

SYNAPSE 2019



21st - 24th february





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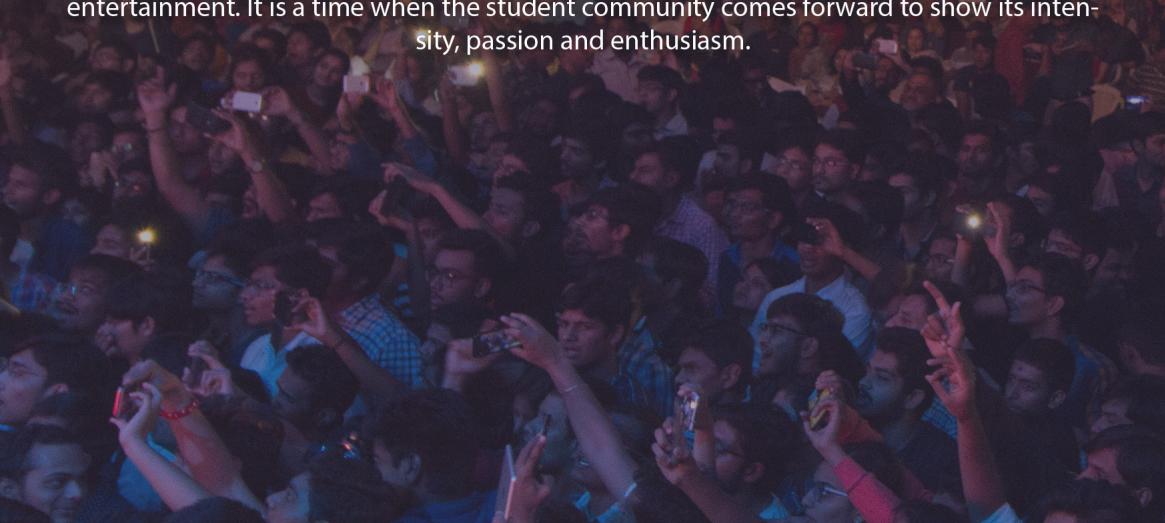


ABOUT US

Dhirubhai Ambani Institute of Information and Communication Technology (DA-IICT), known for its research and development, has emerged as the torch bearer among the premier technological institutions of Gujarat over the past 18 years. In these years, DA-IICT has harboured some of the best minds of the country, its students being coached by its dedicated and excellent faculty.

Synapse is a celebration - a celebration of culture, technology and life. It is about realizing the inherent junction of the three in an electrifying atmosphere. One of the most prominent college fests of Gujarat, it is a spectacle of our talent, aspirations, creativity and vision. Come 2019, we promise a bigger and better Synapse.

DA-IICT has always taught its students to carve out their own paths and not follow conventions blindly. Freedom of expression is given the most importance within these walls, and that is precisely what Synapse stands for. Synapse is a medium through which the youth can express their views; be it through art, culture, technological skills, knowledge or entertainment. It is a time when the student community comes forward to show its intensity, passion and enthusiasm.



P R O N

SYN

I T E S

MAPSE



INAUGURAL NIGHT

The first impression is the last impression. And this promises to be a good one when you have the best impressionists and comedians on stage. Double up laughing along with Zakir Khan, Biswa Kalyan Rath, Karunesh Talwar, The Viral Fever, East India Comedy and Revadio.



EDM NIGHT

The best DJs in the country are in the house to transcend the crowd as they lose themselves in the surreal atmosphere, among the pounding beats and enchanting music. Celebrate the non-stop mixes of Sunburn and VH1 Supersonic, along with geniuses like Teri Miko, Zaeden, Lost Stories, Naved Khan, DJ Ray, and many more.





RAGNA ROCK

Powerful guitar solos, hammering drum beats and thundering bass take the night by storm as the stage is set on fire. Rock is everything. Everything is rock. Witness the best of the best; The Local Train, Parwaaz, As We Keep Searching, Inner Sanctum, Providence, and more.

CYNOSURE

Watch some of the best performers of the country set the stage on fire with their mesmerising music. Amidst the crowds singing the lyrics to their favourite tunes, witness an unforgettable night. After Amit Trivedi, Sonu Nigam, KK, Nikhil D'souza, Javed Ali, Agnee, Indian Ocean, Tochi Raina and many more, keep a look out for who's next.



RAMPAGE

Lights, Camera, Fashion! Watch budding designers express their creativity, independence and boldness as they illustrate their stories while the most glamorous models walk to the pumping beats. It's not easy to impress the likes of Pantaloons Femina Miss Fashionista 2012, Helly Shah, Madhu Sneha Upadhyay and Mrs. Universe 2015 designer, Richa Singh.



OAT EVENTS

Naach

Hold your breathe as dancers illuminate the stage by exploring dance forms that showcase the richness of our pristine heritage; pay homage to time-honoured traditions. Decorate the stage with your elegance and grace.

Footloose

Dance is a form of expression through which you can find yourself in that moment and lose yourself in the captivating beats all at the same time. From salsa to contemporary to fusion, fasten your seatbelts, rock the stage and shake the world with your moves.

Showdown

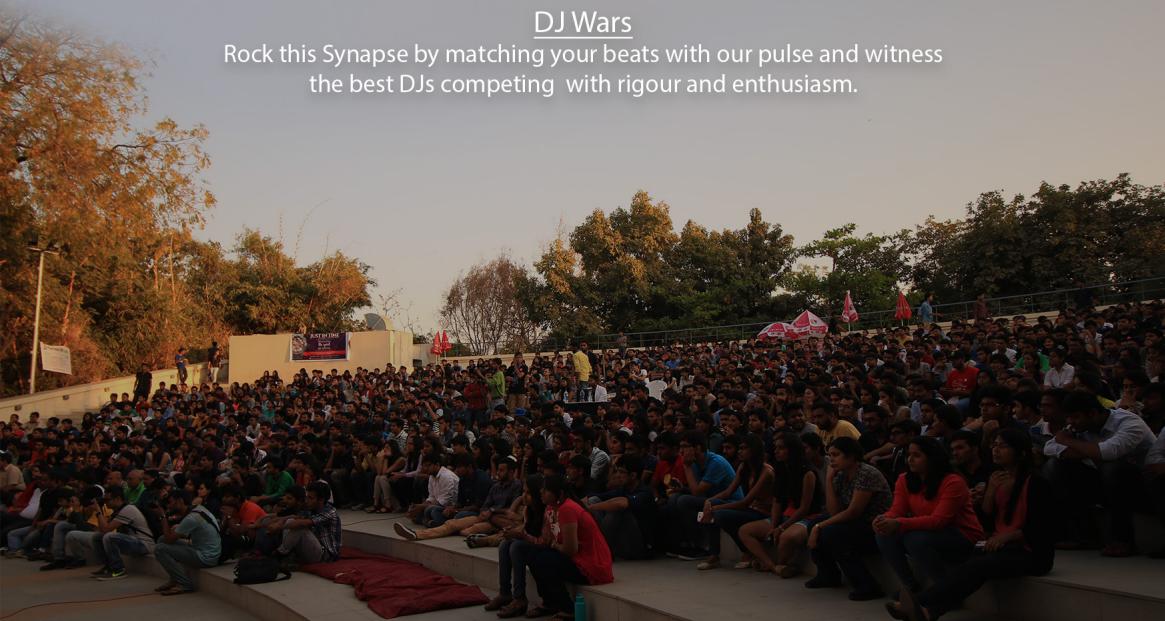
Let loose and go all street-style with the insistent raps and groovy hip hop beats. Relish some of the most popular art styles. Take up the challenge and show them how its done.

Rhapsody and Raaga

Lose yourself behind in the magical atmosphere as you are taken on a symphonic ride of western and Indian Classical Music. Show off your skills with your melodious voice, harmonious instruments and favourite tunes.

DJ Wars

Rock this Synapse by matching your beats with our pulse and witness the best DJs competing with rigour and enthusiasm.



CEP EVENTS



Shailee

Prove that the pen is mightier than the sword and join this literary feast. Get a chance to meet authors like Ashwin Sanghi and Esther David, and participate in online creative and innovative writing competitions, spelling bees, tricky crosswords and puzzles, and captivating workshops.

Synocubix

If you think you've got the talent, come show off your skills, with time being your worse enemy. Solve the toughest Rubix Cube puzzles known to man, watch the pieces fall into place before your eyes, and earn the title of Cubing Master.

Headrush

You can tell a man is wise by his questions. Work up those grey cells and test your logic and knowledge with quizzes that satisfy your interests. With participants from some of the best universities of India, be there to experience the very best of Gujarat's quizzing circles.

Samwaad

A great platform for the debaters with varied political preferences, perspectives and personalities out there to display!!



TECHNICAL EVENTS

Hackathon

Dive into some of the most pressing problems of today. Endurance is key as you team up for a code fest of programming skills and endurance to build the next big project be it building a new data visualization, writing a document, or collaboratively investigating a problem.

Conceive

Bring out your creative flair, put those editing tools to use, and showcase your photography, short films and posters making skills.

Code Mutants

Show off your programming skills, work as quick as you can, beat the clock, and solve as many problems as you can. This competitive coding contest will challenge your speed and accuracy.

INC

With imagination that goes far beyond convention, a dream bigger than just money - build the next financial empire. If you think you are the next Steve Jobs or Bill Gates, this is the place to be. Dazzle the panel with your business skills and planning to pave a road to the next big startup.



ONLINE EVENTS



Googlock Holmes

Borrow Sherlock Holmes' hat and solve some of the trickiest riddles with Google by your side.

Crazy Math

Solve the nuttiest of problems math has to offer and bring out the geek in you

Team Twister

Build your dream team; precisely anticipate the scores of live cricket or football matches to win.

MASQUERADE

Goof Spoof

An overdose of Bollywood that will lead to the strangest of scenarios in impromptu gigs. Bring out your inner Gabbar or Basanti and watch the greatest legends of Indian cinema compete for the title.

Naivete

Witness the conventional street play, a bold portrayal of the stigmas of the society. Add fire to your verve and put up a stand with irony and fervour.

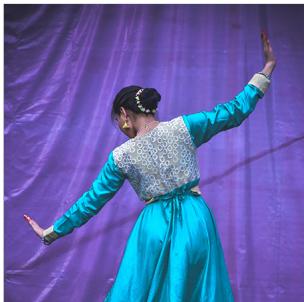
Felicity

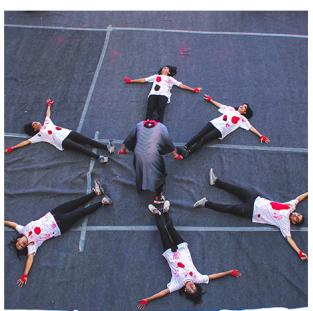
With a colourful mix of drama, music, dance and mime, be a part of this beloved facade. Treat your senses with the silent mimes, twirling dancers and magnified dramatics.

Proscenium

Join an eager audience gripped by a befitting story, stunning role-play and flashy dialogues. If acting is your passion, this is the place to be.







131110

BATTLEDROME

You are never too old for video games. Bring out the controllers, keep your thumbs rested and join the showdown for ultimate glory. Leave humility behind, this is war. Display great use of strategy, tactics and planning in a wide variety of the most engaging games. Test your skills at AOE, Counter Strike, DOTA, NFS Most Wanted ,PUBG and FIFA

COUNTER STRIKE

DOTA - 2

PUBG

FIFA 17

INFORMALS

Synapcity

Capture the essence and highlight the spirit of Synapse with some of the wackiest events. Immerse in the hustle of the street constantly busting with activity and relish the work of the talented designers. The prefect place to hang out.

DA-Lounge

In this classy area, pulsating vibes create a cool laid-back charm and the thrilling activities compel you to keep coming back. Indulge your temptation.

DA-Rush

Participate in one of the all time favourites - Treasure Hunt. Run around campus, solving head scratching riddles and deceiving clues to get to the ultimate prize.

Forage

Put on your creative hats to make impressive models from the simplest of resources. Take up the challenge and transform mundane objects into killer weapons, unthinkable structures, and ostentatious tools. The only thing holding you back is your imagination.

Prom Night

Get those dashing shirts and elegant dresses out and grove to your favourite romances with your partners. This is one of those quintessentially iconic events you have to experience at least once. The best of the best get the honour of being crowned Prom King and Queen. You don't want to miss this.



TITLE SPONSOR

For amounts greater than Rs. 10,00,000/-, the sponsor will be declared as "The Title Sponsor" of Synapse 2019. The festival will be named after the sponsor, i.e 'DA-IICT and _____ present Synapse 2019'

- All publications issued by Synapse leading up to the festival will carry the name and logo of the Sponsor.
 - All posters and banners issued by Synapse that form a part of Synapse publicity campaign will carry the name and logo of the Sponsor. The Sponsor will dominate newspaper articles, advertisements and other promotional materials of Synapse.
 - The Synapse website will feature both the logo of the Sponsor as well as a link to the Sponsor's website in its homepage.
 - The Sponsor can display banners at prominent locations during the festival. The sponsor can also display 1 hoarding size banner at prominent location during the festival.
 - The Sponsor can setup 2 stalls of approximately 8ft x 8ft on the festival grounds to showcase their products. The Sponsor can make a presentation of any nature on any day during the festival, to the audience, not as a part of an event. The Sponsor can ask for five volunteers to help with the publicity efforts of the Sponsor during the course of the event.
 - Synapcity (24 hr hub) will carry an event dedicated to the sponsor.
 - The Website can carry an online event dedicated to the sponsor (if the sponsor wishes).
 - The Sponsor can make use of 20 minutes of audio airtime daily on the institute's sound system at prime time during Synapse.

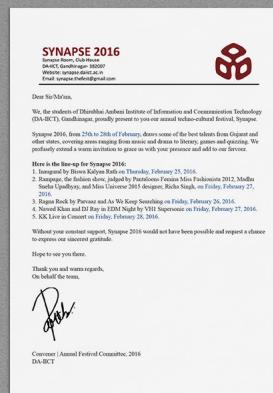


ASSOCIATE SPONSOR

For amount greater than Rs. 5,00,000 /- the sponsor will be declared the Associate Sponsor of Synapse 2019.

- All publications issued by Synapse leading up to the festival will carry the name and logo of the sponsor
- All posters and banners issued by Synapse that form a part of Synapse publicity campaign will carry the name and logo of the sponsor.
- The sponsor will find a mention in the newspaper articles, advertisements and other promotional material of Synapse.
- The Synapse website will feature both the logo of the sponsor as well as a link to the sponsor's website, with mention on the home page.
- The sponsor can display banners at prominent locations during the festival.

- The sponsor can setup 1 stall of approximately 8ft X 8ft on the festival grounds to display the products of the sponsor.
- The website can carry an online event dedicated to the associate sponsor.
- The sponsor would be given an option of organizing a workshop or an event.
- The sponsor can make a 30 minute presentation of any nature on one day during the festival, to the audience, not as a part of an event.
- The sponsor can ask for three volunteers to help with the publicity efforts of the sponsor during the course of the festival.
- There may be more than one associate sponsor





THEME SPONSOR

The theme is supposed to define the the ambience of a fest. The campus and the events are organized, designed, and decorated on the basis of a common theme, which will be publicized during the entire duration of the fest. Theme remains the central attraction of a festival- one of the Pronights will be dedicated to the Theme Sponsor. The Theme Sponsor attracts maximum publicity as every nook and corner of the college is decorated as per the Sponsor's theme. Every media and print coverage covering the campus, publicizes the theme and the Theme Sponsor. The Theme Sponsor can setup 2 stalls on the festival ground. The Theme Sponsor can display banner and banner sized hoarding at prominent locations during the festival. The theme of the fest will be based on the theme sponsor. Link to the theme sponsor will be provided on the fest website. A separate page in the sponsorship brochure will be dedicated to the Theme Sponsor. The cover page of the brochure will contain the logo of the Theme Sponsor.



EVENT SPONSOR

For amount greater than Rs. 1,50,000/- the sponsor would be declared as the Event Sponsor of a particular event. The event would be named after the Sponsor, i.e., "Synapse and _____ present <name of the event>".

- The Event Sponsor will be included in the news paper articles, advertisements, and other promotional material of Synapse.
- The Synapse website will feature both the logo and the name of the Event Sponsor.
- The Event Sponsor can display banners and distribute publicity material at the venue of the event during the festival.
- The Event Sponsor can ask for 1 volunteer to help with its publicity efforts during the course of the festival.
- The Event Sponsor can setup 1 stall of approximately 8ft X 8ft on the festival grounds to display its products and distribute publicity material. The Event Sponsor would have to pay a sum of Rs. 20,000/- towards the installation charges of the stall.
- There may be more than 1 sponsor for a particular event. Decisions on such issues would be taken on a case to case basis by the Synapse organizers and it would be binding on all interested parties.

T-SHIRT SPONSOR

The sponsor will be declared as the T-Shirt Sponsor of Synapse 2019 under the following two conditions: If the sponsor gives Rs. 1,50,000/- to Synapse or if the sponsor supplies a minimum of 1,000 T-Shirts, printed according to the print given by the Synapse organizing committee, of acceptable quality.

- The T-Shirt will bear the logo of the Sponsor on one of the sleeves.
- All publications leading up to the festival will carry name and logo of the T-shirt Sponsor.
- All posters & banners issued by Synapse that form a part of Synapse publicity campaign will carry the name & logo of the sponsor.
- The sponsor can display banners at prominent locations during the festival.
- The Synapse website will feature both the logo and the name of the sponsor.
- The sponsor can setup 1 stall of approx 8ft X 8ft on the festival grounds to display the products of the sponsor & distribute publicity material.





STALL SPONSOR

Canopy Stalls

When the events rapidly capture the attention of the crowd, the best place would be under a large umbrella, in view of hundreds of people just waiting to get a glimpse of your stall at the premium locations of the lawns and cafeteria. With the Canopy stalls, you get a large umbrella, table and chairs for marketing your product.

Café Stalls

The cafes are the places with all the hustle and bustle. With this stall of 8ft x 8ft situated at a prominent location in the café, you can have your products to sell or just lure the customers by the look of it. The hungry and the happy crows will pass through your stall and you know you are at the benefit there.

Concert Stalls

The enthusiasm of a good crowd is unbeatable and Synapse boasts of thousands of hungry and enthusiastic wild heads. After the wild ride of the concerts, all they have to do is turn around and find your 10ft x 10ft stall which will suffice them with delicious food and groovy shakes.



MEDIA SPONSOR

For a sponsor to be declared as the Media Sponsor of Synapse, it will have to provide a minimum of 4 advertisements and 2 articles to Synapse as per the following details:

- *The advertisement should be at least of a size of 50 cc for the newspaper and full page for a magazine.*
 - *The days of publishing the advertisements and the articles should be in agreement with the Synapse organizing committee. The content of all advertisements and artcles will be provided by the organizers.*
 - *The location of the advertisement in the paper and magazines should be in agreement with the Synapse organizers.*
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- All publications issued by Synapse leading up to the festival will carry name and logo of the sponsor.
 - All posters and banners issued by Synapse that form a part of Synapse publicity campaign will carry the name and logo of the sponsor.
 - The sponsor will find a mention in the newspaper articles, advertisements and other promotional material of Synapse.
 - The Synapse website will feature both the logo and the name of the sponsor.
 - The sponsor can display banners at prominent locations during the festival.
 - The sponsor can setup 1 stall of approximately 8ft X 8ft on the festival grounds to display the products of the sponsor and distribute publicity material.
 - The sponsor would have to pay a sum of Rs. 20,000/- towards the installation charges of the stall.

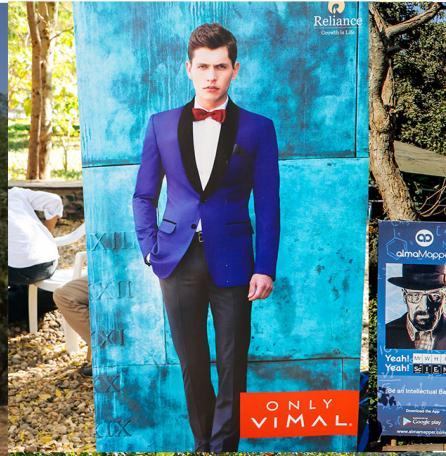
CARRIER SPONSOR

The Official Carriers would fly eminent personalities and celebrated guests of Synapse to and from Ahmedabad during the course of the event.



- All publications issued by Synapse 2019 leading up to the festival will carry the name and logo of the Official Carriers.
- All posters and banners issued by Synapse that form a part of Synapse publicity campaign will carry the name and logo of the Official Carriers.
- The Official Carriers will find a mention in the newspaper articles, advertisements, and other promotional material of Synapse.
- The Official Carriers can display the banners at prominent locations during the festival.
- The Synapse website will carry the name and logo of the Official Carrier Sponsor.
- The Official Carrier Sponsor can setup a stall of approx. 8 ft. X 8 ft. on the festival grounds to display their products and to distribute publicity materials during the course of the festival.
- The event sponsor would have to pay a sum of Rs. 20,000 /- towards the installation charge of the stall.

CAMPUS BRANDING





ECO-YOUTH RUN

A 7 km marathon in the city of Gandhinagar, organized in an attempt to promote ideas that drive the youth of today. Show your support to fight the stigmas present in society, support social and environmental causes to make this a better place. With a wave of passionate students joining in, this is a great way to give back to the society.



PREVIOUS SPONSORS



PREVIOUS SPONSORS



CONTACT

Synapse Room, Club House

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