



AAVHAN
2025 | IIT BOMBAY

India's Largest College Sports Festival

Respect All, Fear None



About Aavhan

Aavhan is the India's largest annual sports fest where best players from all over the country competes for glory.

Few Glimpses from past are:

- Established in 2017
- 50,000+ Footfall
- 20+ exciting sports
- Participants from over 300 colleges
- INR 15Lakh+ worth prizes
- 100k+ Online Reach
- 1 Cr+ Media Budget

-Respect All, Fear None



GENERAL DELIVERABLES WE CAN OFFER TO STARBUCKS

BRAND VISIBILITY

Prominent logo placement on all sports fest materials and sports venue - posters, banners, t-shirts, website, entry/exit gate etc.

Organise a Starbucks themed competition

We will organize some fun activities like a blindfold coffee testing contest where participants knowledge about Starbucks different coffee blends is tested.

FEEDBACK FROM PARTICIPANTS

Make videos of participants asking about their experience with the Starbucks sponsored event to obtain feedback.

SOCIAL MEDIA PROMOTION

Regular mentions of Starbucks in our social media posts about the fest, including contests or giveaways that utilize their products.

PRODUCT DONATION

Donation of Starbucks products for participant as hospitality kits, refreshments or gift cards for winners.



GENERAL DELIVERABLES WE EXPECT FROM STARBUCKS

Cash Sponsorship

A negotiated sum of money to help reduce the costs of organizing the sports fest.

Product Sponsorship

Starbucks donated products for giveaways, prizes and refreshments.

CO-Branding Merchandise

Sports fest merchandise like t-shirts, water bottles etc can be co-branded.

Social Media Promotion

Promote our sports fest on Starbucks social media channels, to increase its visibility.

Influential Marketing

Dabur can partner with sportspersons or influencers, asking them to mention about our event in their promotions.

Guest Speakers

A representative from Dabur to speak at the event or conduct a workshop about health and fitness.



Few pictures of customised branding in our campus

