



AAV'HAN
2024 | IIT BOMBAY

India's largest college sports festival

Aavhan: A Glimpse



50,000+
Footfall



INR 15L+
worth of prizes



20+
Sports



1cr+
Media Budget



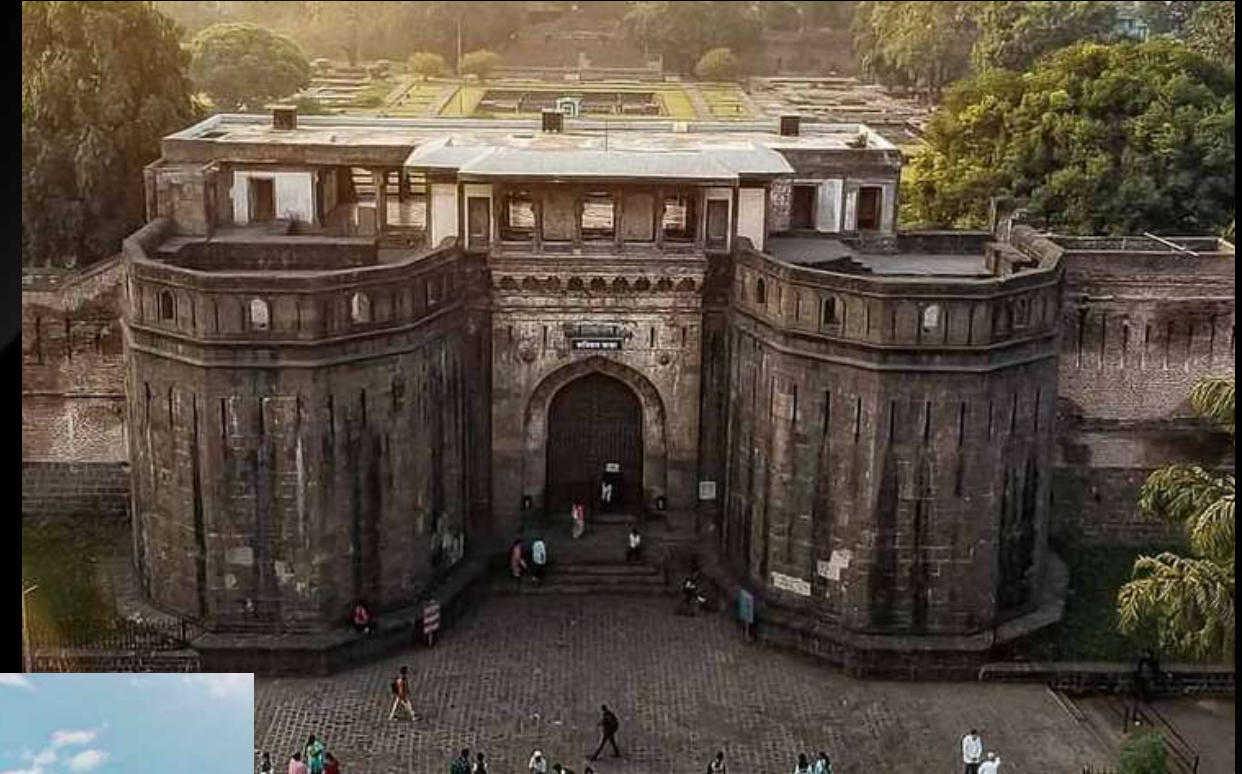
300+
Colleges



100K+
Online Reach



Multicity Eliminations



Events Timeline



Fresher Orientation



Aavhan Trek



Main Fest



Half Marathon



Coordi ATM



Colour Run

Associated Events



Aavhan Unify



An initiative of Aavhan's outreach program, creating a powerful bond between colleges of India and IIT Bombay's prestigious sports festival



10,000+ registrations



500+ colleges



Workshops



Internships



Certified Courses



Prizes

Branding in Competitions



- Exclusive branding at **20+** sports courts
- Brand visibility to **20k+** audience for **3**-days

Customized Stalls



- Strategic Gymkhana locations for setting up stalls
- Employing a comprehensive promotional strategy, utilizing printed materials and word-of-mouth

- 10x10ft Stalls
- 3-Days
- Average cost- 50K-1L

Customised Branding



3-D Company
Emblem



Product
Showcase



Customised
Memorabilia

Customized Branding



Customised
Umbrellas



Posters &
Standeers



Sponsored
Wrist-bands

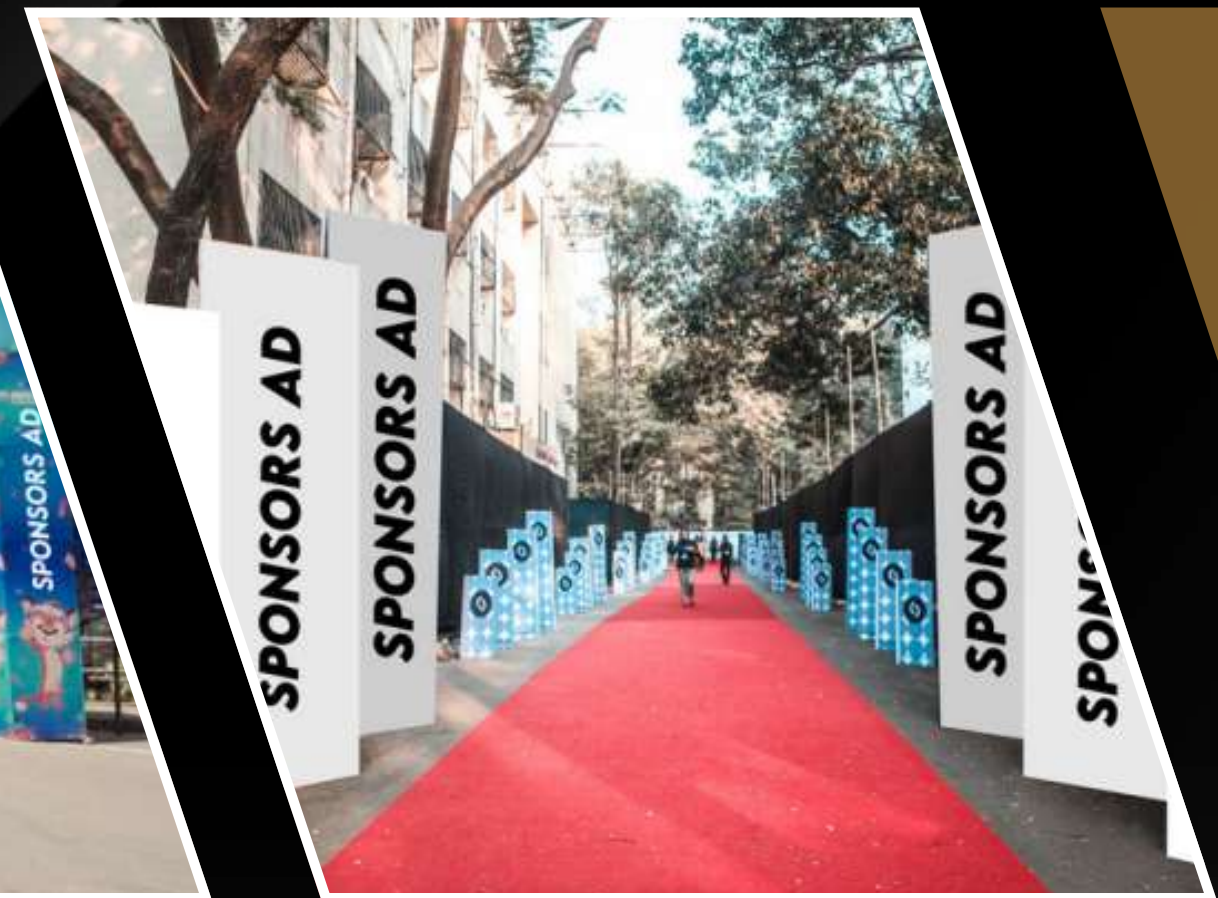
Branding around the Campus



Aerial
Branding



Arch
Branding



Branding at
Events

Branding on Medals & Trophies



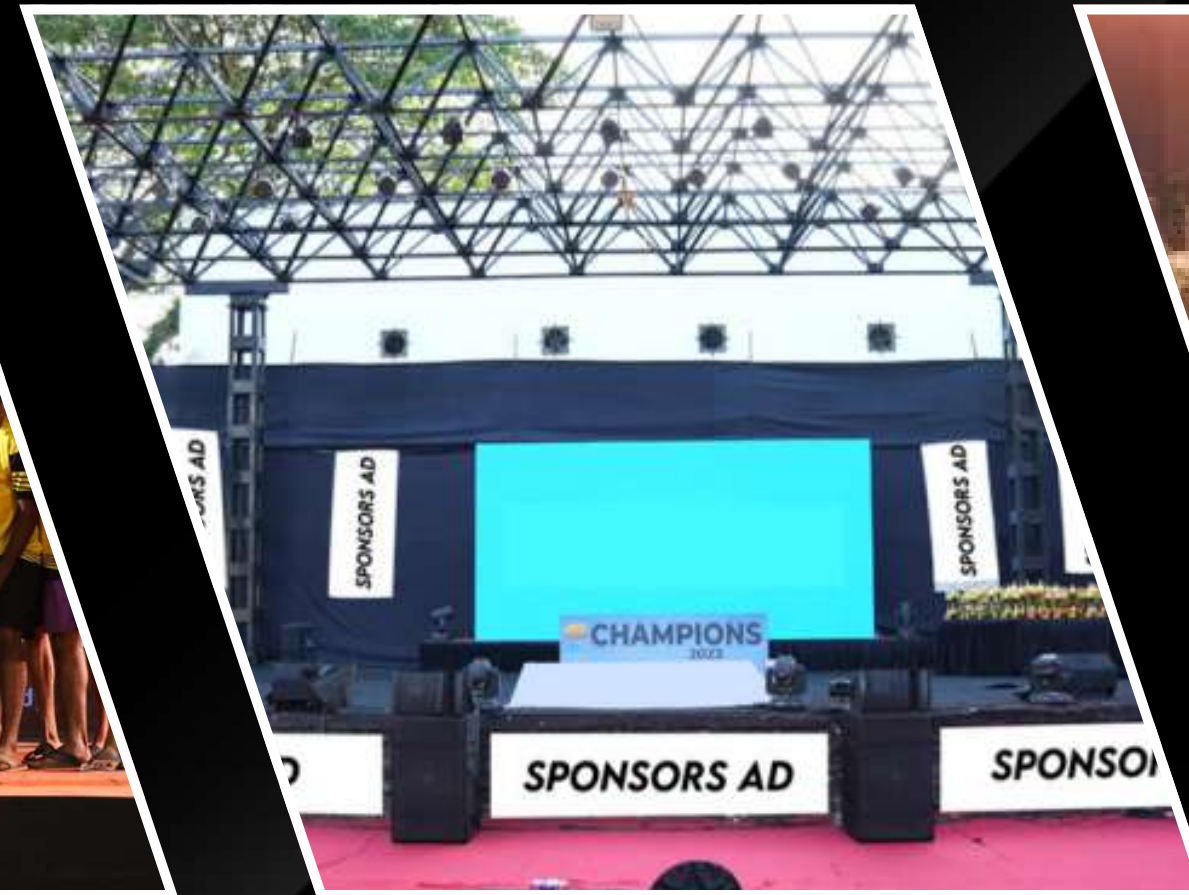
600+ Medals distributed to winners

100+ Trophies

Branding at Closing Ceremony



Felicitation Ceremony
Branding



Stage backdrop



DJ Nite

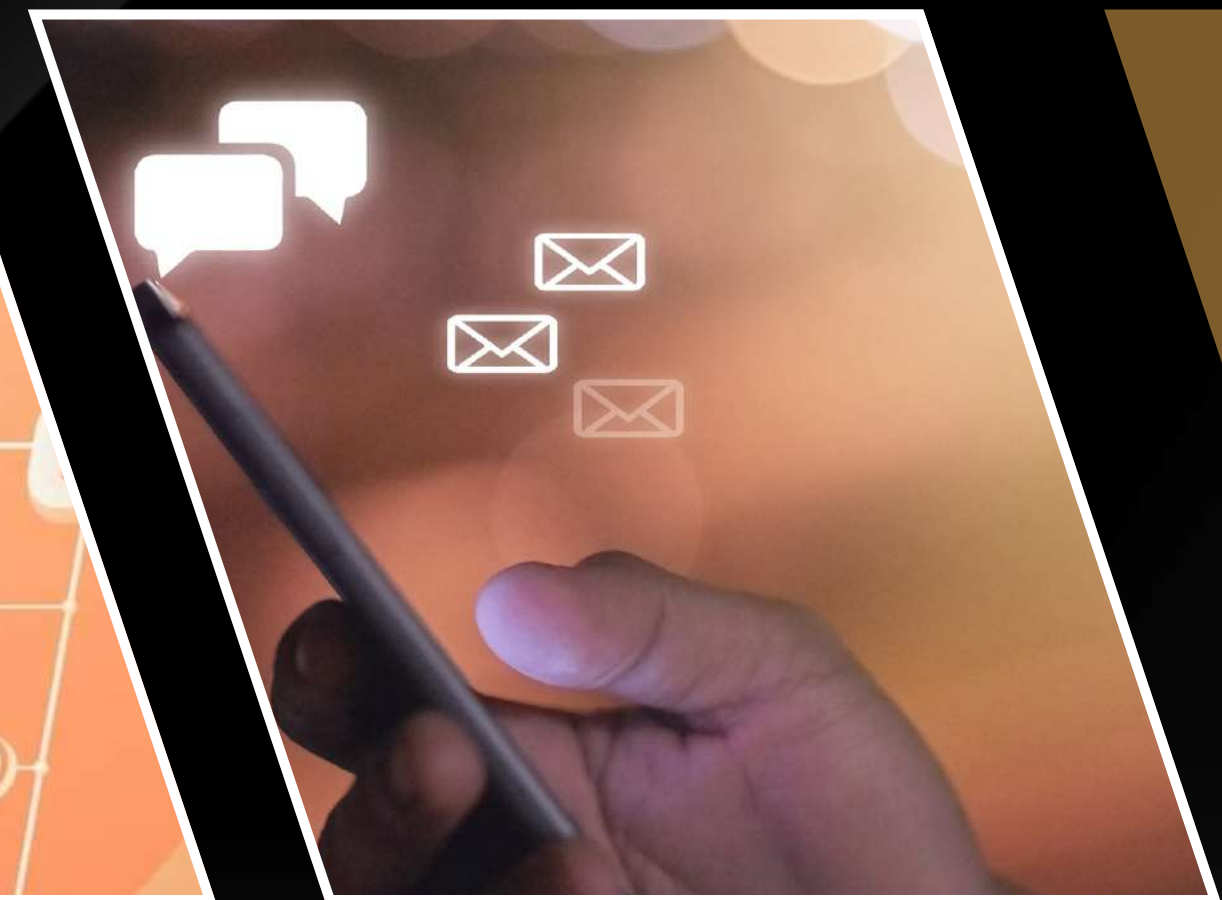
Online Publicity



Logo presence on social media channels with **100k+** reach



Logo presence on official website with **1Cr+** hits



Publicity on email and messages blast sent to **200+** colleges

Branding outside at IITB



In movie cinemas

Previous Sponsors

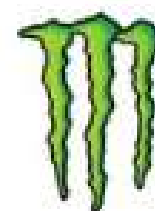


Title Sponsors

JACK&JONES



Other Sponsors



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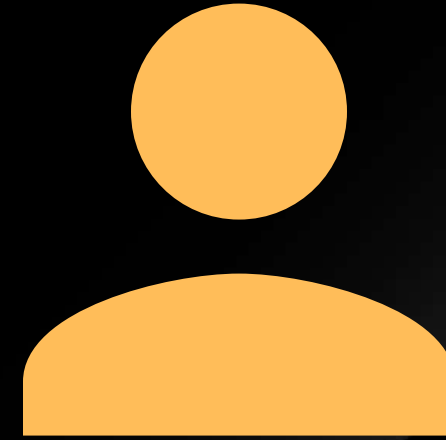


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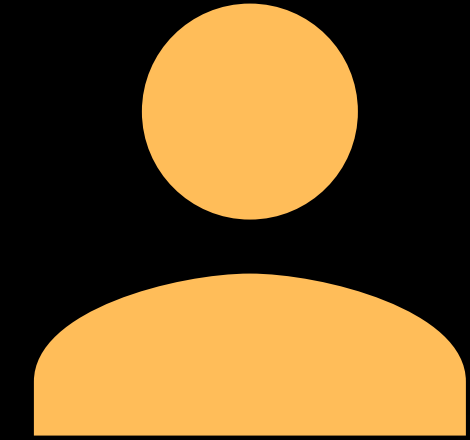


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