



# HACK NITR

## 4.0

### Sponsorship Brochure



Website

[hacknitr.com](http://hacknitr.com)

Schedule

Round 1: 7th - 8th Jan 2023

Round 2: 21st - 22nd Jan 2023



Google Developer Student Clubs  
National Institute of Technology,  
Rourkela



OPENCODE



STUDENT ACTIVITY CENTRE

# About NIT Rourkela

National Institute of Technology Rourkela is one of the premier national level institutions of higher learning for engineering, science and technology located in the steel city of Rourkela, Odisha, India. It is funded by the Government of India and spans about 648 acres of greenery and exquisite infrastructure which makes it the largest NIT in terms of campus area . It is ranked 15 in the NIRF Rankings 2022 of Indian engineering universities and touted as the third best NIT in the nation in NIRF 2022. Initially known as the Regional Engineering College, it was established in the year 1961 with an aim of providing students with jumpstart for their careers. It was granted autonomy in the year 2002 to be recognised as a National Institute under the Ministry of Human Resource Development. It has about twenty different departments of discipline and more than 40 student organisations which promote a variety of interests such as technical, cultural, literary, debating, etc. among the students. HackNITR is one of the biggest among the numerous events conducted every year in college with the aim to inspire invention, innovation and ideation throughout India.



# About HackNITR 4.0

The goal of organising HackNITR is to grow our local community and give hackers an unforgettable experience. Our institute hackers get an opportunity to expand their horizons, and network with various influential people and companies. They also get exposed to new technologies and approaches.

HackNITR, one of the largest hackathons in India's eastern region, is a kind of hackathon that endeavours to bring and integrate talent, innovation, and creativity under one roof to build solutions for real-world problems using the latest technologies. It is organized by an inspired group of tech enthusiasts from Google Developer Student Clubs (GDSC) NIT Rourkela in collaboration with OpenCode, Opensource community, registered under the technical society of Student Activity Centre (SAC), NIT Rourkela.

## Past Achievements



# Sponsor Us Why?

-  The goal of HackNITR 4.0 is to inspire you to apply your creativity and ingenuity to solve problems in the real world using cutting-edge technology
-  As a result, sponsors now have the perfect platform to influence consumer views while also raising brand recognition by supporting causes that are dear to your consumers' hearts. This fosters favourable brand perception.
-  Our sponsors are an extension of our event; we make them aware of their presence by integrating them in ways that do not draw attention away from their messages and branding.
-  Sponsorships put your brand visuals in front of large audiences who haven't heard of your business. The bigger the event, the more press and social media mentions you get before, during, and after the event day.
-  Forming an emotional connection is half the battle of building brand loyalty. By sponsoring events that are near and dear to people, you can learn about customers, promote your products, and build a healthy relationship with your customers.
-  Customers form positive opinions when your business is tied to high-profile events. Customers will assume your business is reliable and reputable if you sponsor events which appeal to the masses.
-  One of the most valuable advantages of event sponsorship is the enhancement of your company's image. Customers appreciate brands that are concerned with spreading positive messages and assisting the community.

# Partnership Perks

Alpha  
₹80k (\$1000)

Beta  
₹50k (\$690)

Gamma  
₹25k (\$350)

Delta  
₹10k (\$140)

Perks	Alpha	Beta	Gamma	Delta
Host Mini Events	✓			
Keynote Speaker	✓			
Special Technical workshop	✓			
Year long publicity	✓			
Banner in college	✓			
Logo on event brochure	✓	✓		
Talk Session at closing and opening ceremony	✓	✓		
Representatives at Judge panel	✓	✓		

# Partnership Perks

Perks	Alpha	Beta	Gamma	Delta
Access to resumes	✓	✓		
Recruiter mail Campaign	✓	✓		
Dedicated post on social media	✓	✓	✓	
Product demo and testing	✓	✓	✓	
Dedicated standee and flex	✓	✓	✓	
Ceremony mentions	✓	✓	✓	
Logo on website	✓	✓	✓	✓
Distribute swag	✓	✓	✓	✓
Mentors during hackathon	✓	✓	✓	✓
Internship and Placement opportunities	✓	✓	✓	✓

\*These are skeleton packages and we are open to your offers

# Past Sponsors



# Testimonials

HackNITR 4.0 was a great platform to showcase my technical skills and I am very proud of the hack project that I have built. A big thanks to the whole team who helped hundreds of students, including me, analyze our potential in this field.

Anisha



I experienced HackNITR 4.0 as a very rewarding event that was both highly professional and utterly inspiring. It helped me learn a lot of things, some of which being to be as creative as possible and keep polishing my skills.

Yash



HackNITR 4.0 was a very well-managed and ingenious event. We came across many speakers and mentors who guided us to the successful completion of our project.

Swagat

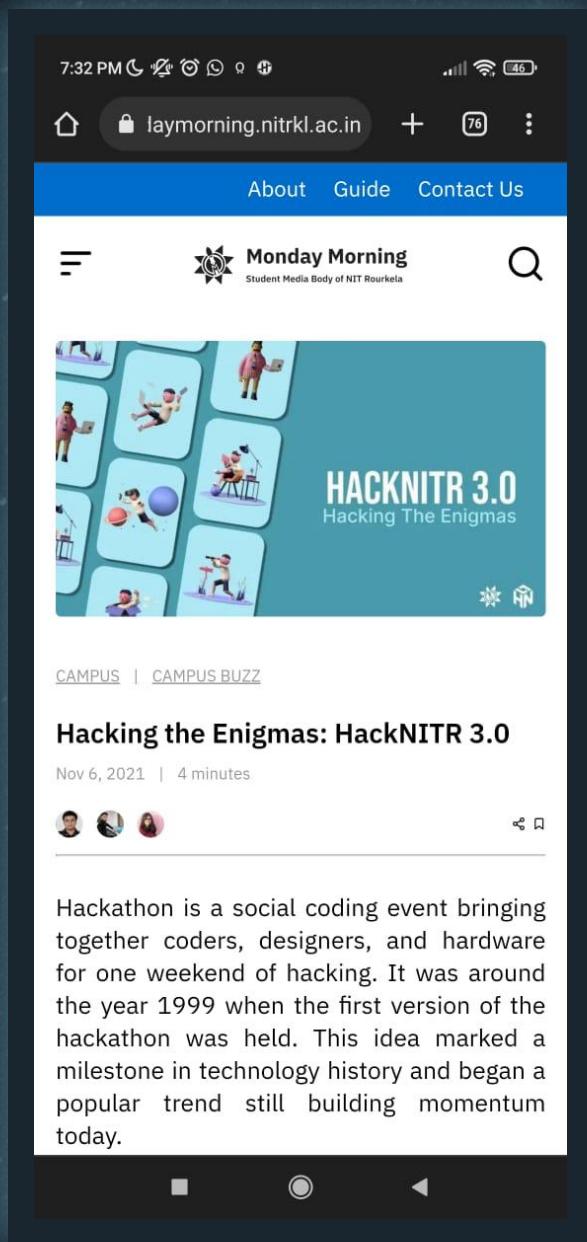
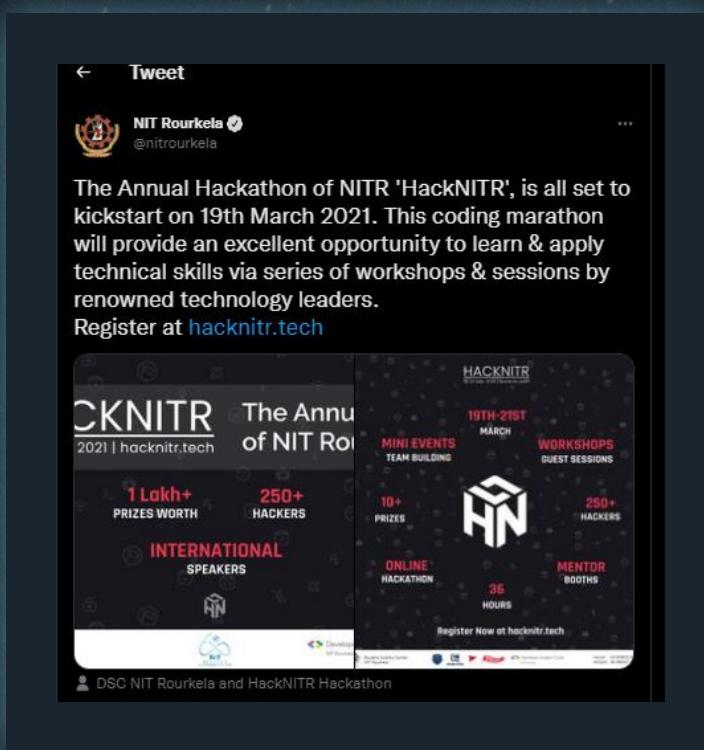
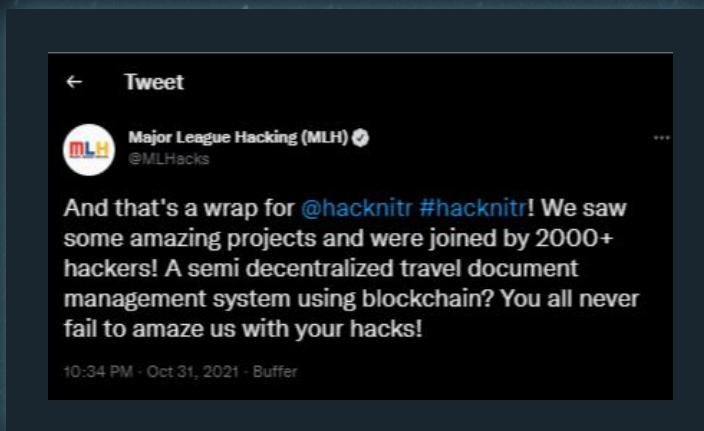


Everything was well run and nicely digitized, taking place in a comfortable and welcoming environment. I've learned a lot of things from this hackathon, surely a great experience for all. Thanks to the team.

Vishal



# Massive Reach



HackNITR has accounts over almost all major social media platforms including Instagram, Facebook, Twitter, and LinkedIn with approximately over 2000 followers collectively. We will use these platforms to promote your products and company. Furthermore, our website had 4,81,000 visitors while over 15,000 being unique visitors. We will be distributing and using banners, flexes and posters of our sponsors to publicise their company and product across our institute having a population of 7000 students. Priority of promotion is solely based on the degree of sponsorship.

# HACK NITR 4.0

Imagine

Initiate

Implement

## Reach Out to Us

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