking prowess in a handful of domains and as the brewer of a iron-like harmony. The grandest fables of SRIJAN attracts student communities, not only confined to the Bengali topology but also beyond the state boundaries. Over the course of four days, the community of **15,000+ attendees** participate in campus events with racing hearts and upbeat, rejuvenated spirits., so what could be better way to amalgamate with the energy than offer retail centers of convenience? Therefore, we invite you to book stall(s) at our venue, for an enhanced engagement.

The pre-requisites for booking a stall is mentioned hereafter:-

Booking a Stall

- The Base price for all 10' * 10' Stalls for a tenure of the aforementioned **3 days** is **Rs. 30,000.**
- First-come-first - serve rule applies to the locations of stalls and reservations of exclusive dishes.

DELIVERABLES	DETAILS	ASSOCIATE	PLATINUM	GOLD	SILVER
		2,00,000	1,50,000	1,00,000	40,000
Through online channels	Platform branding	Featured as Corresponding Partner on Landing Page.	✓	✓	✓
	All Concerned Event(s)	Direct Link to Partner's Website page embedded.	✓	✓	✗
Social Media Shoutouts <small>LinkedIn, Instagram, and Facebook</small>	Promotion via sponsorship announcement post	✓	✓	✓	✓
	Featured in Sponsors Section of the Website	✓	✓	✓	✓
Featured on website	Featured on the Website Landing Page	✓	✓	✓	✗
	Mentioned in Event wrap-up blog post on website	✓	✓	✗	✗
	Brand logo highlighted on Login and sign-up pages	✓	✓	✓	✗
	Brand logo highlighted on Login and sign-up pages	✓	✓	✓	✓
Event Videos	Featured in Specific Event Videos.	✓	✓	✗	✗
	Special mention in Srijan'24 Trailer Video	✓	✗	✗	✗
Email Newsletters	Brand feature on Srijan 24 email Newsletters	✓	✓	✓	✓
	Brand feature on Srijan'24 Wrap-Up Magazine	✓	✓	✓	✓

DELIVERABLES	DETAILS	ASSOCIATE	PLATINUM	GOLD	SILVER
		2,00,000	1,50,000	1,00,000	40,000
Through offline channels					
Platform branding	Precursory sessions spanning across the campus	3 DAYS	2 DAYS	1 DAY	-
	Promotion via sponsorship announcement posts	✓	✓	✓	✓
	Featured on all event posts	✓	✗	✗	✗
Posters	Flex Boards/ Posters at event venue	✓	✓	✗	✗
	Entrance Branding at Registration Kiosks	✓	✗	✗	✗
Standees/Banners	Company Standee(s)/ Banner(s) across the campus in dedicated places	✓	✗	✗	✗
	Company Banner(s) across the campus at Main Stage Area	✓	✓	✓	✓
	Inclusion of Partner Brands at the premises main gate	✓	✓	✓	✓
Inauguration	Srijan 24 inauguration by the delegates in a ceremonial manner	15 minutes	10 minutes	-	-
Stage Promotions	Dedicated slot for on stage Company Promotions each day	20 minutes	15 minutes	10 minutes	-

Additional Partners

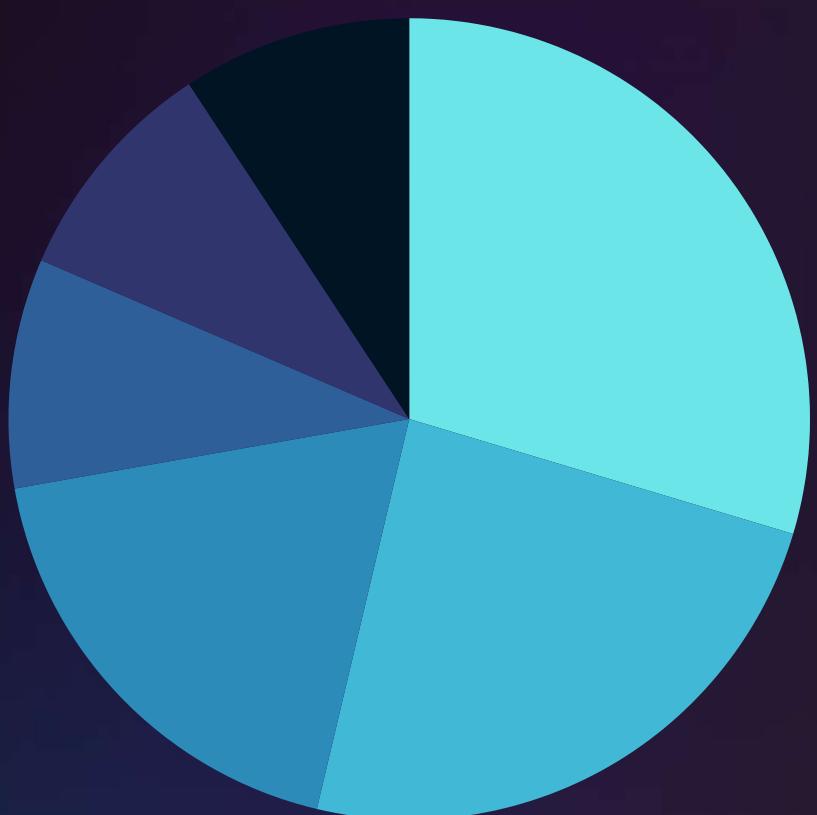
Partner with the largest Techno-Management Fest in the City of Joy in a handful of modalities mentioned below:

- **Education Partner**
- **Media Partner**
- **Travelling Partner**
- **Food Partner**
- **Health Partner**
- **Refreshment Partner**
- **Radio Partner**
- **Gadget Partner**

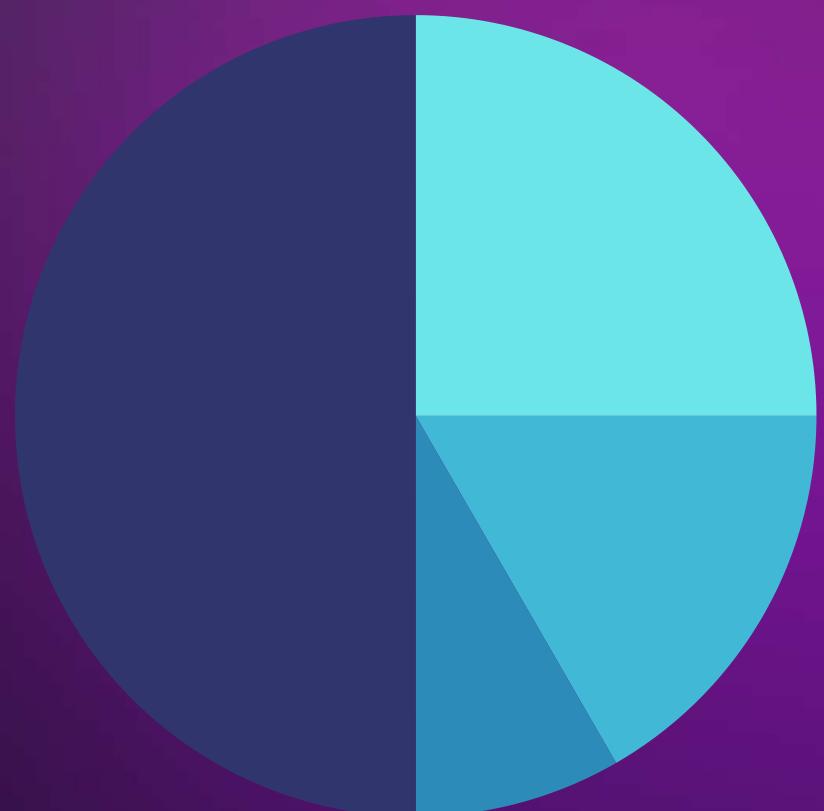
and the list continues...

Do not let go off the opportunity of collaborating for publicizing and engaging your brand among the intrigued and ambitious SRIJAN family.

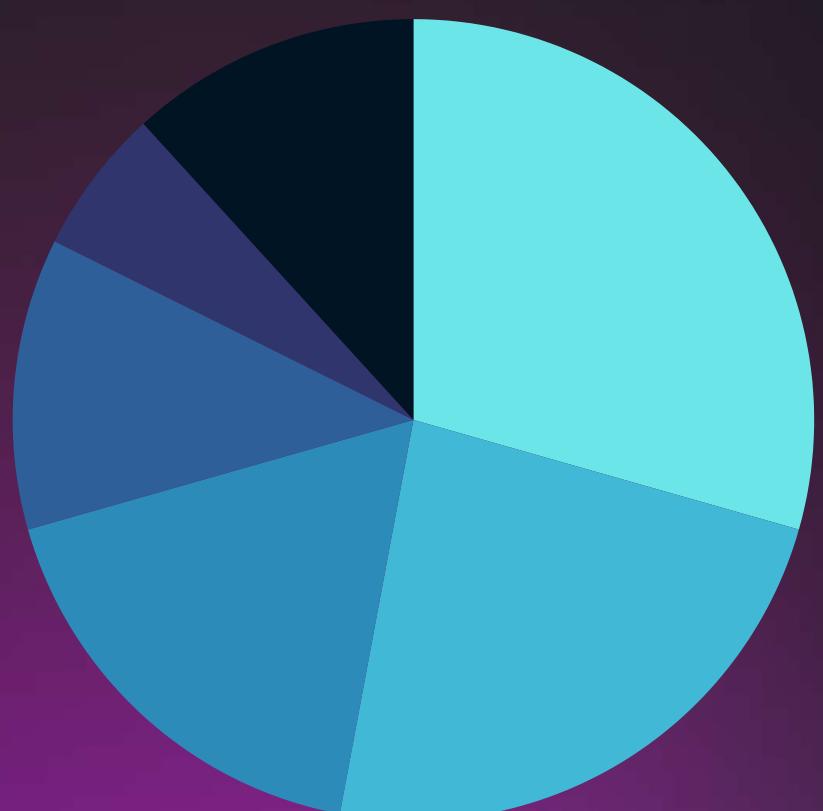
Demographics



Campus Branding



Branding
Through Media

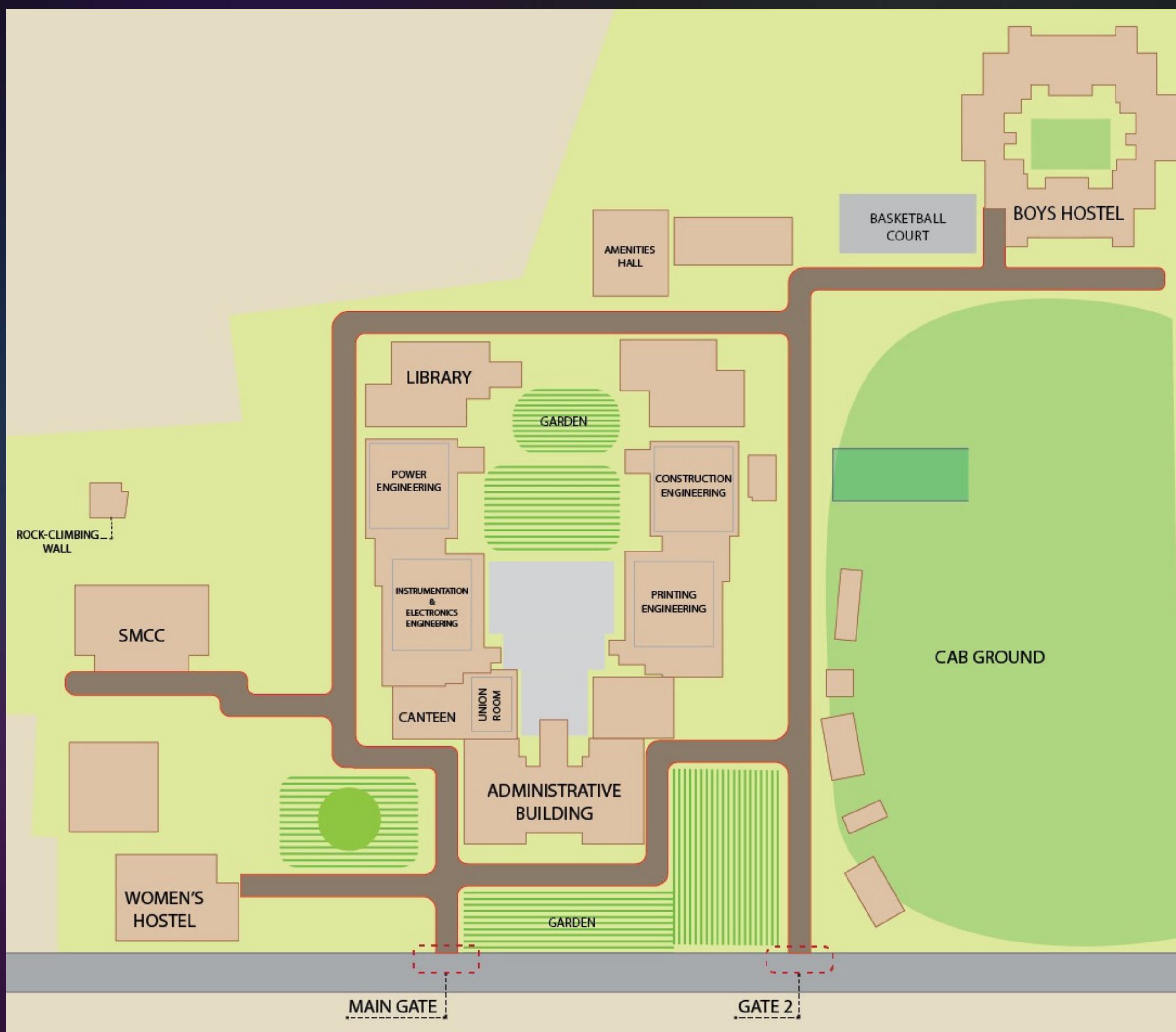


Branding
During Events



- Associate Partner
- Platinum Partner
- Gold Partner
- Silver Partner
- Events Partners
- Additional Partners

Campus Layout



On -Campus Branding



Main Gate



Main Stage



Center Area



SMCC Building



Alley to Main Stage

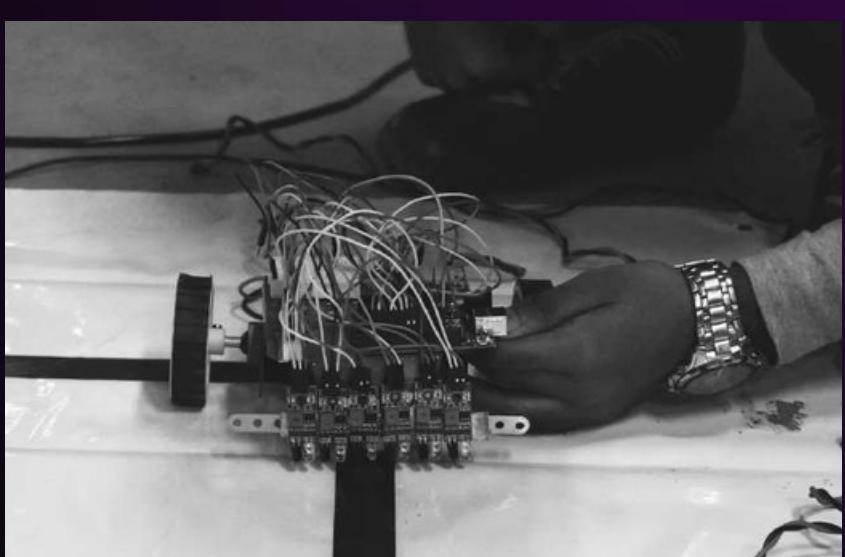


Front Yard

40+ Events



Free
for all



robotics
management
workshops
guest lectures
gaming



Innovation



Brain Storming



4 Days



Entertainment



Everything Under One Roof

Comedy Nights



Rahul Subramanian
2017



Siddharth Dudeja
2018



Vaibhav Sethia
2019



Azeem Bannatwalla
2020



Anirban Dasgupta
2022



Akash Singh
2023



Live Beatboxing

Cultural Nights

DJ Nights

Band Performance

Sponsors

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Event Sponsors



Go Kart



Moto Stunt Show

Specials

XRig Gaming Expo



Bubble Zorbing



LQ talkS

Aman
Dhattarwal

Striver

Soumita Roy
chowdhury

Previous Speakers

Stats

15K +
Footfall

40+
Events

13K
Participants

100+
Partners

400K+
Website Visits

1.6K



1K



10K
A small white Facebook icon with the letter 'f' inside a blue square.

gallerY





Thank You

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COME, VISIT US AT

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TO SEND YOUR AWESOME PIECE OF ADVICE OR SUGGESTION

GIVE A CALL

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