



IIT DHARWAD

PARSEC

24-27 January 2026

2026
SPONSORSHIP BROCHURE

ABOUT IIT DHARWAD



Indian Institute of Technology Dharwad (IIT Dharwad) is one of the most dynamic and fast-growing institutions in the prestigious IIT system, established by the Government of India in 2016. Nestled in the historical and culturally rich region of North Karnataka, IIT Dharwad is a hub of cutting-edge research, academic excellence, and innovation.

IIT Dharwad fosters interdisciplinary learning and technological innovation, empowering students to push boundaries and solve real-world challenges. Our campus thrives with a diverse pool of scholars, innovative labs, and a strong entrepreneurial spirit.

We are committed to shaping future leaders in science and technology, offering students opportunities to collaborate with industry, government, and academia. Our tech fests provide an ideal platform to showcase emerging talent, giving partners a chance to engage with some of the brightest minds in the country.

Join us in shaping the future of technology and innovation!

ABOUT PARSEC



Welcome to PARSEC 6.0, IIT Dharwad's premier celebration of technology and innovation! In its sixth edition, PARSEC attracts the brightest minds - students, researchers, and industry leaders from across the country. This year, we're elevating the experience with an exciting lineup of events, workshops, competitions, and showcases that push the boundaries of science and technology.

Explore themes like Robotics, AI & Machine Learning, Space Data Science, 3D Modelling, Sustainable Innovation, Blockchain, Cybersecurity, IoT, Cloud Computing, Autonomous Systems, AR/VR. For sponsors, PARSEC offers a unique opportunity to connect with emerging talent, showcase your commitment to innovation, and enhance your brand visibility.

Join us at PARSEC 6.0, where ideas ignite and innovation knows no bounds. Partner with us to inspire the next generation of tech leaders and help shape the future because at PARSEC, technology meets imagination!

S O C I A L M E D I A

INFLUENCE ↓



10K+

Impressions & Growing



100K+

Views on Teasers, aftermovies & Vlogs



1000+

Followers and Likes



1M+

Impressions over the Web

WORKSHOPS AND COMPETITIONS

25+ EVENTS

50+ SPEAKERS

5,000+ FOOTFALL

STAR NIGHT

HACKATHONS

TECH SHOWCASE

PROMOTIONS

NETWORKING ARENA

10,000+ PARTICIPATION

IEEE WORKSHOP

OVERVIEW OF THE

EVENTS ↓



DevHack

DevHack, IIT Dharwad's annual hackathon, is back—bigger, better, and bolder! We invite you to be part of this 36-hour event where talented engineers and researchers come together to tackle real-world challenges by ideating, innovating, and building impactful solutions.

Aurora

Unravel the secrets of the universe through a lens, perspectives spanning dimensions. Demystify data, and build models that outperform others in the flagship space and data science hackathon

Singularity

Inception of ideas, birthplace of solutions never seen before to common everyday problems of the world. This Agentic AI Hackathon is the right place for anyone with plans to revamp the wheel and kickstart their ideas.

Veni Vidi Vici

Classic Capture the Flag with a modern twist, every single clue matters, and the closer you look, the less you see.



OVERVIEW OF THE
EVENTS ▾



SolidEdge

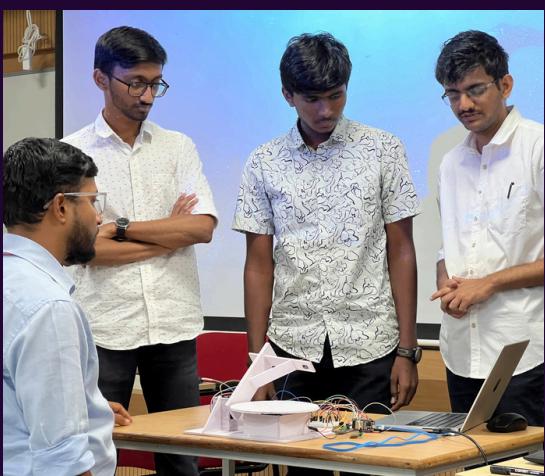
Introducing an adrenaline filled mechatronics buildathon, where students push their creative and innovative capabilities past their boundaries and come up with a functioning robot and a lot of great lessons at the end of the 36 hour hackathon.

AlgoStrike

Introducing an exciting algorithmic competition that tests participants' skills in heuristic algorithms! This event challenges talented problem-solvers to address real-world engineering issues by applying creative, quick, and effective approaches.

Synapse

Introducing the first edition of a BioTech Hackathon bridging the gap between academia and industry with revolutionary technological solutions to biomedical problems.



Build A Bot

Introducing an adrenaline filled mechatronics buildathon, where students push their creative and innovative capabilities past their boundaries and come up with a functioning robot and a lot of great lessons at the end of the 36 hour hackathon.

GLIMPSES FROM THE LAST YEAR



Stand-Up Comedy Shows

GLIMPSES FROM THE LAST YEAR



Binary-Beats: A cultural night band performance

EXPECTED ARTISTS

**SAMAY
RAINA**



**NAVEEN
POLISHETTY**

EXPECTED ARTISTS



THE LOCAL TRAIN
Rock Band

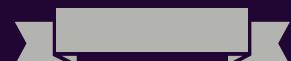
WHAT'S IN IT FOR YOU?

Promotion using banners, informational brochures, flyers, and branded merchandise.



Generating awareness through articles and ads in major newspapers, business journals, news channels, and social media platforms.

Inclusion of the sponsor's name and logo on the PARSEC 6.0 website.



On-campus branding and promotional activities on campus throughout the festival will reach an audience of over 10,000 participants, encompassing students, professors, and industry professionals.

Conducting interactive sessions by sponsors, facilitating insight into student perspectives and fostering mutual understanding.



SPONSORSHIP TIERS

TITLE

Sponsor:

Rs 10,00,000

PLATINUM

Sponsor:

Rs 7,00,000

GOLD

Sponsor:

Rs 5,00,000

SILVER

Sponsor:

Rs 3,00,000

BRONZE

Sponsor:

Rs 2,00,000

SPONSORSHIP TIERS

TITLE	PLATINUM	GOLD	SILVER	BRONZE
Sponsor:	Sponsor:	Sponsor:	Sponsor:	Sponsor:
Rs 10,00,000	Rs 7,00,000	Rs 5,00,000	Rs 3,00,000	Rs 2,00,000

	TITLE	PLATINUM	GOLD	SILVER	BRONZE
CONNECTING WITH CDC AND IIC OF OUR COLLEGE	✓	✓	✓	✓	✓
LOGO MENTION ON POSTER AND OFFICIAL WEBSITE	✓	✓	✓	✓	✓
MENTION IN INSTITUTE MEDIA BODY	✓	✓	✓	✓	✓
MENTION IN PARSEC PROMO VIDEO	✓	✓	✓	✓	
KIOSK	✓	✓	✓	✓	
LOGO MENTION IN OFFICIAL MAILS	✓	✓	✓		
DEDICATED PROBLEM STATEMENT	✓	✓	✓		
DEDICATED TALK SHOW FOR YOUR SPEAKERS	✓	✓	✓		
EXCLUSIVE RELAXED TIER SLABS	✓	✓			
LOGO MENTION ON TEAM APPAREL	✓	✓			
LOGO MENTION ON OFFICIAL MERCH	✓				
PROMOTIONAL VIDEO PLAYED DURING INAUGURATION	✓				

PARTNER WITH US



BEVERAGE PARTNER

The beverage partner will supply their beverages, have banners at prime locations during PARSEC, and receive a stall to showcase products and distribute materials.

EVENT PARTNER

As an event sponsor, you'll gain premium visibility in Hubli and Dharwad with banners at prime campus locations and a prime stall to sell products during the festival.



DECORATION PARTNER

As the decoration sponsor, you'll work with the PARSEC team to decorate the campus, with your name and logo on decorative items and banners.

APPAREL PARTNER

The apparel sponsor's logo will appear on the fest T-shirts. They can set up stalls to display products and must provide 1500 fest T-shirts and 50 organizer T-shirts as per the design submitted.



GIFT PARTNER

The gift partner will provide gifts and goodies for event participants, with banners displayed at prime campus locations during PARSEC 6.0.

PRIZE PARTNER

The prize sponsor can promote their brand at stalls in prime locations and must provide prize money for each event as determined by the organizers. Mementos will feature the sponsor's name.



We are also open to custom partnerships subject to the best interest of both the parties.

PAST SPONSORS



Learning Drives Excellence



CONTACT US

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