



COMPUTER SCIENCE & ENGINEERING ASSOCIATION

## SPONSORSHIP PROPOSAL

# INTRODUCTION

- The National Institute of Technology, Tiruchirappalli will be celebrating 60 glorious years of engineering excellence this year.
- Ever since its inception in 1964, the institution has aimed to impart students with the finest values of society, batch after batch.
- NIT Trichy has continuously strived to live up to its reputation within as well as outside India, with the strong belief that students should not be educated purely as engineers, but as individuals who will be setting out to find their own place in the world.
- Vortex, the annual technical symposium of CSE Dept. of NIT Trichy, is in its Thirty-second year of bringing together brilliant minds from all over the country (and beyond), under one common roof.
- We hope to establish a mutually beneficial working relationship with your esteemed organization. Thank you for your patience and cooperation.

# NIT TRICHY - OVERVIEW

- The National institute of Technology, Tiruchirappalli (established in 1964) is one of India's premier engineering institutes.
- It is recognized amongst the elite institutes of the world and is considered to be one deserving of national pride.
- Caters to the brightest minds of India with emphasis given to research and holistic development of student interests.
- It is a cultural hub with students hailing from various parts of the world, thus ensuring diversity within the classroom as well as during campus activities.
- Consistently in the top 10 institutes for engineering in India by various publications including MHRD, Govt of India



# ABOUT VORTEX

- The Computer Science and Engineering Association organizes the annual national-level technical symposium, Vortex. Incepted with a strong commitment to providing a platform for technocrats to showcase their prowess in the fields of Computer Science and Information Technology, Vortex has become a corner stone event.
- Functioning as a breeding ground for new ideas, Vortex offers opportunities for learning through a diverse array of workshops and competitions, fostering the demonstration of technical competence. With each successive edition, Vortex continually evolves to enhance itself as a more enriching platform for students. Notably, Vortex '24 marks the 32nd edition of this prestigious event.

# VORTEX STATS



## BRANDING AVENUES

ORION

PR DESK

WORKSHOP LOCATION

BARN HALL

EVENT LOCATION

FOOD STALLS

GUEST LECTURE LOCATION

CSE DEPARTMENT

## SOCIAL MEDIA REACH



2K+

INSTAGRAM



1.5K+

LINKEDIN



5K+

WEBSITE



5.7K+

FACEBOOK

18k+

VORTEX CODEATHON

200+

CAMPUSES VISITED

4k+

FOOTFALL

7.5k+

ONLINE REGISTRATIONS

# DELIVERABLES FROM VORTEX

## LOGO PROMOTION

- COMPANY NAME will be mentioned as a partner of Vortex 2024 in all the MC mentions.
- COMPANY Logo will be recognized as a partner in every poster and backdrop during the fest.
- COMPANY logo will appear in the main backdrop of Vortex and the other banners/standees during the event and in all our Outreach & SR events.
- Banners, posters, and pamphlets with the partner's logo will be distributed in the event avenue and campus, covering over 10000 students inside campus and 3000 in the event avenue.

# DELIVERABLES FROM VORTEX

## BRANDING AT GUEST LECTURES

- Guest Lecture consists of a series of events wherein highly accomplished personalities deliver lectures to the audience crowd.
- Company Name will be branded by displaying its logo on banners, posters and main backdrops and advertisement videos will be played during guest lectures of Vortex.

# DELIVERABLES FROM VORTEX

## WORKSHOPS & EVENTS

- Vortex organizes numerous remarkable events that put participants' skills to the test. These gatherings serve as platforms for brainstorming, allowing individuals to showcase their analytical abilities. and coding prowess.
- Vortex presents vibrant workshops, serving as a platform for hands-on learning and exposure to national-level technocrats.
- Company Name will be branded by displaying its logo on banners, posters and main backdrops and advertisement videos will be played during workshops and events of Vortex.

# DELIVERABLES FROM VORTEX



# DELIVERABLES FROM VORTEX

## HACKATHON & OUTREACH EVENT

- Our hackathon, attracting a pool of highly skilled participants, serve as a dynamic platform for innovation. Sponsors play a crucial role by providing problem statements that challenge participants, fostering creativity. Beyond promoting collaboration, these events serve as prime opportunities for sponsors to identify and acquire top-tier talent.
- Company will also be branded at Vortex's outreach event which will be conducted in a different college.

# DELIVERABLES FROM VORTEX

## ON-FOOT PUBLICITY

- Reach 15k+ students across 200+ South Indian colleges with our unparalleled brand exposure opportunities. Let us boost your brand's visibility and connect you directly with the vibrant student community.
- Join us to amplify your visibility among the region's student community and engage with tomorrow's leaders. Explore tailored marketing opportunities and enhance your brand's presence with us!

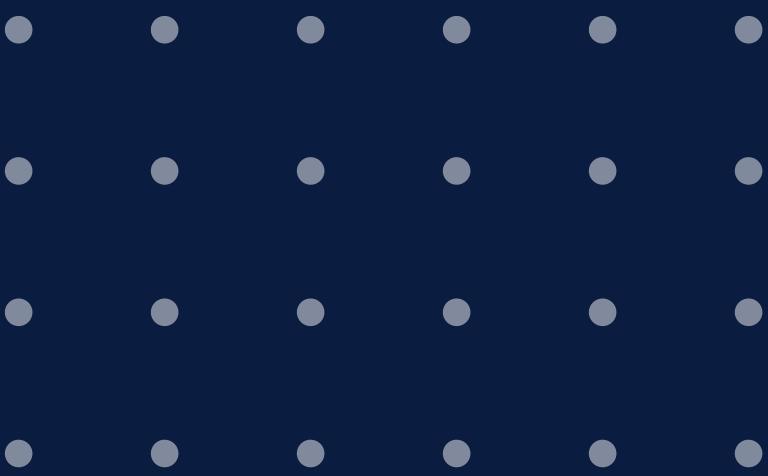
# DELIVERABLES FROM VORTEX



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## VORTEX SOCIAL RESPONSIBILITY

- If Company is interested, they may have one awareness talk where they can interact with the student crowd of NIT Trichy on campus during or before Vortex, which could be a part of the company's CSR.
- If Company is interested, they could do an innovative Social Responsibility activity with Vortex's Social Responsibility wing.

# DELIVERABLES FROM VORTEX



# DELIVERABLES FROM VORTEX

## BRANDING DURING FEST

- Customized Company standees/banners/Dropdowns will be kept at strategic locations.
- Company logo will be on other banners spanned across the campus.
- Participants' PR kit, ID cards, and certificates will have the logo of Company.

# DELIVERABLES FROM VORTEX



# DELIVERABLES FROM VORTEX

## SOCIAL MEDIA REACH

- Vortex has more than 5,600 followers on Facebook and over 3500 followers on Instagram and LinkedIn combined.
- Any post on the Vortex social media pages has a reach of over 10,000 people.

# DELIVERABLES FROM VORTEX

## VORTEX MAGAZINE

- Vortex's Newsletter/Magazine 'Bits & Bytes' was introduced in 2014. It has a dedicated page in facebook with 1200+ followers.
- Company's name and logo will be specially mentioned in this year's edition of 'Bits & Bytes'.

# DELIVERABLES FROM VORTEX

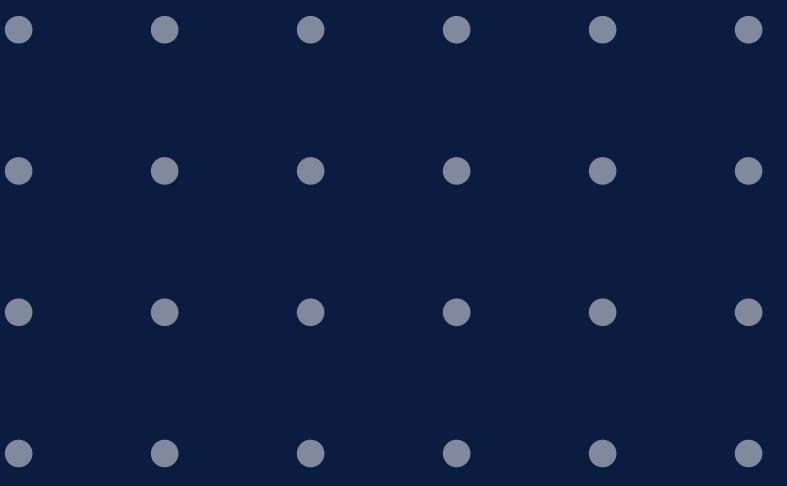


# DELIVERABLES FROM VORTEX

## COMPANY STALL DURING FEST

- Company will be given a stall space where they can interact with the participants coming down to Vortex.(Stall size will depend on your requirement)
- Company can have standees/pamphlets about Company at the stall.
- Company can collect details about the participants at the stall.

# DELIVERABLES FROM VORTEX



## VORTEX WEBSITE

- Company name and logo will be displayed in Vortex website which is visited by over 5000 students.
- A hyperlink of company's website will be provided in the sponsor page.

The Vortex logo is prominently displayed in the center of the slide. It features the word "VORTEX" in a bold, sans-serif font, with each letter having a subtle 3D perspective effect. The letters are a dark blue color, matching the background of the slide.

WE LOOK FORWARD TO A FRUITFUL ASSOCIATION



VORTEX

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