

A photograph of five esports players standing on a stage, seen from behind. They are wearing dark jerseys with various sponsor logos including 'betway', 'KINGUIN', 'NETGEAR', and 'xtrfy'. The players' names and team names are visible on their jerseys: PYTH, XIZT, GET_RIGHT, FOREST, and FRIBERG. The background shows a large crowd of spectators in a stadium setting.

ESPORTS: **MORE** THAN A GAME

PROPOSAL FOR ESPORTS, **TECHFEST 2018**

Techfest at a glance



**3.2 Million
Facebook Likes**



**INR 50
Million
Media Budget**



**1,75,000
Footfall**



**INR 4.2
Million
Prize Money**



**6 Lakh Twitter
Impressions**



**3 Million Website
Hits**



**2500 Indian
Colleges**



**9
International
Night Shows**

IIT-MUMBAI TECHFEST

Robowars, Kalam charm the audience on last day

While footfall of entire event was 65,000, Kalam's talk alone attracted over 3,000



Taapsee aids sanitary education with IIT Bombay's Techfest

Actress Taapsee Pannu is enjoying her time as her new trailer *Judva 2* is getting rave reviews. But besides appearing in movies, Taapsee is also known for doing her bit for social cause. Having worked in films like *PINK* and *Naam Shabana*, Taapsee has become the face of woman empowerment after having portrayed strong roles on screen.

Taapsee has always been vocal about the need for gender equality and women safety and for this she is now working together with Techfest, IIT Bombay towards promoting sanitary education by distribu-



to experience at free of cost. A few highlights from this year's Techfest were Synergy Moon and Space Kidz India, Moon Rover and Hypervin.

The Fest kick-started with wishes from Prime Minister Narendra Modi in the form of a signed letter. Chief Minister of Goa Manohar Parrikar gave a keynote on 'Make in India in Defense sector' and the significance of engineers in establishing smart cities. He credited his stay in IIT Bombay

TECHFEST REACHES NEW HEIGHTS

MANOHAR PARRIKAR
Chief Minister of Goa



Tiniest satellite to be showcased at IIT(B) Techfest

Srinivas Laxman

youngsters.

Mumbai: The world's lightest and smallest satellite, Kalam-Sat, weighing only 0.64gm, which broke an international

The mission of the tiny satellite, named in honour of former President APJ Abdul Kalam, resulted in India achieving a high status in the world

IIT-B's Techfest launches safety drive for women

Mumbai: IIT-B's annual Techfest on Friday partnered with the Mumbai traffic police to launch

IITians to make govts accountable via RTI

Ashutosh Shukla

Students at IIT are looking to make governments more accountable. As part of their social initiative during the year-

everything was going hand in hand if we question them and make them accountable. That is why we squared on this," added Sahare.

The Techfest has collabo-

Humanoid Sophia wows IIT-B

Answers 20 questions chosen following online campaign

HARSHARAN BAKSHI
MUMBAI

Loud cheers welcomed Sophia, the world's first robot citizen, when she arrived for IIT Bombay's annual Techfest clad in a traditional Indian attire and greeted the audience saying "Namaste India".

Around 2,200 students that packed the institute's convocation hall to nose

Sophia said that robots like her should be used for "the benefit of humanity and lift the burdens that crush the human spirit". She said "sustainable development is the need of the hour" to solve the problems the world is facing.

Sophia said, "Robots need to have human expressions in order to connect with others at a human le-

she knows only how to speak in English now, she is trying to learn Chinese. She said, "I am not even two years old, so forgive me if I speak only in English right now. Someday I will be fluent in all languages."

Sophia did not seem to be perturbed when a technical glitch in her system halted the session for a few minutes. Sophia used her pre-

ROBOTS EFFORT A 200 camps to test sugar levels and spread awareness on disease organised across 10 states in country

IIT-B, Rotary join hands to fight diabetes



People waiting outside Diabetes testing camp at IIT-B

CLINIC (L to R) Dr. Anand Deshpande, Dr. Anand Deshpande, Dr. Anand Deshpande

100 Camps conducted at various stations, railway stations & colleges across

People asked to sign their names on the list to get a free health

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Diabetes stats WHO estimates there are over 420 million diabetics, people around the world

Diabetes has been rising rapidly in India and has become

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Battle of robots to start at IIT-B Techfest today

Jovanne Picardo

Mumbai: The robotics event of Techfest 2017-18, IIT-Bombay's annual tech-

to assist human life. "Com bat robotics are not the real goal here," said Piva, an engineering student at th Federal Center for Techno logical Education of Mina Gerais, Brazil. "Robots ar going to be a part of our l

Techfest adds events

IIT Bombay's ongoing annual science and technology festival raises benchmarks even higher this year



Microsoft backing IIT-B's tech festival

THE MARKETING TEAM WAS IN TALKS WITH SPONSORS SINCE APRIL. WE HAVE SOME BIG NAMES WITH US AND HAVE MADE USE OF ONLINE ADVERTISING. DIVYAN BANGAL, one of the organisers of Techfest

With a budget of almost Rs 1 crore and having made use of online

Facebook has already received over one lakh likes," said one of the organisers from the marketing team.

According to sources, Intel has emerged as one of the largest sponsors with Rs 4 lakh while Microsoft has come up with around Rs 3 lakh.

The upcoming annual cele-

Student engineers to also help Modi build smart cities

IIT-Bombay invites ideas from students and professionals

qualified panel of over 100 students, faculty, and professionals will be invited to submit ideas for smart cities. The ideas will be evaluated by a panel of experts and the winning ideas will be implemented by the government.

Highlights of last year

TF Techfest™



4 L Prize Pool



4 Games



170+ Teams



1200+ Gamers

Games:



DOTA 2
VALVE

FIFA 17



Highlights of last year

Event Website



Website Hits – 10,000+

Highlights of last year



Console Gaming



VR Experience Zone



Photograph with players



Crowd on stalls

Highlights of last year



Spectators watching the match



Players battling out



Winners being felicitated



Winners being felicitated



PROPOSED PLAN, ESPORTS 2018

PROPOSAL FOR ESPORTS, **TECHFEST 2018**

Structure for event

Target Audience for Online Tournament



256 Teams

1300+ Players



256 Teams

1300+ Players

Minor League

Target – 256 Teams

Top 8 Teams go
to Major Pro League

Rest teams in Major
Open League

Major League

Pro League in top 8
Teams of Minor

Bottom 4 from Pro
League and Top 4
from Open League go
to Playoffs

LAN Event

Top 4 from Pro
League

Top 4 from Playoffs

Event Launch,
Registrations Open

Proposed Timeline 2018-19

Minor Qualifiers

Major Qualifiers

1st–25th
Sept

Till Mid
Oct

15th–30th
Oct

Till 20th
Nov

14th–16th
Dec

Minor League
Registrations
Open

Major League
Registrations
Open

LAN Event at
Techfest

Side Gaming Events



Mobile Gaming



LAN Party



Cosplay



VR Experience Zone



1v1 Tournament



Product Exhibition

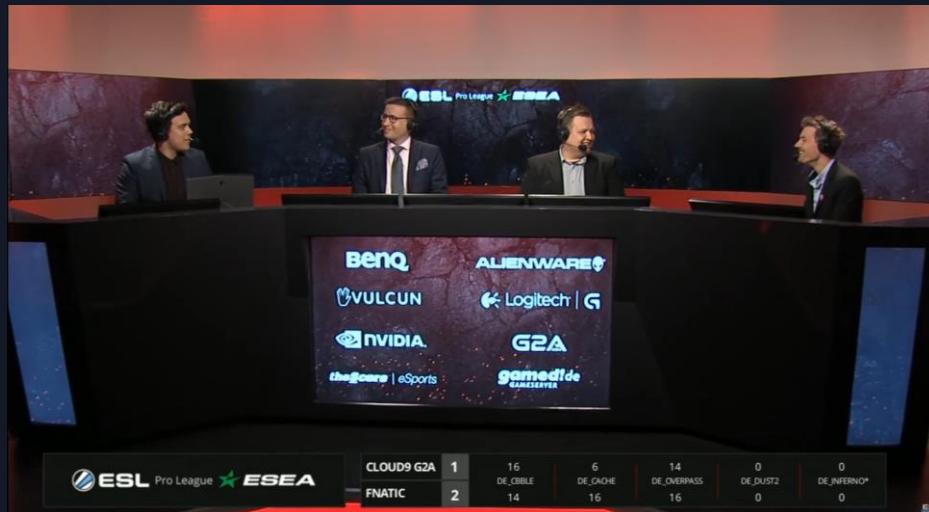


Autograph Sessions



PC Building

Brand Activation Options - Online



Logo on Stream Overlay



Logo in Interview Backdrop



Logo in Stage Backdrop



Product usage on stage

Brand Activation Options – In-event



Sponsor Stalls



Product Launch



Branding in Gaming Arena



Themed Trophies on stage

- Product recommendation by casters in pre-game and post-game analysis
- Exclusive product advertisements during stream
- Sponsor specific giveaways for viewers
- Product exhibition on round tables alongside sponsor stall for demo
- Sponsors mentions by casters during Live Broadcasts
- Sponsor specific live contests and giveaways
- Sponsor trailers to be run on LED screen during match transitions
- Sponsor T-Shirts to be worn by Organizing Team
- Drop-down logo banners alongside LED screen
- Co-branded Backdrop Banners on Stage and Casting area
- Product recommendation and product feature discussion by casters
- Sponsor products (PCs, Headphones, etc.) to be used by players
- Brand survey in gaming arena for consumer insights and preferences

At Techfest we envisage the role of sponsor to be as much as a partner as a means of monetary support



**Feel Free
To Contact**

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