

# Sponsorship Brochure



THE ANNUAL TECHFEST

4th-6th April 2025



# About Us

Mahindra University, established by The Mahindra Group, fosters innovation, research, and excellence in education. With global collaborations, it provides a cutting-edge learning environment for future leaders in technology and business.

Its 126-acre campus is a hub for interdisciplinary learning, hands-on research, and industry-driven projects, emphasizing technological advancements, entrepreneurship, and sustainability.

AEON, the university's flagship tech fest, brings this vision to life—offering a platform for innovation, competition, and collaboration.





# What is Aeon ?

**Mahindra University's Premier Tech Fest** – Celebrates innovation, problem-solving, and futuristic technology while bringing together top students from across the country.

**Diverse Competitions & Workshops** – Covers fields like AI, Blockchain, Quantum Computing, Robotics, Aerospace, Motorsports, Cognitive Science, Mathematics, Astronomy, Gaming, and Sustainability.

**A Hub for Innovation & Collaboration** – Fosters groundbreaking ideas, inter-college rivalry, and cements Mahindra University's reputation as a leader in technological advancements.





# Quick Overview: Aeon



**25+ Events**

Tech & innovation challenges



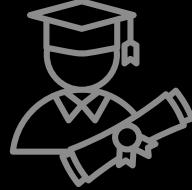
**10K+ Website Visits**

Expansive digital reach throughout the year



**7.5K+ Audience**

Engaged & interactive



**35+ Colleges & Universities**

Widespread participation



**1K+ Participants**

Top talent nationwide



**6L+ Social Media Impressions**

Strong online presence throughout the year

## And More

A benchmark in tech fests



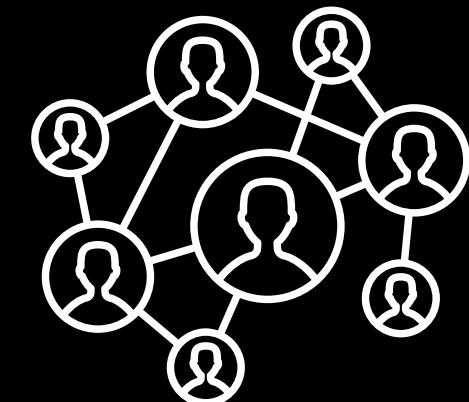
# Why Partner with Us?



- Networking Opportunities
- Strengthen your brand



- Access to Top Talent
- Support Innovation



- High Visibility
- Online Marketing and audience reach



# Past Partners

**mozilla**



**metrome**

 **GDG**

 **balsamiq®**



 **HASURA**

 **STL**

 **ICICI Bank**

 **kotak**  
Kotak Mahindra Bank

 **The Princeton Review®**

 **UNIVERSAL  
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 **Red Bull®**

 **aha**

 **KLM FASHION MALL®**

 **sricomforts**  
calm. cool. comfortable

 **GLOBAL NETWORKS Pvt Ltd**  
Fusion of Technologies & skills

 **BALAJI CONSTRUCTIONS**  
ENGINEERS & CONTRACTORS  
(ISO 9001 . 2008 Certified Organisation)

 **GREEN EARTH**  
Engineering India PVT LTD

 **S.D.S. FABS**  
All Types of Engineering Fabrications

 **Sirisha**  
Constructions

**& Many More**



presents

Title Sponsor's



THE ANNUAL TECHFEST

powered by

Gold Sponsor

Gold Sponsor

co-powered by

Silver Sponsor

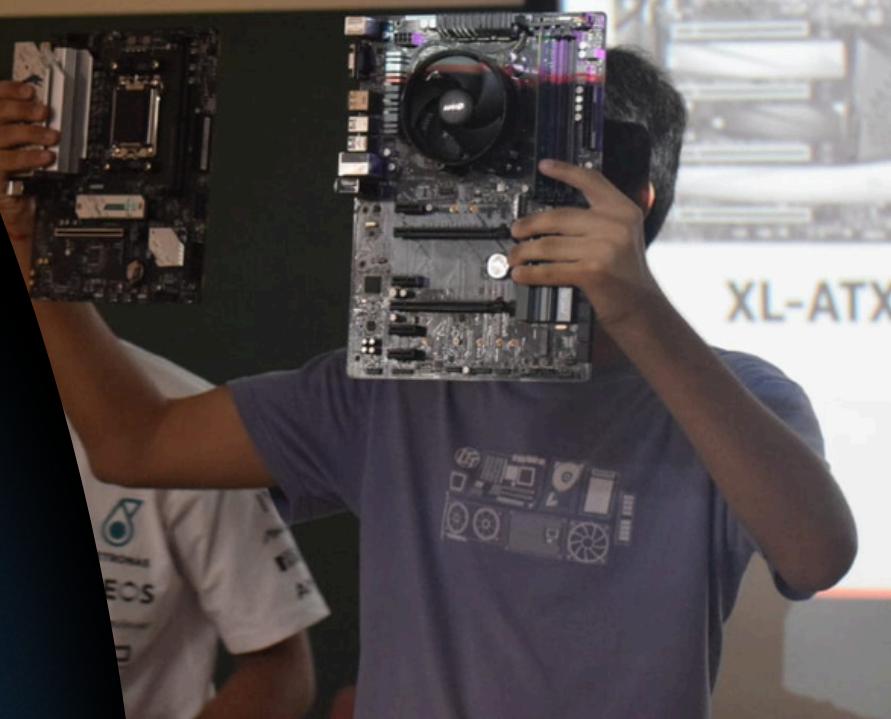
Silver Sponsor

Associated with

Associate Sponsor

Associate Sponsor

Associate Sponsor





# Sponsorship Opportunities

SILVER  
SPONSOR

₹ 3,00,000

**ASSOCIATE perks+**

- Moderate Social Media Marketing
- Standard Stall Location
- Good Branding Visibility
- Visibility in Post-Event Communications
- Thank You Campaign

TITLE  
SPONSOR

₹ 10,00,000

**GOLD perks+**

- Presents by rights
- Workshops/Talks Stall at the Fest - Prime Location
- Special Recognition in Post-Event Communications
- Showcase new products
- Live mention

GOLD  
SPONSOR

₹ 5,00,000

**SILVER perks+**

- Branded Photo Booth with Sponsor Integration
- Festival Newsletter
- Premium Stall Location
- Speaking Slot at Unveiling Ceremony (10 min)
- Strong Presence in Post-Event Communications



# Sponsorship Opportunities

## EVENT SPONSOR

₹ 50,000\*

\*depends on the individual event

- Club Specific Social Media Marketing
- Logo on Volunteer T-Shirts of the specific event they are sponsoring for.
- Certificates to awardees will feature logo

## ASSOCIATE SPONSOR

₹ 1,00,000

- Social Media Marketing
- Banners/Posters/Standees
- Merchandise Selling
- Mention in College Newsletter
- Acknowledgement in Post-Event Email



# Sponsorship Perks

	TITLE	GOLD	SILVER	ASSOCIATE
Social Media Marketing	Prime	Premium	Standard	Basic
Logo on Banners & Standees	✓	✓	✓	✓
Stall at Fest	Prime	Premium	Standard	Basic
Logo on LED Screens	✓	✓	✓	✗
Press Release Mentions	✓	✓	✓	✗
Keynote & Networking	15 min	10 min	✗	✗
Logo on Volunteer T-Shirts	✓	✗	✗	✗

Please refer to this link for full details [!\[\]\(6e934896f25e6ce1b0dbb50c23abc197\_img.jpg\) All Deliverables List Sheet](#)

- Prime** - Prime sponsors often secure top billing—featured in high-traffic areas, prominent on all event marketing materials, and given exclusive speaking or showcase slots.
- Premium** - Premium sponsors enjoy brand exposure across banners, digital platforms, and press, though perhaps in a slightly less spotlighted capacity than prime sponsors.
- Standard** - Essential visibility and participation, with foundational brand placement and standard networking access.



# Contact Us

**[aeon@mahindrauniversity.edu.in](mailto:aeon@mahindrauniversity.edu.in)**

Student Body

**Geethika Y**

+91 8341073040

**Aditya Rachakonda**

+91 9642830823

**Cherith Reddy Y**

+91 7207434280

Faculty Mentor

**Prof Bharghava Rajaram**

+91 9840321600

**Prof Prafulla Kalapatapu**

+91 9492922393