



Dr. Vishwanath Karad

**MIT WORLD PEACE  
UNIVERSITY** | PUNE

TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS

Faculty of Management (PG Programmes)

PRESENTS

# TechnoCon Lakshya



## SPONSORSHIP PROPOSAL

8th and 9th March, 2019

MITWPU Campus, Kothrud, Pune

## TechnoCon - Lakshya Objectives



- To give new aspiring managers opportunity to be achieve excellence and fight it out in newer, smarter and more challenging technical problem statements.
- To test the overall aptitude of the participants and boost the search for the leaders of tomorrow.
- Lakshya focuses on innovation, networking, enhancing knowledge and the overall development of an individual's skillset.
- To empower students practically with Technical Skills and their logical problem solving capabilities.

## Association Appeal

TechnoCon - Lakshya 2019 is the 1<sup>st</sup> National level **Technical** mega-event, which is the combination of six wings, namely - Hackathon, IT Events, Gaming, Workshops, Talks and Managerial Events. The Six Wings encourages students from various field such as Technology, Computer Science, Management, Commerce and many more to showcase and test their skills at a national platform.

We are excited for 'TechnoCon - Lakshya 2019' to be held on **8<sup>th</sup> and 9<sup>th</sup> March 2019**. We estimate participation of **2000 students** across most of the B-school in India at MIT WPU Campus of 50,000 Students. Success of this event hoped to be achieved with the support of Institute and Industry partners like you.

We request for a great association with you at 'TechnoCon - Lakshya 2019'. In consideration of the association, we promise to promote you and provide the best branding in a campus surrounded by 50,000 students with innovative minds and an extra-ordinary spirit. We promise you that your support will be sincerely acknowledged and reverted with our mutual success.

### Why Sponsor?

- An opportunity to expose and promote your brand.
- Explore untapped market potential.
- Build a lasting relationship with the youth.
- Generate interest and curiosity about your brand.
- A hand shake with an institution having strength of more than 50,000 students.
- A Golden opportunity to showcase your brand in front of students from various colleges.
- Opportunity to reach to Industry professionals and their organizations that would be coming to address the event.

## Events

### SIX WINGS of TechnoCon - Lakshya 2019

<b>Mega Event</b>	<b>IT Events</b>	<b>Workshop</b>
MIT Hackathon (12 hour product development competition focusing on solving problems of the society)	<ul style="list-style-type: none"><li>● Codethon</li><li>● Know IT All</li><li>● Codinary</li><li>● AnimelT</li></ul>	2-day Workshop on 'Machine Learning prerequisites, divided in 4 sessions.
<b>Talks</b>	<b>Gaming</b>	<b>Managerial</b>
Topics - <ul style="list-style-type: none"><li>● Data Science</li><li>● AI and Psychology</li><li>● IT Entrepreneurship</li><li>● IT and Innovation</li></ul>	<ul style="list-style-type: none"><li>● Known Battlegrounds</li><li>● Battlebots (Robowar)</li></ul>	<ul style="list-style-type: none"><li>● The Idea</li><li>● Beat the clock</li><li>● Unscripted</li><li>● Bollymania</li><li>● Buildo Bridge</li></ul>

## Hackathon Sponsorship

MIT Hackathon would provide Cash Prizes in three categories -

- Winner - Rs. 50,000
- Runner-Up - Rs. 25,000
- Excellence in Innovation - Rs. 25,000

You can choose to sponsor either 1 out of 3, 2 out of 3 or all the prizes at MIT Hackathon.

Benefits -

- Dedicated Branding on MIT Hackathon Promotions.
- Dedicated Link on TechnoCon - Lakshya 2019 Website and Social Media.
- 2 - minute advertisement slot per 'cash-prize' at the start and end of both the days of Hackathon.
- 3 exclusive banners and/or standees at the Hackathon Venue.
- Representative from the company would be invited to present the cash-prize.

## **Title Sponsorship - Rs. 1.5 Lakhs**

- Only one single exclusive Title Sponsor.
- Dedicated brandings on promotions material of TechnoCon - Lakshya 2019. (Certificates, ID cards, flexes).
- Dedicated Link on TechnoCon - Lakshya 2019 Website and Social Media.
- 5 exclusive banners at the venue.
- Space of size 10\*10 Sq. ft. (2 no.)
- Hoarding of size 10\*8 Sq. ft.
- 5 minute advertisement slot during Inauguration & Valedictory program.
- 2 minute advertisement slot in between each event.
- 'Chief Guestship' for the Inaugural & Valedictory program.

## **Associate Sponsorship - Rs. 1 Lakh.**

- Dedicated brandings on promotions material of TechnoCon - Lakshya 2019. (Certificates, ID cards, flexes).
- Dedicated Link on TechnoCon - Lakshya 2019 Website and Social Media.
- 2 exclusive banners at the venue.
- Space of size 10\*10 Sq. ft. (1 no.)
- Hoarding of size 10\*8 Sq. ft.
- 2 minute advertisement slot during Inauguration & Valedictory program.
- 2 minute advertisement slot in between each event.
- 'Guest of Honorship' for the Inaugural program & Valedictory Program.

## **Event Sponsorship - Rs. 50,000**

- Only one event sponsor per event.
- Selected brandings on promotions material of TechnoCon - Lakshya 2019.
- Dedicated Link on TechnoCon - Lakshya 2019 Website and Social Media.
- 3 exclusive banners at the event venue.
- Space of size 10\*10 Sq. ft.
- 1 exclusive hoarding of size 10\*8 Sq. ft. at the event venue.
- 'Guest of honorship' for the inaugural program or valedictory Program.
- Special invitees for inaugural & valedictory program.
- Event List: Mega Event - Hackathon (1).  
IT Events - Codethon (1), Know IT All (1), Codinary (1), AnimeIT (1).  
Managerial - The !dea (1), Unscripted (1), Beat the clock (1), Bollymania (1), Buildo Bridge(1). Talks (1) and Workshop(1), Gaming(2).

## **Partners - Rs. 25,000 and above.**

- Selected brandings on promotions material of TechnoCon - Lakshya 2019.
- Dedicated Link on TechnoCon - Lakshya 2019 Website and Social Media.
- Space of size 10\*10 Sq. ft.
- 1 exclusive hoarding of size 10\*8 Sq. ft.
- 2 exclusive banners at the venue.
- 1 minute advertisement slot during inauguration and valedictory function.
- Different Partnership Slots :-
  - T-Shirt - Prizes - Radio
  - Travel - Media - Technology
  - Video - F & B - Registration

## **Associate Sponsorship - Rs. 1 Lakh.**

<b>PARTICULARS</b>	<b>QUANTITY</b>	<b>DAYS</b>
T-Shirts	250	-
Lunch for Volunteers	250	2
Refreshments (Morning and Evening, for volunteers)	250	2
Lunch for Participants	1000	1 or 2
Refreshment for Participants	1000	1 or 2

## **Terms & Conditions**

1. All rights regarding all sponsorship deals are reserved with the organizing committee of TechnoCon - Lakshya 2019.
2. The locations for the promotion space, hoardings and will be at the sole discretion of the organizing committee.
3. The placing of the advertisement slot during the inauguration and valedictory function as well as during the events will be at the sole discretion of the organizing committee.
4. Sponsorship once given cannot be cancelled 20 days prior to the event.
5. Banners and standees have to be provided by the sponsors.
6. After the event, respective banners and standees have to be collected within two days from the sponsorship team

## Follow us on -



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@technocon.mitwpu #TechnoCon2019 #Lakshya2019



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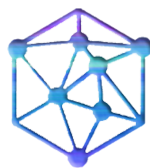
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Lakshya