



# SOLASTA '24

## उद्घोषः

Ignite The Tech! Amplify The Culture!

# SPONSORSHIP

## BROCHURE 2024

TECHNO-CULTURAL FEST || IIITDM 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 IIIT 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.



**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**

## **SOLASTA 2024**

*Indian Institute of Information Technology, Design, and Manufacturing (IIITDM) Kurnool is excited to host SOLASTA, the annual techno-cultural fest of session 2023-2024.*

*We were not able to meet since the last SOLASTA, organized in 2019 as a result of the worldwide pandemic. As things are much more relaxed now, we are bringing back SOLASTA to the campus.*

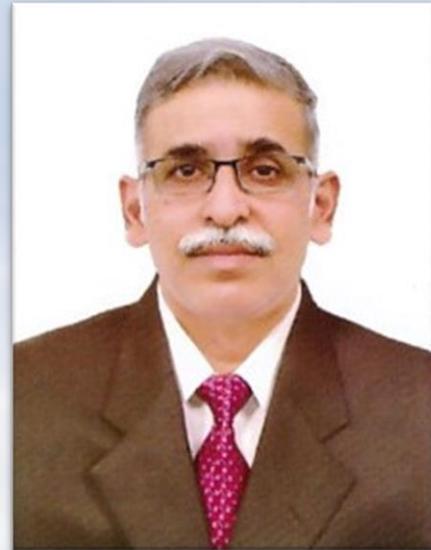
*Through SOLASTA, we aim to showcase our rich and diverse cultural background along with our technical excellence in the ever-evolving tech world. The festival will provide our bright, ambitious, and energetic young minds an opportunity to present their skills to a larger audience.*

*The festival will have several unique and thrilling events in addition to a wide range of interesting arts and technical activities.*

*We encourage you all to join the fun and give yourself a break from your regular academic activities. You will be surprised by how much more things are out there for you to learn and try something new. You will also have a great opportunity to meet many like-minded interesting personalities.*

*During the three-day period from Friday, February 23 to Sunday, February 25, we cordially invite you to our college campus and attend SOLASTA 2024, which has been meticulously arranged for your visit.*

**-Prof. DVNL Somayajulu  
Hon. Director, IIITDM Kurnool**



# **CONVENER'S MESSAGE**

## **SOLASTA 2024**

*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.*

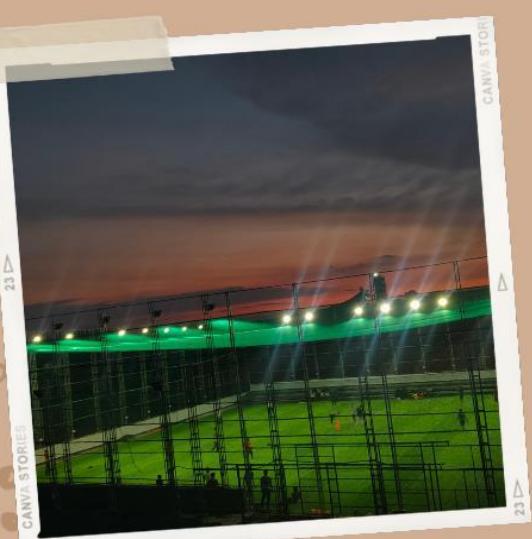
**Team Solasta '24 extends a warm welcome and eagerly anticipates your gracious presence at the techno-cultural extravaganza, your presence will add value to the event and also mark a significant milestone in the journey of IIITDM Kurnool, as we collectively celebrate the fusion of knowledge, culture innovation, and technology.**

**-Dr. Naresh Babu M.  
Associate Dean (Student Affairs)**





# Campus Diaries / IIITDM Kurnool





**Techno-cultural fest of best technical institute in the region fully funded by MHRD (Government of India).**



**Publicity and on campus branding through social media (posters to be placed across the city) and 50+ college fest ambassador network.**



**Space will be provided to showcase products and services and engage with attendees.**

**Appearance of sponsor name and logo on website and merchandises of SOLASTA'24. \***



**Connect with 10k+ young and energetic college students from across the region including that from premier institutions like IITs, IIITs and NITs.**

## **WHY SPONSOR SOLASTA?**



**Publicity and brand awareness through goodies exchange and event catalogues for attendees.**



**Get insights into brand recognition and awareness through analytics from participant/attendee feedback.**



**Support a cause : Allocate a portion of the sponsorship funds to a local charity focused on empowering underprivileged children.**

# SPONSORSHIP CATEGORIES

**Title**

**₹7,00,000**

**Platinum**

**₹5,00,000**

**Gold**

**₹3,00,000**

**Silver**

**₹1,00,000**

**Bronze**

**₹50,000**

BENEFITS	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 minutes speaker session	45 minutes speaker session
Stall*	3 stalls	2 stalls
Main event advertisement	✓	✓
City-wide advertisement	✓	✓
Brand's backlink to be promoted on official website	✓	✓

\*Terms and Conditions Applied

BENEFITS	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 minutes speaker session	10 minutes speaker session	-
Stall*	1 stall	1 stall	1 stall
Main event advertisement	✓	✓	-
City-wide advertisement	✓	-	-
Brand's backlink to be promoted on official website	✓	✓	✓

\*Terms and Conditions Applied

# TITLE SPONSOR

## PRE-FEST

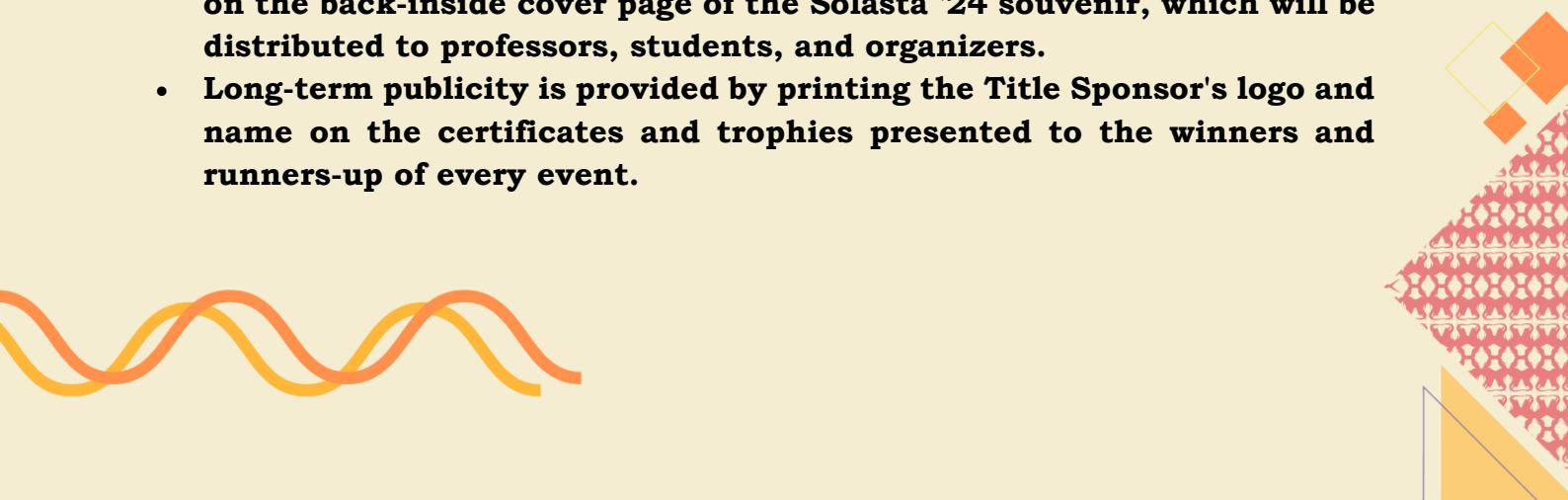
- Solasta '24 will be publicized as "IIITDM Kurnool and the Title Sponsor presents Solasta '24".
- The Title Sponsor's name and logo will be published in all publications and media coverage.
- The official Solasta '24 merchandise will carry the logo of the Title Sponsor.
- The official website of Solasta '24 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 '24.
- All banners of the festival will include the phrase "Title Sponsor presents Solasta '24."
- 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 '24 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.



# PLATINUM SPONSOR

## PRE-FEST:

- The fest will be publicized as “IIITDM Kurnool and the Platinum sponsor co-presents Solasta '24”.
- Platinum Sponsor’s name and logo will be published in all publications and media coverage.
- The official website of Solasta '24 will feature the name and logo of the sponsor as well as the sponsor’s website link on the homepage.
- All festival banners will include the “Platinum Sponsor co-presents Solasta '24”.
- The official Solasta merchandise will carry the logo of the Platinum Sponsor.

## DURING FEST:

- Audio and video presentations of the Platinum sponsor will be screened in the Seminar Hall as well as at strategic locations throughout the event.
- The sponsor will have the privilege of setting up exhibitions and stalls at some strategic locations on the campus.
- Banners provided by the Platinum sponsor will be put up at strategic locations to ensure maximum visibility.
- All festival banners will include the “Platinum Sponsor co-presents Solasta '24”.
- Platinum Sponsor can also host their speaker sessions for a time period of 45 minutes.

## POST-FEST:

- All post-media coverage will include the name of the Platinum sponsor.
- A detailed branding report will be sent to the sponsor with extra emphasis on their brand presence and contribution to the fest.
- Full-page coloured advertisement of the Platinum sponsor will be featured on the BACK-INSIDE cover page of the Solasta '24 souvenir, which will be distributed to professors, students, and organizers.



# GOLD SPONSOR

## PRE-FEST:

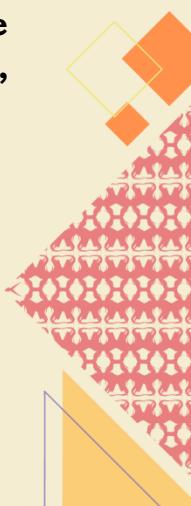
- Gold Sponsor's name and logo will be published in all publications and media coverage.
- The official website of Solasta '24 will feature the name and logo of the sponsor as well as the sponsor's website link on the homepage.
- An exclusive Online Campaign by Solasta's social media platforms will feature Gold Sponsor for Marketing and Branding.
- All promotional banners will have the logo of the Gold Sponsors embedded within that will be placed at strategic locations in cities such as Kurnool, Guntur, etc.

## DURING FEST:

- Gold Sponsor will be the exclusive event partner/organizer for an Informal event.
- One to One interaction with the core team.
- The sponsor will have the privilege of setting up exhibitions and stalls at strategic locations on the campus.
- Branding will be done through online social media partners.
- Banners provided by the Gold Sponsors will be put at strategic locations to ensure maximum visibility.
- Audio and video presentations of the Gold Sponsor will be screened in the Seminar Hall as well as at strategic locations throughout the event.

## POST-FEST:

- After-movie of Solasta '24 will include the Gold Sponsor in credentials.
- A half-page coloured advertisement of the Gold Sponsor will be featured on the BACK-INSIDE cover page of the Solasta '24 souvenir, which will be distributed to professors, students and organizers.



# SILVER SPONSOR

## PRE-FEST:

- The official website of Solasta '24 will feature the name and the logo of the sponsor as well as the sponsor's website link on the homepage.
- Silver Sponsor's name and logo will be published in all the publications and media coverage.
- An exclusive Online Campaign by Solasta's social media platforms will feature Silver Sponsor for Marketing and Branding.
- Silver Sponsor will be marketed on the campus by the online promotions team to increase its social outreach among the youth.

## DURING FEST:

- The Silver Sponsor will have the privilege to set up exhibitions and stalls at strategic locations on the campus.
- Banners provided by the Silver Sponsors will be put at strategic locations to ensure maximum visibility.
- Branding through online social media partners.
- Additionally, the Silver Sponsor will be the exclusive event partner/organizer for an Informal event.
- 2 VIP pass of the fest.

## POST-FEST:

- A one-fourth-page coloured advertisement of the Silver Sponsor will be featured on the BACK-INSIDE cover page of the Solasta'24 souvenir, which will be distributed to professors, students and organizers.
- After-movie of Solasta '24 will include the Silver Sponsor in credentials.



# BRONZE SPONSOR

## PRE-FEST:

- The official website of Solasta '24 will feature the name and the logo of the sponsor as well as the sponsor's website link on the homepage.
- Bronze Sponsor's name and logo will be published in all the publications and media coverage.
- An exclusive Online Campaign by Solasta's social media platforms will feature Bronze Sponsor for Marketing and Branding.
- Bronze Sponsor will be marketed on the campus by the online promotions team to increase its social outreach among the youth.

## DURING FEST:

- The Bronze Sponsor will have the privilege to set up exhibitions and stalls at designated locations on the campus.
- Banners provided by the Bronze Sponsors will be put at designated locations to ensure maximum visibility.
- Branding through online social media partners.
- Additionally, the Bronze Sponsor will be the event partner/organizer for a designated segment of the event.

## POST-FEST:

- A one-eighth-page coloured advertisement of the Bronze Sponsor will be featured on the INSIDE cover page of the Solasta'24 souvenir, which will be distributed to professors, students, and organizers.
- After-movie of Solasta '24 will include the Bronze Sponsor in credentials.



# PARTNERSHIP

## EVENT PARTNER

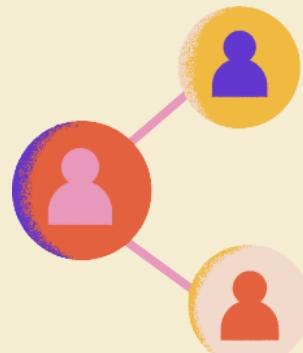
- As Event partners of Solasta'24, individual events will be publicized as “Solasta and Event Partner presents Event”.
- The posts of individual events will feature the logo of event partner.



- Beverage partner 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 '24.
- 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 2024.



## TRAVEL PARTNER

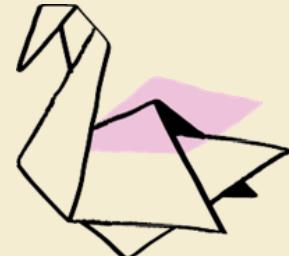
- As the Official Travel Partner, you would be closely working with our Hospitality team in taking care of the travel requirements of professionals and celebrities.
- Banners provided by the Travel partner will be put up at prominent locations on the campus during the festival.



# PARTNERSHIP

## DECORATION PARTNER

- As our official decoration sponsor, you shall be working in condition with the Solasta '24 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.



- The sound partner would handle the sound for our different events.
- Banners provided by the sound partner will be placed at premiere campus locations during Solasta '24.

## HOSPITALITY PARTNER

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



- 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.



# 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 2024.



## 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

- These Partners will cover all health-related things like medicines, facilities, health insurance and aid.



# EVENTS HIGHLIGHTS

SOLASTA '24



- **TECHNICAL**

Hackathon, Kill Code,  
Design Quest, RC Car  
Racing, Robo Fight, Drone  
Race and many more



- **CULTURAL**

Sur Sangam, Stage Play,  
Nrityam, Zwig On and  
many more

- **WORKSHOPS & SEMINARS**



- **CELEBRITY NIGHT**



- **FUN GAMES**



- **FASHION SHOW**

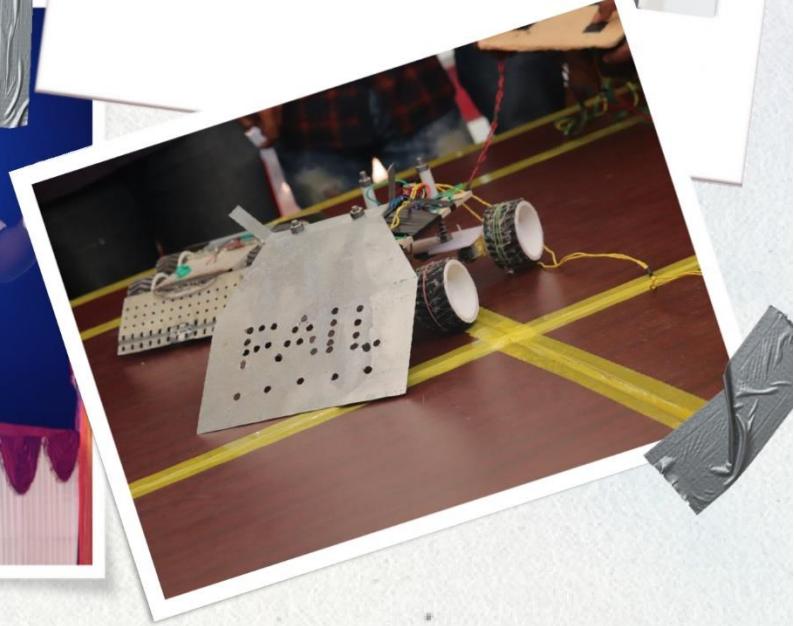
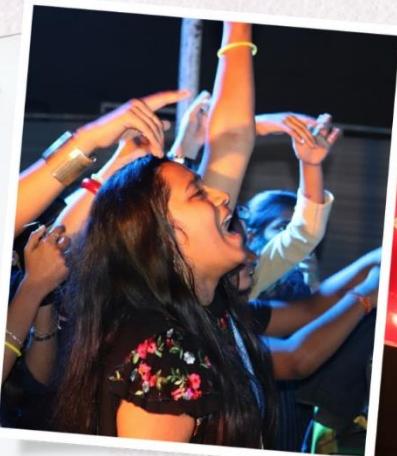
# Solasta Memories



IIITDM KURNOOL

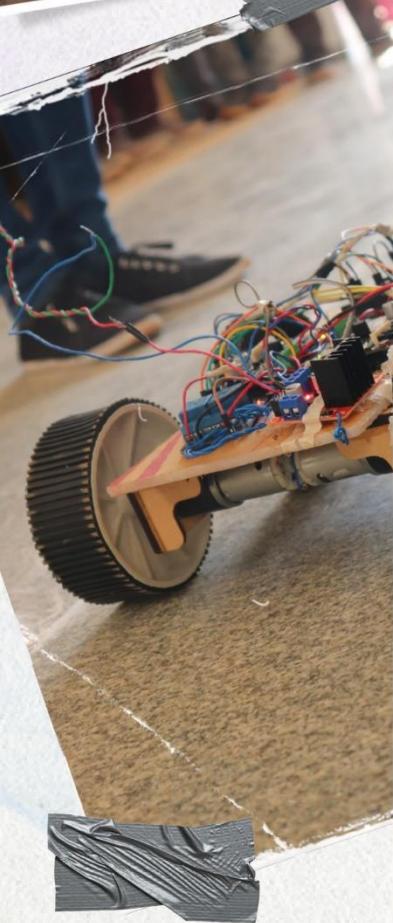


# Solasta memories





# Solasta memories



# TEAM SOLASTA

## CHIEF PATRON

**PROF. D V L N SOMAYAJULU**  
DIRECTOR, IIITDM KURNOOL

## PATRON

**SHRI. K. GURUMURTHY**  
REGISTRAR, IIITDM KURNOOL

## CO-PATRONS

**DR. KORRA SATHYA BABU**  
HOD, CSE

**DR. K. KRISHNA NAIK**  
HOD, ECE

**DR. PULLARAO MUVALA**  
HOD, MECH

**DR. RAVINDER KATTA**  
HOD, SCIENCES

## ADVISORS

**DR. J. KRISHNAIAH**  
ASSOCIATE DEAN (FACULTY AFFAIRS)

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

**DR. AKHTAR KHAN**  
ASSOCIATE DEAN (ACADEMICS)

## CONVENER

**DR. NARESH BABU M.**  
ASSOCIATE DEAN (STUDENT AFFAIRS)

## STUDENTS TEAM

**ADITYA PANDEY (III BTECH ADS)**  
**VIVEK KUMAR (III BTECH ADS)**  
**DEEPAK KUMAR (III BTECH ECE)**  
**SHIVSHANKAR KUMAR (III BTECH MECH)**  
**SUMAN SHEKHAR (III BTECH CSE)**  
**PREETHI B. (III BTECH MECH)**  
**MOHESVARI S P (III BTECH MECH)**  
**SAI BHARAT REDDY (III BTECH ECE)**



# **CONTACT US**

## **(For Further Queries)**

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### **SPONSORSHIP TEAM**

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# SOLASTA '24

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Ignite the Tech, Amplify the Culture



**INDIAN INSTITUTE OF INFORMATION TECHNOLOGY  
DESIGN AND MANUFACTURING, KURNOOL**

ఆంధ్రప్రదేశ్ జిల్లాముక్కల ఆఫీసర్లు ఏక్స్ట్రాక్షన్ ప్లట్ఫార్మ, కింబ్రెన్ అండ్ ఎస్ట్రోక్యూల్స్ లింగ్, కర్నూలు

भारतीय सूचना प्रौद्योगिकी, अभिकल्पना एवं विनिर्माण संस्थान, कर्नूल

Jagannathagattu Hill, Kurnool- 518 008, Andhra Pradesh, India

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