

UDHGAM 2.0 – SPONSORSHIP PROPOSAL

3rd – 5th February | Woxsen University

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1. Introduction to Udhgam 2.0

Udhgam 2.0 is Woxsen University's flagship annual festival that brings together technology, innovation, and campus culture under a single platform. Designed as a space where students apply their skills beyond the classroom, Udhgam encourages problem-solving, experimentation, and collaboration across disciplines.

The previous edition of [Udhgam](#) recorded around 1.5 lakh digital impressions along with strong on-ground participation from students across schools. This response validated the fest's ability to generate sustained engagement and meaningful visibility for partner brands.

With its second edition, Udhgam aims to mature further in scale and intent, placing a stronger emphasis on technically rigorous competitions while retaining a vibrant cultural atmosphere that drives mass participation.

2. Vision and Philosophy

Udhgam 2.0 is built on the idea that innovation is best nurtured when technical depth meets real-world constraints and collaborative thinking. The festival is structured to simulate

high-pressure, outcome-driven environments where students are encouraged to build, iterate, and deliver.

Alongside this technical core, the cultural component of Udhgam ensures inclusivity and campus-wide involvement, making the festival both intellectually engaging and socially immersive.

For sponsors, this vision translates into association with a platform that values skill development, creativity, and future readiness, rather than superficial branding alone.

3. Audience Profile

Udhgam 2.0 engages a diverse and motivated student audience drawn from across Woxsen University. Participants include engineering students focused on software development, artificial intelligence, and data science; business and management students interested in product thinking and strategy; design and architecture students skilled in visualization and storytelling; and students from liberal arts, sciences, and law who bring interdisciplinary perspectives.

This diversity allows sponsors to reach multiple talent segments within a single engagement, making Udhgam a high-efficiency platform for brand visibility, recruitment outreach, and early-stage engagement with future professionals.

4. Sponsorship Model Overview

The sponsorship structure for Udhgam 2.0 is intentionally streamlined to ensure clarity, meaningful exposure, and ease of decision-making for partners.

The festival follows a focused model comprising:

- One Fest Sponsor covering the entire festival
- Sponsorship opportunities for four core technical events
- A dedicated sponsorship opportunity for the Cultural Fest

Each category offers three tiers of association: Title Sponsor, Co-Sponsor, and Associate Sponsor. All packages are flexible and may be customized to align with a sponsor's branding, hiring, or engagement objectives.

5. Fest Sponsorship

The Fest Sponsor serves as the primary brand partner for Udhgam 2.0 and is integrated across all events, communications, and on-ground experiences. This sponsorship category offers the highest level of association and long-term brand recall.

Title Fest Sponsor (₹1,50,000 – ₹2,00,000)

The Title Fest Sponsor assumes an ownership-level role in the festival and is positioned as the principal enabler of Udhgam 2.0. This tier is ideal for brands seeking maximum visibility and campus-wide presence over the entire duration of the festival.

Key benefits include:

- Exclusive naming rights as “Udhgam 2.0 – Presented by [Sponsor]”
- Prominent logo placement across all official posters, banners, certificates, and digital assets
- Recognition during the opening and closing ceremonies
- Dedicated on-campus stall or experience zone
- Opportunities for direct interaction with students through talks, demonstrations, or outreach initiatives
- Post-event digital acknowledgment and visibility

Co Fest Sponsor (₹1,25,000 – ₹1,50,000)

The Co Fest Sponsor tier offers strong co-branded visibility across the festival while maintaining a lower entry barrier than the title association. This tier suits brands seeking consistent exposure and student engagement throughout the fest.

Key benefits include:

- Co-branded visibility across fest marketing materials
- On-stage mentions during major sessions
- Brand display space on campus
- Inclusion in digital promotions

Associate Fest Sponsor (₹1,00,000 – ₹1,25,000)

This tier allows brands to support the festival while maintaining a focused and cost-effective presence.

Key benefits include:

- Logo placement on selected materials

- Event-time mentions
 - Digital acknowledgments
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6. Tensor v2.0 – Flagship Hackathon

Tensor v2.0 is the central technical event of Udhgam 2.0. This 24-hour hackathon challenges teams to work intensively on a defined problem statement and deliver functional, well-reasoned solutions within a limited timeframe. The event emphasizes execution, collaboration, and real-world applicability.

Title Sponsor (₹1,00,000 – ₹1,25,000)

The Title Sponsor is closely integrated with the hackathon and gains strong association with high-performing developers and builders.

Key benefits include:

- Naming rights as “Tensor v2.0 – Powered by [Sponsor]”
- Opportunity to introduce a sponsor-led problem statement
- Branding across the hackathon venue and digital assets
- On-stage recognition during opening and closing sessions
- Direct engagement with top-performing participants

Co-Sponsor (₹75,000 – ₹1,00,000)

Key benefits include:

- Logo placement on event creatives and certificates
- Recognition during key moments
- Consistent brand visibility throughout the event

Associate Sponsor (₹50,000 – ₹75,000)

Key benefits include:

- Logo placement on select materials
 - Social media mentions
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7. AgentX – AI Agents Challenge

AgentX focuses on the design and development of autonomous AI agents capable of independent reasoning and task execution. The event attracts students interested in artificial intelligence, automation, and applied machine learning.

Title Sponsor (₹75,000 – ₹1,00,000)

Key benefits include:

- Event naming rights and branding
- Opportunity to present real-world AI use cases
- Direct interaction with AI-focused participants
- Positioning as a supporter of emerging technologies

Co-Sponsor (₹50,000 – ₹75,000)

Key benefits include:

- Co-branded visibility
- Event recognition
- Digital mentions

Associate Sponsor (₹25,000 – ₹50,000)

Key benefits include:

- Logo placement
- Event acknowledgments

8. ML Challenge

The ML Challenge is a performance-driven data science competition centered on model optimization and benchmarking. Participants work with structured datasets to improve accuracy and analytical performance.

Title Sponsor (₹75,000 – ₹1,00,000)

Key benefits include:

- Branding across datasets and leaderboards
- Access to analytically strong students
- Optional involvement in evaluation or mentoring

Co-Sponsor (₹50,000 – ₹75,000)

Key benefits include:

- Logo placement on event materials
- Recognition during sessions

Associate Sponsor (₹25,000 – ₹50,000)

Key benefits include:

- Brand acknowledgment
 - Digital mentions
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9. DataVerse – Datathon

DataVerse is a datathon focused on analytics, visualization, and data storytelling. Participants are challenged to transform raw datasets into meaningful insights and compelling narratives.

Title Sponsor (₹75,000 – ₹1,00,000)

Key benefits include:

- Event naming rights
- Branding across dashboards and submissions
- Engagement with analytics-focused students

Co-Sponsor (₹50,000 – ₹75,000)

Key benefits include:

- Logo placement
- Event recognition

Associate Sponsor (₹25,000 – ₹50,000)

Key benefits include:

- Brand visibility
 - Mentions during the event
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10. Cultural Fest

The Cultural Fest forms the social and celebratory core of Udhgam 2.0, drawing large footfall and ensuring campus-wide engagement across all three days of the festival.

Title Sponsor (₹1,50,000 – ₹2,50,000)

Key benefits include:

- Naming rights for the Cultural Fest
- Prominent stage and crowd-facing branding
- Prime-time mentions during performances
- High recall across the entire student community

Co-Sponsor (₹1,00,000 – ₹1,50,000)

Key benefits include:

- High-visibility branding
- Event and digital recognition

Associate Sponsor (₹50,000 – ₹1,00,000)

Key benefits include:

- Logo placement
- Acknowledgments during the fest

11. Why Partner with Udhgam 2.0

Udhgam 2.0 offers sponsors a balanced platform that combines technical depth with mass engagement. The festival provides realistic sponsorship tiers, strong student interaction, and clear brand visibility without unnecessary complexity.

Partners benefit from association with innovation, applied learning, and a motivated student community, while retaining flexibility in how they engage with the festival.

12. Contact Information

For sponsorship discussions, customization, or collaboration opportunities:

Team Udhgam 2.0

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