



SOLASTA '25

Yukthi

[HIGHLIGHTING CREATIVITY AND PROBLEM-SOLVING IN TECHNOLOGY AND CULTURE]

SPONSORSHIP BROCHURE 2025

TECHNO - CULTURAL FEST

INDIAN INSTITUTE OF INFORMATION TECHNOLOGY
DESIGN AND MANUFACTURING KURNOOL

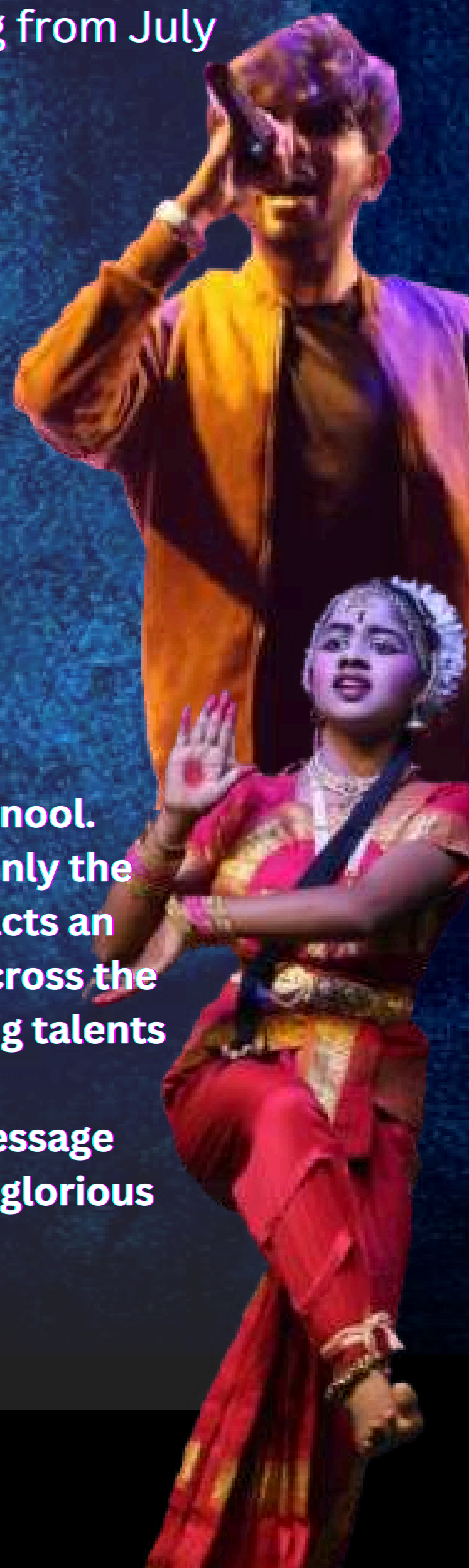
ABOUT US

The Indian Institute of Information Technology, Design & Manufacturing, Kurnool (IIITDMK) campus is located far away from the bustling life of metropolis in the mineral-rich mountain trails of Rayalaseema region of Andhra Pradesh. IIITDMK was announced in 2014 after receiving the assent of President of India to the Institutes of Information Technology Act, 2014. Fully funded by Ministry of Education. IIITDM Kurnool launched its academic program with the support of its mentor Institute, IIITDM Kancheepuram (Tamil Nadu), on August 2015 from the Kancheepuram campus. Consequent upon the approval of parliament, IIITDM Kurnool was accorded the status of Institute of National Importance by making an amendment in the IIT act 2014 on August 03, 2017. In 2015 the Andhra Pradesh government allocated an area of 151 acres for the establishment of a permanent campus in Kurnool which started functioning from July 2018.



सोलास्ता

SOLASTA is the annual Techno-cultural festival of IIITDM Kurnool. Started in 2019, it is now the biggest event of its kind in not only the Kurnool city but also the greater Rayalaseema region. It attracts an annual footfall of over 10,000 from more than 50 colleges across the region and has prize money worth over 250k. It offers budding talents the opportunity to interact, enhance and demonstrate their creativity and talent. IIITDM Kurnool strives to spread the message of art amongst the youth and doing everything to ensure the glorious future for art.





DIRECTOR'S MESSAGE

इरोवस्ता 2025

The Indian Institute of Information Technology, Design, and Manufacturing (IIITDM) Kurnool, is thrilled to announce the return of SOLASTA, our annual techno-cultural fest for the 2024-2025 session.

After a long break since SOLASTA 2019 due to the global pandemic, we successfully revived the fest in 2024, marking a grand comeback filled with enthusiasm, creativity, and innovation. The overwhelming response and participation made it a truly memorable experience for everyone involved. Building on that success, we are excited to host an even bigger and better SOLASTA 2025!

Through SOLASTA, we celebrate our rich and diverse cultural heritage while showcasing our technical excellence in an ever-evolving world. The festival provides a platform for our ambitious and energetic young minds to demonstrate their talents, engage in exciting competitions, and interact with a larger audience. This year, SOLASTA will feature an array of unique and thrilling events, including artistic performances, technical challenges, and engaging activities. We encourage everyone to step away from their regular academic routines and immerse themselves in an experience that promises fun, learning, and new opportunities.

You'll also have the chance to connect with like-minded individuals and discover new passions.

We warmly invite you to join us from Friday, February 21 to Sunday, February 23, 2025, at our campus for SOLASTA 2025. The event has been carefully planned to ensure an unforgettable experience. We look forward to seeing you there!



~ Prof. B.S. Murty
Hon. Director, IIITDM Kurnool





CONVENER'S MESSAGE



इरोडास्ता 2025

Technology is the driving force that shapes the future of our society, influencing progress and innovation. In the everlasting process of knowledge and skill development, a technologically driven environment plays a crucial role in fostering growth, both at an individual level and for the entire community.

Culture is an essential element that identifies a society or a nation as a whole. Cultural diversity stimulates innovation and creativity. It exposes an individual to different perspectives and encourages a dynamic exchange of ideas, fostering an environment where innovation can thrive across various fields, including art, science, and technology.

In alignment with the vision to harness the potential of present generation to bring about technological advancements and to nurture a spirit of kinship and togetherness in diversity, we proudly present Solasta '24, a three-day Annual Techno-Cultural Festival of IIITDM Kurnool. Solasta '24 is not just an event but a celebration of the technological prowess that defines our era and a congenial platform to showcase one's talent and innovative ideas that can contribute to the social cause. Team Solasta '24 extends a warm welcome and eagerly anticipates your gracious presence at the techno-cultural extravaganza, your presence will add value to the event and also mark a significant milestone in the journey of IIITDM Kurnool, as we collectively celebrate the fusion of knowledge, culture innovation, and technology.



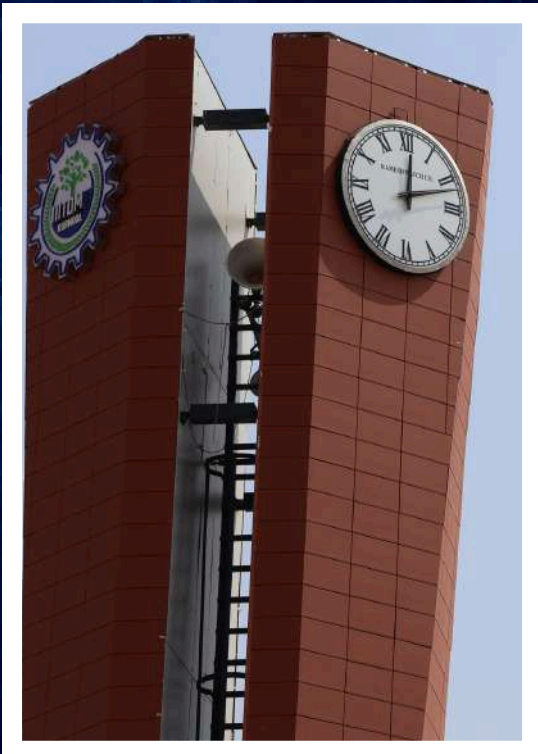
~ Dr. Naresh Babu M.
Associate Dean (Student Affairs)





CAMPUS DIARIES

IIITDM Kurnool



SPONSERSHIP CATEGORIES

CATEGORIES

Title

₹7,00,000

Platinum

₹5,00,000

Gold

₹3,00,000

Silver

₹1,00,000

Bronze

₹50,000



SPONSERSHIP BENEFITS



BENIFITS	TITLE	PLATINUM
Head will receive recognition at the main event	✓	✓
Personalised 1 to 1 assistance with branding	✓	✓
Advertisement (inside college premises) *	HIGH	MEDIUM
Merchandise Branding	✓	✓
Social Media Branding	✓	✓
VIP Passes	15 passes	10 passes
Logo will be featured on official fest website	✓	✓
Logo in passes , invitations and certificates	✓	✓
Keynote speaker session *	60 mins Speaker Session	45 mins Speaker Session
Stall *	3 Stalls	2 Stalls
Main Event advertisement	✓	✓
City Wide Advertisement	✓	✓
Bank's backlink to be promoted on official website	✓	✓



SPONSERSHIP BENEFITS



BENIFITS	GOLD	SILVER	BRONZE
Head will receive recognition at the main event	✓	✓	—
Personalised 1 to 1 assistance with branding	✓	—	—
Advertisement (inside college premises) *	MEDIUM	LOW	LOW
Merchandise Branding	—	—	—
Social Media Branding	✓	✓	—
VIP Passes	5 passes	2 passes	1 pass
Logo will be featured on official fest website	✓	✓	✓
Logo in passes , invitations and certificates	—	—	—
Keynote speaker session *	30 mins Speaker Session	10 mins Speaker Session	—
Stall *	1 Stall	1 Stall	1 Stall
Main Event advertisement	✓	✓	—
City Wide Advertisement	✓	—	—
Bank's backlink to be promoted on official website	✓	✓	✓



TITLE SPONSOR

PRE-FEST

- Solasta '25 will be publicized as "IIITDM Kurnool and the Title Sponsor presents Solasta '25".
- The Title Sponsor's name and logo will be published in all publications and media coverage.
- The official Solasta '25 merchandise will carry the logo of the Title Sponsor.
- The official website of Solasta '25 will feature the name and logo of the sponsor, as well as the sponsor's website link on the homepage.

DURING FEST

- The Title Sponsor will receive the most publicity among all sponsors during the festival.
- Audio and video presentations of the Title Sponsor will be screened on the main stage, as well as at different strategic locations throughout the festival.
- The sponsor will have the privilege of setting up exhibitions and stalls at strategic locations on the campus.
- The Title Sponsor will also be featured on the merchandise of Solasta '25.
- All banners of the festival will include the phrase "Title Sponsor presents Solasta '25."
- Title Sponsor can also host their speaker sessions for a time period of 60 minutes.

POST-FEST

- All post-media coverage will include the name of the Title Sponsor.
- A detailed branding report will be sent to the sponsor, with an extra emphasis on their brand presence and contribution to the fest.
- A full-page coloured advertisement of the Title Sponsor will be featured on the back-inside cover page of the Solasta '25 souvenir, which will be distributed to professors, students, and organizers.
- Long-term publicity is provided by printing the Title Sponsor's logo and name on the certificates and trophies presented to the winners and runners-up of every event.



PARTNERSHIP

BEAUTY PARTNER

- A Beauty partner would be a part of our fashion show.
- The partners will be provided one stall on the festival grounds to display their products and distribute publicity material.
- Banners provided by the partner will be put up at premier locations on the campus during Solasta 2025.

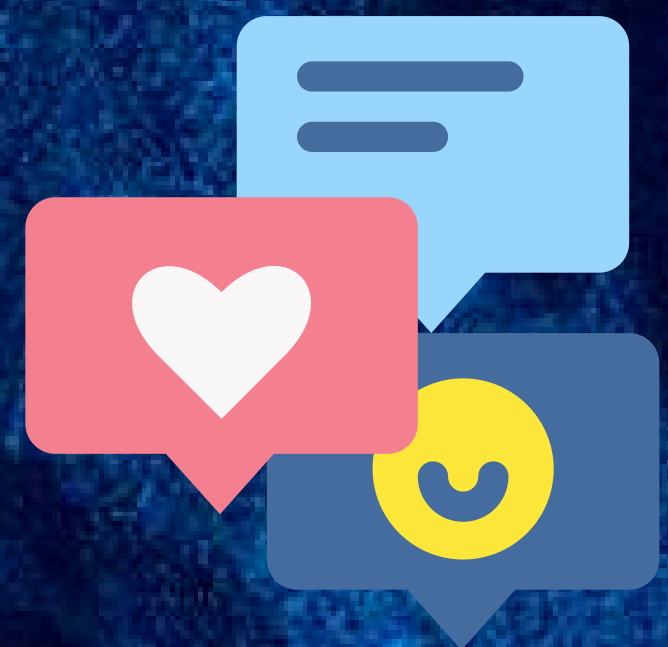


EDUCATION PARTNER

- Education Partner will provide books on discounted price to students attending the fest through online (website discount coupon) and offline mode (stalls).
- Profit earned will be split with college for fest sponsorship on an agreed share percentage.

SOCIAL MEDIA PARTNER

- Social Media partner will bear the responsibility of promoting posts and the video of the event and content shared on various social media platforms.
- The post will be in collaboration with Solasta's official social media handles.



AWARD PARTNER

- Award partner will provide certificates, medals and trophies as per the requirement.

HEALTH PARTNER

- Award partner will provide certificates, medals and trophies as per the requirement.





PARTNERSHIP

EVENT PARTNER

- As Event partners of Solasta'25, individual events will be publicized as "Solasta and Event Partner presents Event".
- The posts of individual events will feature the logo of event partner.

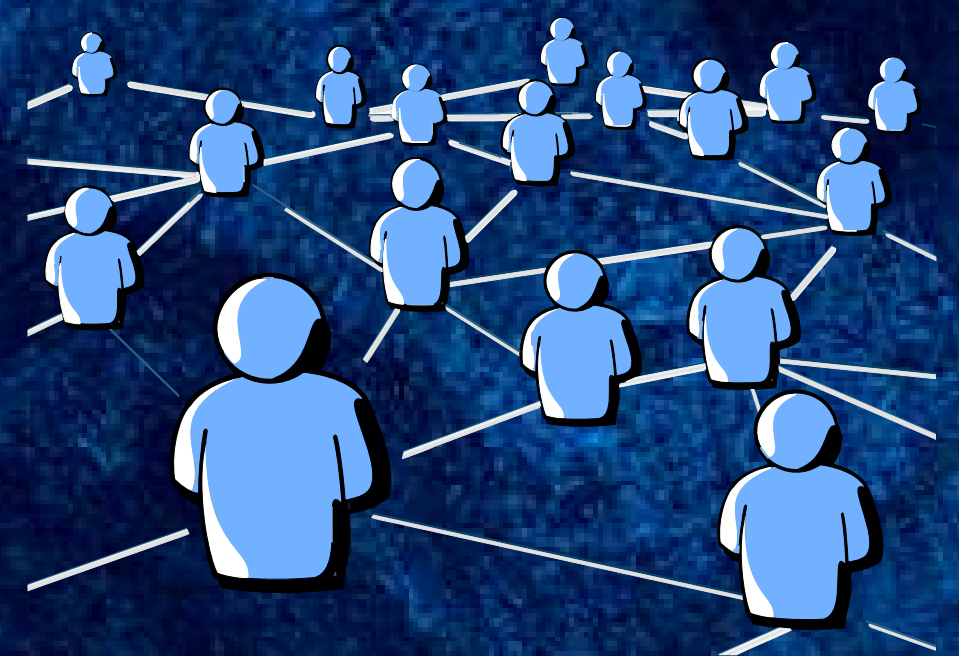


BEVERAGE PARTNER

- Beverage partner would be required to provide us with beverages of their brand.
- Banners provided by the partner will be put up at premiere locations on the campus during Solasta '25.
- These partners will be provided one stall on the festival grounds to display their products and distribute publicity material.

MEDIA PARTNER

- A media partner will have to publicize the festival in its newspaper, magazine articles, radio, and also on their website.
- The media partner will be provided one stall on the festival grounds to display its products and distributor publicity material.
- Banners provided by the media partner will be placed at premier locations on the campus during Solasta 2025.



TRAVEL PARTNER

- As the Official Travel Partner, you would be closely working with our Hospitality team in taking care of the travel requirements of professionals and celebrities.
- Banners provided by the Travel partner will be put up at prominent locations on the campus during the festival.





PARTNERSHIP

DECORATION PARTNER

- As our official decoration sponsor, you shall be working in condition with the Solasta '25 team to decorate and beautify the campus.
- They will help in the decoration and the setup of the main stage for the fest.
- Banners and advertising goodies, such as balloons, dummies, etc., will bear the name and logo of the sponsor.



SOUND PARTNER

- As our official decoration sponsor, you shall be working in condition with the Solasta '25 team to decorate and beautify the campus.
- They will help in the decoration and the setup of the main stage for the fest.
- Banners and advertising goodies, such as balloons, dummies, etc., will bear the name and logo of the sponsor.

HOSPITALITY PARTNER

- Hospitality partners will help with the accommodation of the participants and the guests as well.



SHOPPING PARTNER

- A shopping partner would be required to provide us with vouchers for their shops, to be given to various participants.
- These partners will be provided one stall on the registration desk to display their products and distribute publicity materials.

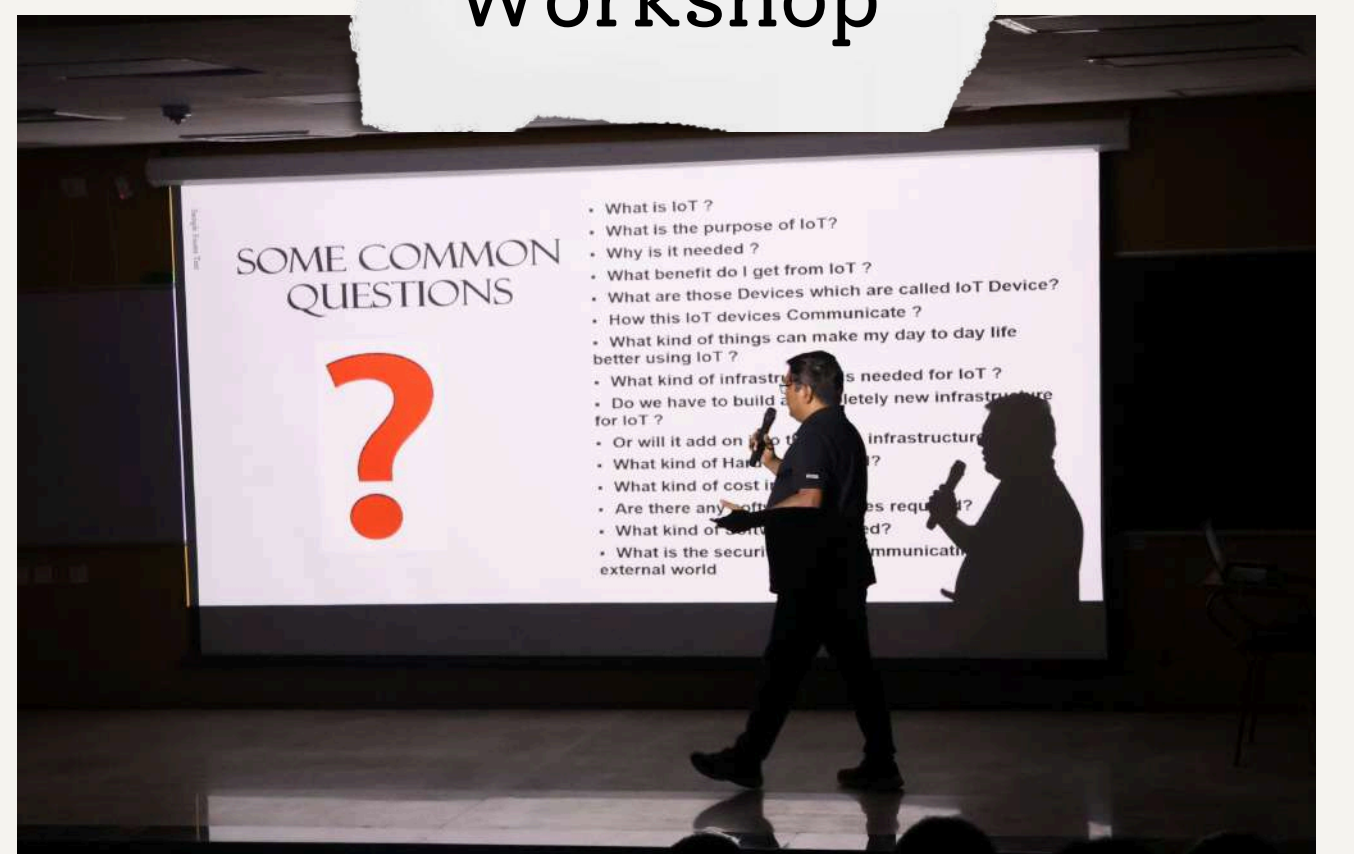


SOLASTA MEMORIES

Vaani Bhasin



Workshop



Raghav Garg



Solasta 2024
Day 1

Hackathon



Dance





SOLASTA MEMORIES

Coding
Contest



Vortex
Band



Wall Art



Painting
Workshop



Solasta 2024
Day 1

Rhythm &
Riffs





SOLASTA MEMORIES

Fashion Show



Design Quest



Crime Detective



Chai pe Charcha



Musical Drama



Solasta 2024
Day 3



TEAM SOLASTA'25

CHIEF PATRON :-

Prof. B.S. Murty
(Director, IIITDM Kurnool)

PATRON :-

SHRI. K. GURUMURTHY
(REGISTRAR , IIITDM KURNOOL)

CO-PATRONS :-

DR. NENAVATH SRINIVAS NAIK
(HOD, CSE)

DR. SHIVA PRASAD
(HOD, ECE)

DR. AKHTAR KHAN
(HOD, MECH)

DR. T. PANDIYARAJAN
(HOD, DEPT. SCIENCES)

ADVISORS :-

DR. KORRA SATYA BABU
(ASSOCIATE DEAN Academics)

DR. C. CHANDRASEKHARA SASTRY
(ASSOCIATE DEAN INNOVATION & STARTUPS)

DR. P. RANGA BABU
(ASSOCIATE DEAN PLANNING & DEVELOPMENT)

DR. J. KRISHNAIAH
(ASSOCIATE DEAN FACULTY AFFAIRS)

DR. MUVVALA PULLARAO
(ASSOCIATE DEAN ALUMNI & CORPORATE
RELATIONSHIP)

DR. K.V. ESWARAMOORTHY
(ASSOCIATE DEAN
SPONSORED RESEARCH & INDUSTRIAL CONSULTANCY)

CONVENER :-

Dr. Naresh Babu M.
(ASSOCIATE DEAN STUDENT AFFAIRS)

DR. PUTHA KISHORE
(SCIENCE)

DR. K. NAGARAJU
(CSE,CULTRAL INCHARGE)



TEAM SOLASTA'25

CONTACT US :-

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