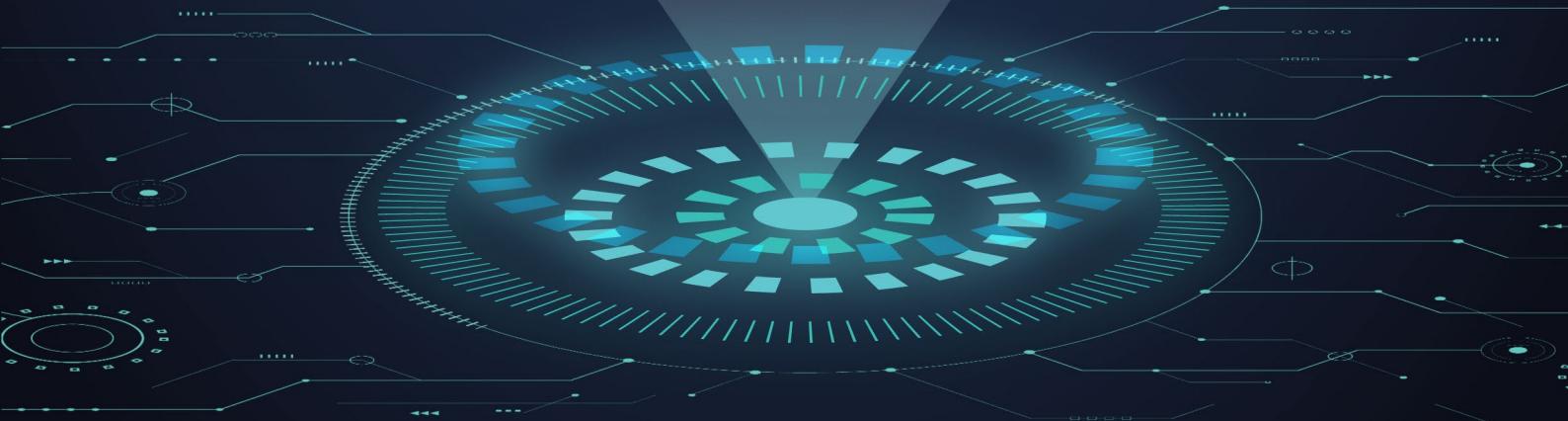


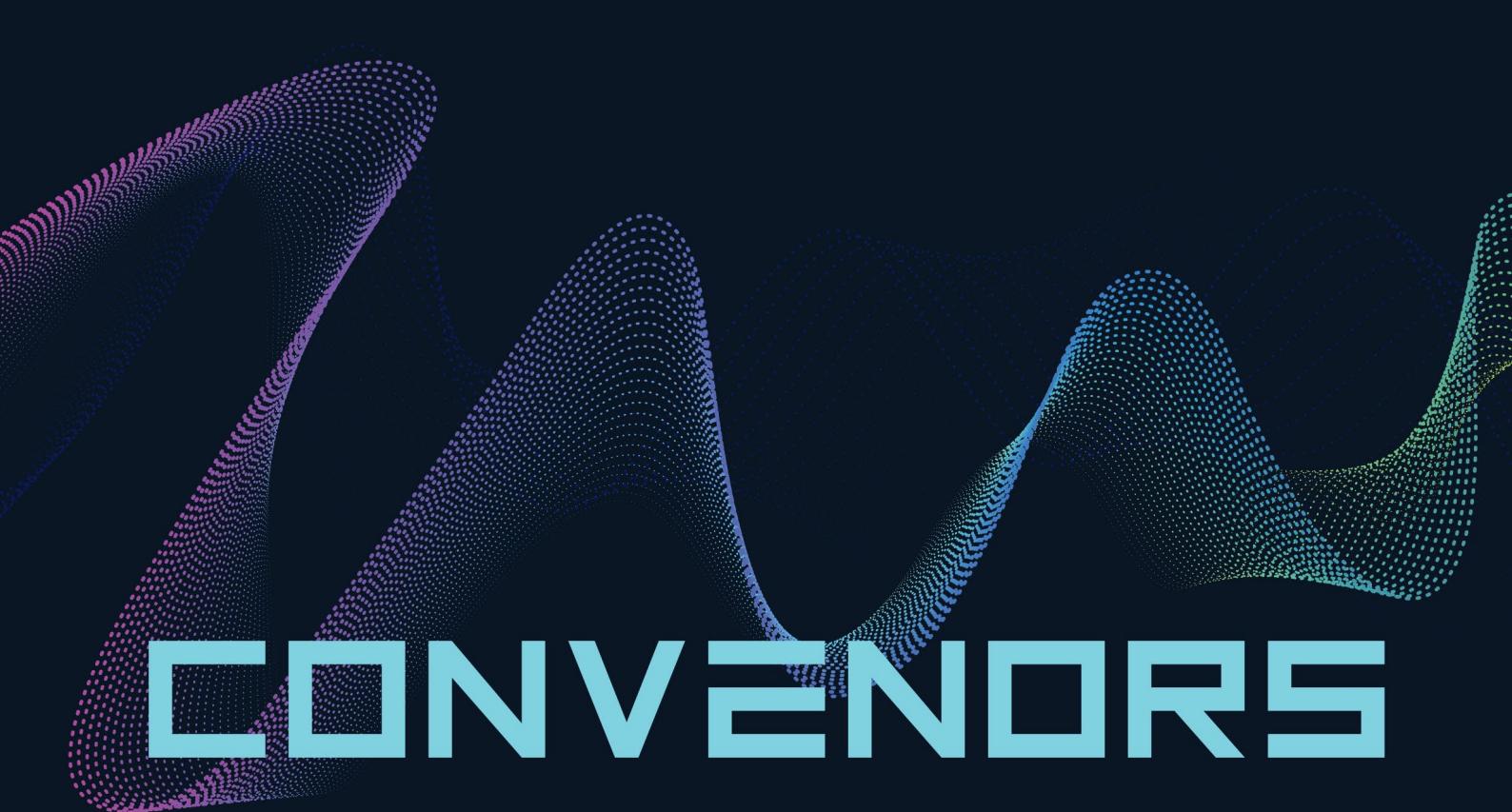
SnTC, IIT Mandi presents

# XPECTO

2022



# IIT MANDI'S INTER-COLLEGE TECH FEST



# **CONVENORS ADDRESS**

We would like to introduce Xpecto 2022 on behalf of Indian Institute of Technology, Mandi as an unfathomable and diversified fusion of technological skills, knowledge, and talent. We have committed to Xpecto in order to provide a platform for people to demonstrate their skills, meet, bond, mingle, grow, and most importantly, learn. We believe you will be able to demonstrate your abilities while also learning the most from Xpecto.

**Paras Jain   Lalit Narayan Mudgal   Surendra Singh**



WHY  
SPONSOR  
US?



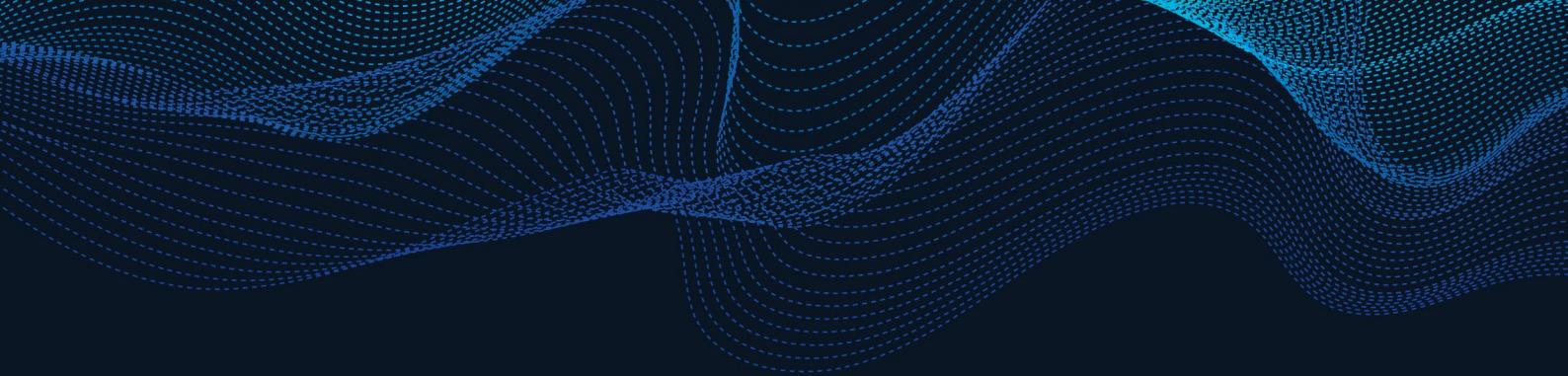
## **Branding Avenue**

By the virtue of having a well-developed website, combined with pages on Facebook, Instagram, Twitter, Linkedin, and Intern-shala, Xpecto team guarantees the on-site signage of your company via all of our social media pages, according to the level of sponsorship. Your company logo will be plastered over all decorations, certificates, posters, brochures and the website, prioritized according to the level of sponsorship.

## **Consumer Perception**

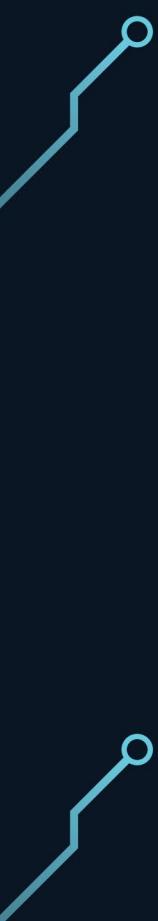
Your business gains a reliable and more positive reputation by tying with high-profile events of an IIT. This ensures that your consumers view your business in a more favorable light.





## **Live Workshops and Feedback**

The stall space provided to our sponsors is multipurpose. Your company can get live feedbacks or promote the use of their APIs and other products from the hackers participating in the event. Your company will be given assistance in hosting online workshops, competitions and tutorials.

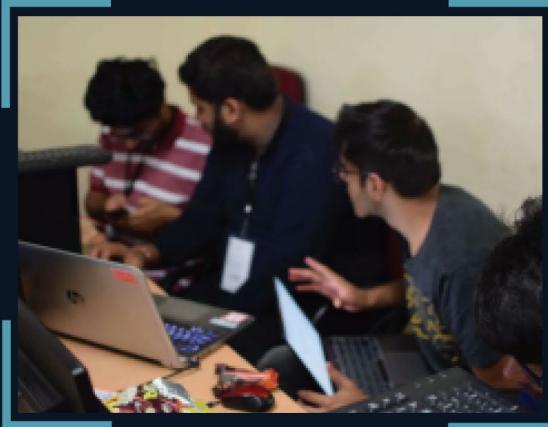


## **Diverse Target Group**

Xpecto will bring undergraduate students, post graduates, faculty and staff from different backgrounds and from different parts of the country under the same roof.



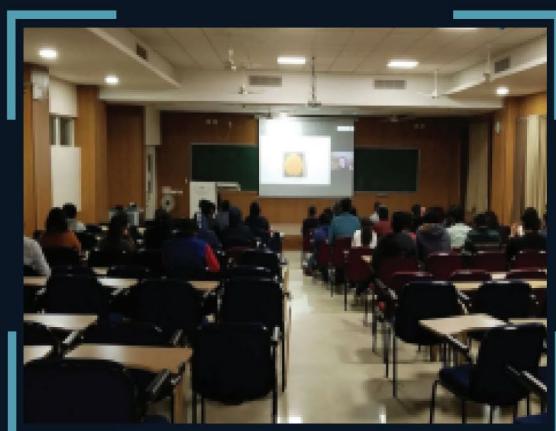
# PAST EVENTS GALLERY



Astrothon



Nirman Club



Remote Talks from  
Keynote Speakers



UTKARSH  
2k19

# SPONSOR DETAILS AND BENEFITS

Title	₹ 1.5 Lakh - ₹ 2 Lakh
Associate	₹ 1 Lakh
Platinum	₹ 75,000
Gold	₹ 50,000
Silver	₹ 30,000
Bronze	<= ₹ 15,000

Benefits	Title	Associate	Platinum	Gold	Silver	Bronze
Multiplicity Exposure	✓					
One to one interaction	✓					
Logos on Passes / Certificates / Invitation / Merchandise	✓					
Marketing Head / CEO to be honored at main stage	✓					
Radio mentions	✓	✓				
Promotional events	✓	✓				
Main gate branding	✓	✓				
Main stage branding	✓	✓				
Coverage by emcees at regular intervals	✓	✓	✓			
Standees	✓	✓	✓			
Access to participants' database	✓	✓	✓			
Backdrop on stages / Online Meetings	✓	✓	✓	✓		
On campus branding	✓	✓	✓	✓		
Paraphernalia through goodies	✓	✓	✓	✓		
Formal event sponsors	✓	✓	✓	✓	✓	
Branding through online media partners	✓	✓	✓	✓	✓	
Logo on official social media handles.	✓	✓	✓	✓	✓	✓
Link to company's website on our fest's website.	✓	✓	✓	✓	✓	✓
Stalls in fest area.	✓	✓	✓	✓	✓	✓

# BRIEF ABOUT BENEFITS

## **Multiplicity Exposure :**

The sponsor will be promoted in multiple cities. Brand ambassadors at different colleges will put up promotional content related to the company and techfest.

## **One to One Interaction :**

The sponsor will be allowed a 30-minute slot in the inauguration/closing ceremony to tell about their workings, operations etc.

## **Access to participants' database :**

Database will consist of participants' name, email and contact.

## **Promotional Events:**

Time slot will be provided to company for conducting their promotional events.



### **Radio Mentions :**

Techfect is brought to you by <company name>.

### **Coverage by emcees at regular intervals :**

Emcees will mention the company and promote their products at regular intervals

### **Standees :**

Standees with company name and/or associated products placed at strategic locations throughout the campus

### **Backdrop on stages/ online meetings :**

The sponsor's name would be displayed on the banner of the event stage (offline) and would also be displayed as a background image in any online meetings/events

### **Formal Event Sponsor :**

If the companies wish they can give any problem statement of their company for an event and can sponsor that specific event

### **Paraphernalia through goodies :**

The name/logo of the sponsors would be printed on some specific goodies which will be distributed among the participants of the some specific events.



# EVENT SPONSER DETAILS

## TIERS

### Event Title

- Logo on certificates/event poster/website/event post on media.
- Strategically placed banners and standees on campus for the duration of event.
- Event specific radio mention - <CompanyName> presents <Event Name>.
- Will be the solo sponsor for the event and we will ensure maximum publicity during the event.
- Freedom to:
  - Design problem statement
  - Usage of company platform
  - Commercially use solutions from event
  - Judge the event submissions

- Minimum sponsorship amount - 50k
- Atleast 75% of prize money in cash, remaining could be in worth

## **Event Associate**

- Logo on certificates/event poster/website/event post on media.
- Event specific radio mention - XPECTO in association with <Company Name> presents <Event Name>
- Minimum sponsorship amount - 25k
- Sponsorship amount can be increased based on added benefits.
- May not be the only sponsor for the event.

\* Event sponsorship will be used only for the specific event.

BECOME  
OUR  
PARTNER





## **Beverage Partner**

The beverage partner would provide beverages of their brand for the fest. The banners of the beverage partner provided by the company, will be put up in fest areas at prominent places and would be ensured maximum publicity. The logo of the company will be put up on fest's website and social media handles.

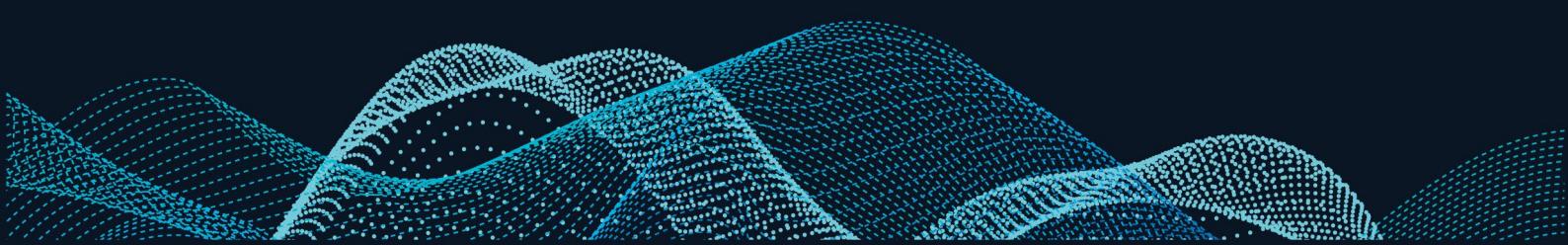


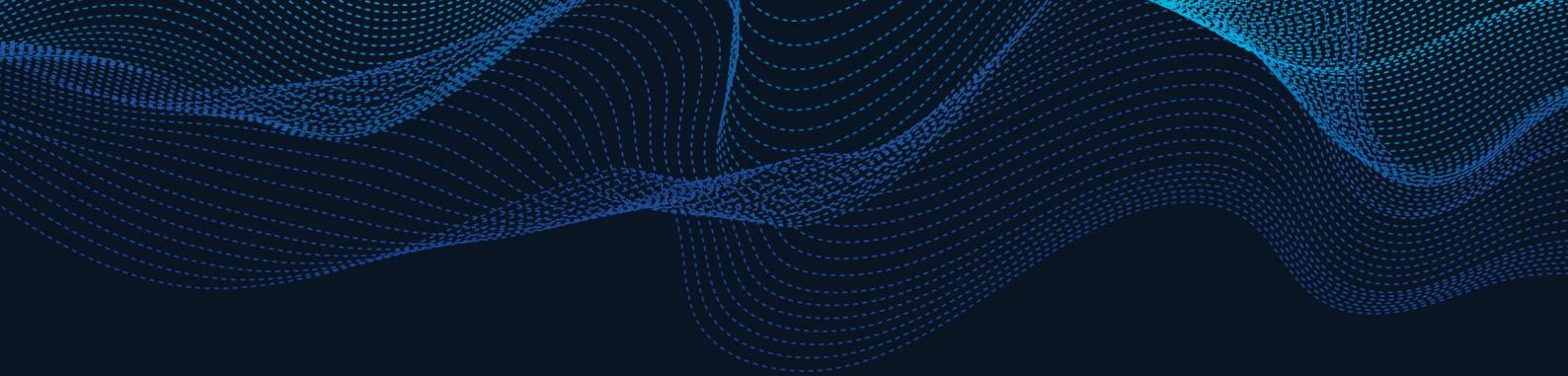
## **Food Partner**

The food partner would provide food/snacks for the fest. The banners of the food partner provided by the company, will be put up in fest areas at prominent places and would be ensured maximum publicity. The logo of the company will be put up on fest's website and social media handles.

## **Gift partner**

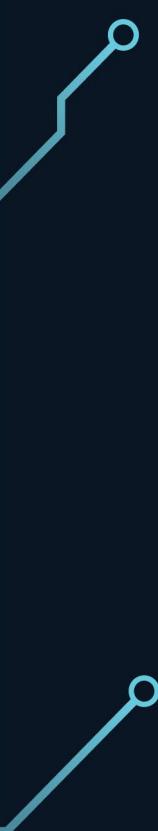
The gift partner would provide us with the gifts and goodies to be provided to the participants of various events. The banners of the gift partner provided by the company, will be put up in fest areas at prominent places and will be ensured maximum publicity. The logo of the company will be put up on fest's website and social media handles.





## **E-commerce partner**

E-commerce partners would provide us with gift cards of their e-commerce websites. The banners of the e-commerce partner provided by the company, will be put up in fest areas at prominent places and will be ensured maximum publicity. The logo of the company will be put up on fest's website and social media handles.



## **Travel partner**

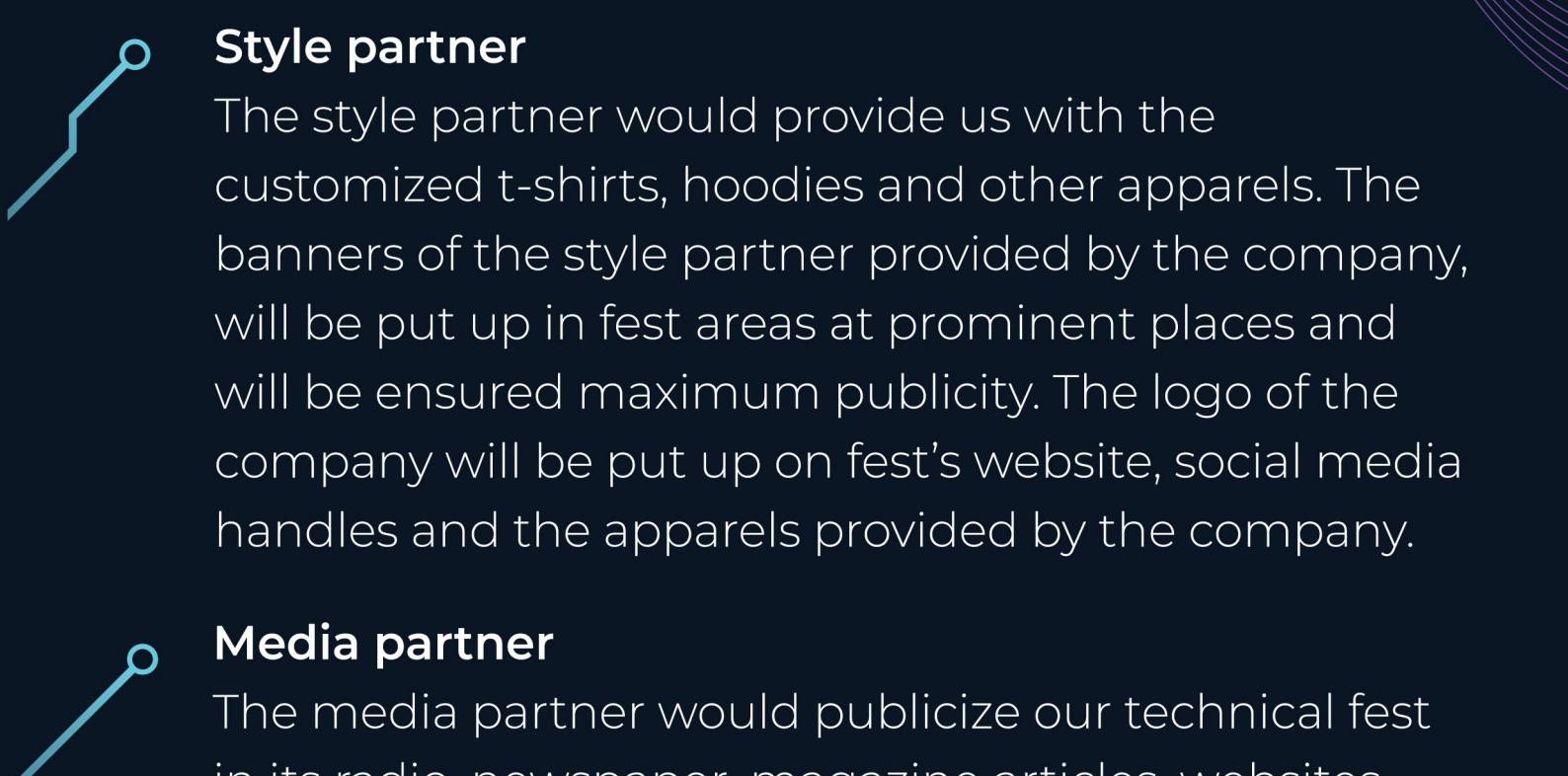
Travel partner would provide coupons/free journeys as prizes to some winners. They can also sponsor travel of the artists and their staff members for the fest. The banners of the travel partner provided by the company, will be put up in fest areas at prominent places and wil be ensured maximum publicity. The logo of the company will be put up on fest's website and social media handles.





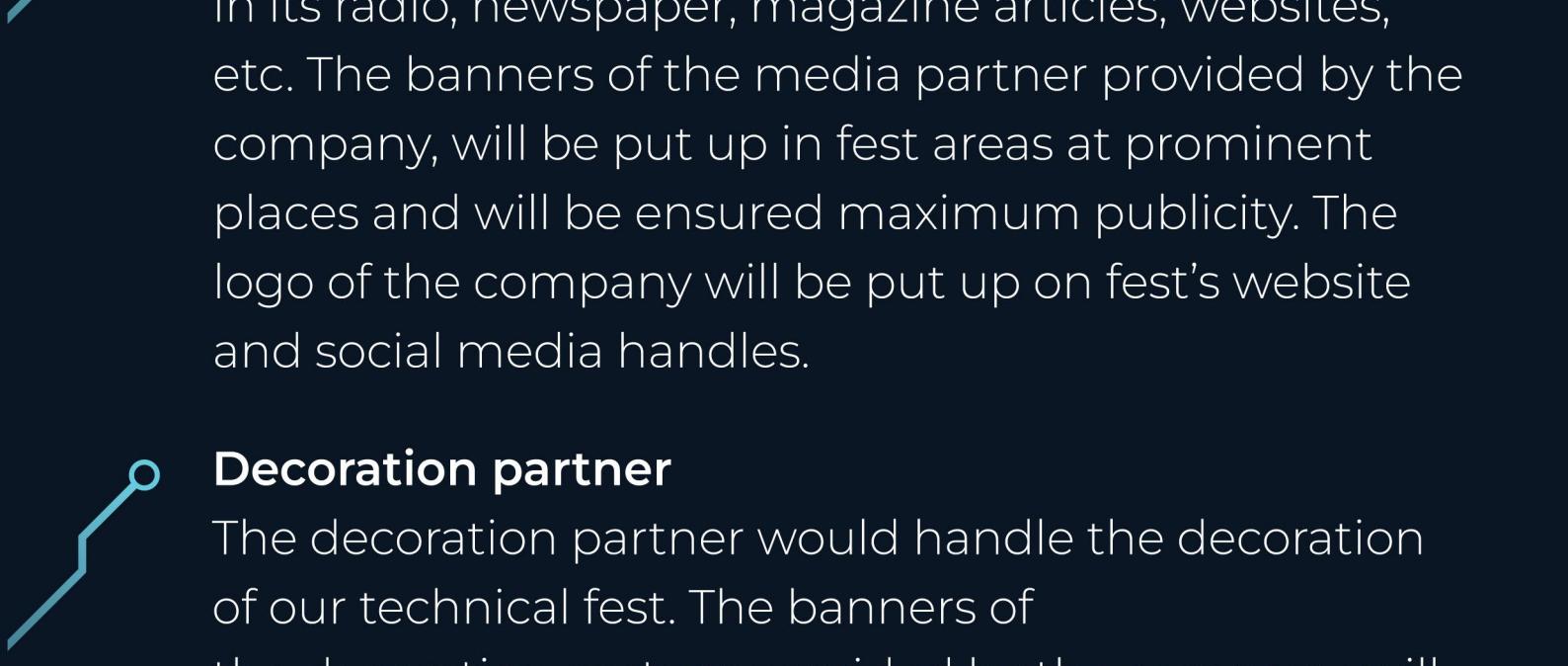
## **Style partner**

The style partner would provide us with the customized t-shirts, hoodies and other apparels. The banners of the style partner provided by the company, will be put up in fest areas at prominent places and will be ensured maximum publicity. The logo of the company will be put up on fest's website, social media handles and the apparels provided by the company.



## **Media partner**

The media partner would publicize our technical fest in its radio, newspaper, magazine articles, websites, etc. The banners of the media partner provided by the company, will be put up in fest areas at prominent places and will be ensured maximum publicity. The logo of the company will be put up on fest's website and social media handles.



## **Decoration partner**

The decoration partner would handle the decoration of our technical fest. The banners of the decoration partner provided by the company, will be put up in fest areas at prominent places and will be ensured maximum publicity. The logo of the company will be put up on fest's website and social media handles.



# PAST ASSOCIATES



Devfolio

Motwani  
Jadeja  
Foundation



Tezos

IEEE  
IIT MANDI Student Branch

SBI

portis  
By ShapeShift

celo

polygon



hoverRobotix™



TESSERACT LIGHTS

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