



# COGNIZANCE

# 24

## SPONSORSHIP BROCHURE

TECHNICAL EVENTS || MUSICAL EVENING || CHARUSAT CHANGA

ORGANIZED BY

**FACULTY OF TECHNOLOGY & ENGINEERING**

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AEGIS: SHRI CHAROTAR MOTI SATTAVIS PATIDAR KELAVANI MANDAL

*The legacy we hold*

# ABOUT US

The Charotar University of Science and Technology (CHARUSAT) fosters an aspiration of being a World Class University. It strives to be in the league of Top 20 Universities at National Level. CHARUSAT wishes to achieve it through hybrid culture: A culture that represents the serenity of the oldest places of learning like Takshashila and Nalanda and the scholarship of the centres like Harvard and Stanford.

Charotar University of Science and Technology (CHARUSAT) has been conceived by Shri Charotar Moti Sattavis Patidar Kelavani Mandal to make Charotar-The Land of Sardar Patel the Global Education Hub. Kelavani Mandal is a premier education trust of India. CHARUSAT has been established under Gujarat Private University An No. 8 of 2009. It is empowered to confer degrees under Section 22 of UGC Act 1956. It is the first State University getting "A" Grade in Gujarat in the first cycle by National Assessment and Accreditation Council, NAAC, Bangalore.

Presently, CHARUSAT offers 72 programs from Undergraduate to Doctoral (Ph.D) under the tutelage of 9 institutes, 6 faculties, 4 major centres/cells, employee strength of 550, student strength of 7500 and a capital outlay of INR 150 crores. The programs are offered in the allied disciplines of Technology & Engineering, Pharmacy, Computer Applications, Management Studies, Applied Sciences, Nursing, Physiotherapy, and Paramedical Sciences.



"CONGNIZANCE" is one the biggest Technical festivals of Gujarat which has been in the limelight since 2006. It attracts an annual footfall of over 3000 from more than 85 colleges across the state every year and having prize money worth more than INR 2.5 lakhs. It offers a wonderful platform where participants from different parts of the country get a chance to interact, enhance and demonstrate their creativity, personality and talents.



# DEAN'S MESSAGE

A1



CHARUSAT

Cognizance'24, the annual technical event of FTE -CHARUSAT, serves as a platform for students, researchers, and industry experts to come together, exchange ideas, and push the boundaries of knowledge in the ever-evolving field of technology. This festival is a testament to our commitment to fostering a culture of creativity, curiosity, and collaboration among students. This year's edition of "COGNIZANCE" promises to be a tapestry of riveting experiences, pushing the boundaries of imagination and showcasing cutting-edge advancements in various domains of technology. As the Dean, I am confident that this festival will not only be a source of knowledge and skill enhancement but also a platform for forging lifelong connections and friendships. I urge everyone to make the most of this experience, embrace the spirit of innovation, and leave a lasting impact on the world of technology.



Dr. Vijaykumar Chaudhary  
I/C. Dean,  
Faculty of Technology &  
Engineering, CHARUSAT,  
Changa



# CONVENOR'S MESSAGE

A1



CHARUSAT

With the motto of promoting Technology, Scientific Thinking, and Innovation, The COGNIZANCE '24 believes in generating an unrivalled air of a science and technology show, which aimed to be great Technology and Innovation festival, indelibly every year. In its endeavour to provide a national platform for the students to showcase their talents and skill sets in fierce competitions, display cutting edge technology and research from all over the globe. Renowned personalities motivate the students and promote solutions to alleviate significant problems, The COGNIZANCE '24 strives for one and all to get inspired and look up too. COGNIZANCE '24 symbolizes our dedication to quality and innovation and has a profound effect on every participant. We wish all the participants and team COGNIZANCE '24 all the success for their future endeavours.



-Dr. Trushit Upadhyaya  
I/C. Principal of CSPIT  
CHARUSAT,Changa

# The Strength of **STATS**



**300+**

College Participation  
across the State



**5K+**

Footfall of  
CZ' 2019



**25+**

Events in various  
Cultural Genres



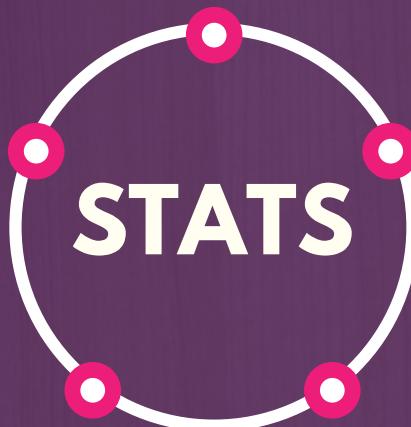
**10+**

National and  
Industrial Experts



**170+**

College Ambassadors  
for Srijan 2019



## SOCIAL IMPACT



**29K+**

Reach through the  
official Facebook Page.



**3K+**

Views on  
COGNIZANCE Teasers,  
Vlogs and After Movies



**29K+**

Impressions  
growing reach  
on  
Instagram.



**1.1M+**

Visits on the  
official CHARUSAT  
Website.

POPULAR BRAND ASSOCIATIONS

ABSOLUT.



836k+



60k+



10k+

# COGNIZANCE MUSICAL EVENING

19TH JANUARY 2024



FEATURING

Olly Esse

PLAYED ALONGSIDE / SUPPORTED BY

KSHMR



DIMITRI VEGAS  
LIKE MIKE

NUCLEYA

LOST  
STORIES



# YOUR PART

WE WORK GOOD TOGETHER

**TITLE SPONSOR** (Rs. 5,00,000)

**Platinum Sponsor**

**Gold Sponsor**

(Rs. 3,00,000)

(Rs. 3,50,000)

**Silver Sponsor**

(Rs. 2,00,000)

**ASSOCIATE SPONSOR**

(Rs. 1 - 2 Lakh)

**STRATEGIC SPONSOR**

(Rs. 50k to 1 lakh)

**DECORATION SPONSOR**

(RS. 3,00,000)

**SOUND SPONSOR**

(RS. 2,00,000)

**EVENT SPONSOR**

(RS. 1,00,000)

**PRIZE SPONSOR**

(RS. 2,00,000)

**MEDIA SPONSOR**

(RS. 1,00,000)

**WORKSHOP SPONSOR**

(RS. 1,00,000)

**APPAREL SPONSOR**

(RS. 70,000)

**SHOPPING SPONSOR**

(RS. 70,000)

**BEVERAGE SPONSOR**

(RS. 50,000)

**ACCESSORY SPONSOR**

(RS. 50,000)

**SECURITY SPONSOR**

(RS. 50,000)

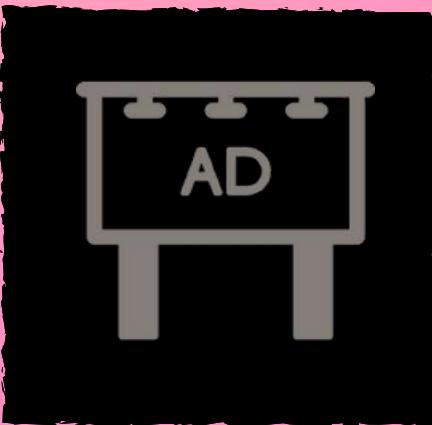
**PRINTING SPONSOR**

(RS. 50,000)

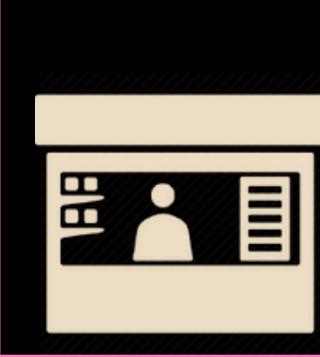


# Why Sponsor COGNIZANCE?

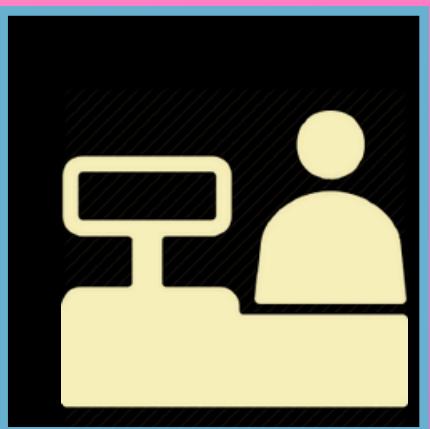
Publicity through banners, flexes, information booklets, flyers and other paraphernalia.



Extensive reach of posters to over 300 colleges and corporates across the nation.



Publicity through articles and advertisements in national dailies, business magazines, new channels, social networking etc.



Appearance of name and logo of the sponsor in the website of COGNIZANCE 2024.



On campus branding and publicity during the festival amongst 5k odd participants, including students , professors and industry experts.

Discussion Sessions by the sponsors which helps the company in realizing the mindset of the students and hence understand each other.



Ideal platform for launching new products and technology demonstration.

# TITLE SPONSORS

## BENEFITS

- COGNIZANCE provides an exquisite platform for interacting with personalities excelling in research and management related to various fields.
- Title sponsor will get the most amount of publicity among all sponsors during the festival. Audio and video presentations of title sponsor will be screened in the Pro-nite
- Ground on the main stage as well as at different strategic locations throughout the festival.
- Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the campus.
- The Title Sponsor will also be featured on the accessories during COGNIZANCE.
- All the banners of festival will be including the Title Sponsor presents COGNIZANCE.

## PRE - FEST

- The fest will be publicized as CHARUSAT and the 'Title sponsor present COGNIZANCE 2024.'
- Title Sponsor's name and logo will be published on all publications and media coverage.
- The official COGNIZANCE T-shirt will carry a logo of the title sponsor.
- The official website of COGNIZANCE will feature the name and logo of the sponsor as well as the sponsors' website link on the homepage.

## POST - FEST

- All the post media coverage will include the name of the title sponsor.
- A detailed branding report will be sent to you with extra emphasis on your brand presence and contribution to the fest.
- Full page coloured advertisement of the title sponsor will be featured on the Back-cover page of the cognizance 2024 souvenir which will be distributed to professors, students and organizers.
- Long term publicity is provided by printing the Title Sponsor's logo and name the certificated and trophies presented to the winners and runner up of every event.

# PLATINUM SPONSORS

## BENEFITS

- *Audio and video presentations of Platinum sponsor will be screened in the Auditorium as well as at strategic locations throughout the event.*
- *Sponsor will get effective publicity of their brand during the festival.*
- *Sponsor will have the privilege to setup stalls at some strategic locations in the campus. Banners provided by the platinum sponsors will be put up at strategic locations to ensure maximum visibility.*
- *All the banners of festival will be including the Platinum Sponsor co-presents COGNIZANCE 2024.*

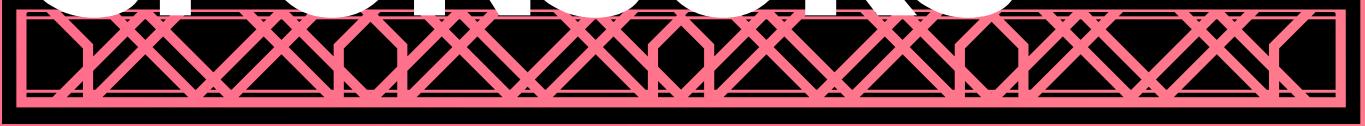
## PRE - FEST

- *The fest will be publicized as CHARUSAT and the Platinum Sponsor co-presents COGNIZANCE 2024. Platinum Sponsor's name and logo will be published on all publications and media coverage.*
- *The official website of COGNIZANCE will feature the name and logo of the sponsor as well as the sponsors' website link on the homepage.*

## POST - FEST

- *All the post media coverage will include the name of the Platinum Sponsor.*
- *A detailed branding report will be sent to you with extra emphasis on your 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 COGNIZANCE 2024 souvenir which will be distributed to professors, students and organisers.*

# GOLD SPONSORS



## BENEFITS

- *Audio and video presentations of Gold Sponsor will be screened in the auditorium as well as strategic locations throughout the event.*
- *Gold Sponsor will be the exclusive event partner/organiser for an Informal event.*
- *Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the campus.*
- *Banners provided by the Gold Sponsors will be put at strategic locations to ensure maximum visibility*

## PRE - FEST

- *Gold Sponsor's name and logo will be published on all publications and media*
- *coverage. The official website of COGNIZANCE 2024 will feature the name and the logo of the sponsor as well as the sponsor's website link on the homepage.*
- *An exclusive Online Campaign by COGNIZANCE's social media platforms will feature Silver Sponsor for Marketing and Branding.*
- *All promotional banners will have the logo of the Gold sponsor embedded within that would be placed at strategic locations in the cities as Anand, Nadiad, Vallabh Vidhyanagar, Vadodara, Ahmedabad etc.*

## POST - FEST

- *After Movie of COGNIZANCE will include the Gold Sponsor in credentials.*
- *A half page colored advertisement of the Gold Sponsor will be featured on the BACK-INSIDE cover page of the cognizance 2020 souvenir which will be distributed to professors, students and organizers.*



# SILVER SPONSORS

## BENEFITS

- *Banners provided by the Silver Sponsors will be put at strategic locations to ensure maximum visibility.*
- *Silver Sponsor will be the exclusive event partner/organiser for an Informal event.*
- *Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the campus.*

## PRE - FEST

- *Silver Sponsor's name and logo will be published on all publications and media coverage.*
- *Silver Sponsor will be marketed in the campus by the online promotion team to increase the social outreach among the youth.*
- *An exclusive Online Campaign by COGNIZANCE's social media platforms will feature Silver Sponsor for Marketing and Branding.*
- *The official website of COGNIZANCE 2024 will feature the name and the logo of the sponsor.*  
*as well as the sponsor's website link on the homepage.*

## POST - FEST

- *After Movie of Congnizance'24 will include the Silver Sponsor in credentials.*
- *An one fourth page colored advertisement of the Silver Sponsor will be featured on the BACK-INSIDE cover page of the COGNIZANCE 2024 souvenir which will be distributed to professors, students and organizers.*



# ASSOCIATE SPONSORS

## BENEFITS

- *Banners provided by the Associate Sponsors will be put at strategic locations to ensure maximum visibility.*
- *Associate Sponsor will be the exclusive event partner/organiser for an Informal event.*
- *Associate Sponsor will have the privilege to setup exhibitions and stalls at strategic locations in the campus.*

## PRE - FEST

- *Associate Sponsor's name and logo will be published on all publications and media coverage.*
- *Associate Sponsor will be marketed in the campus by the online promotion team to increase the social outreach among the youth.*
- *The official website of COGNIZANCE 2024 will feature the name and the logo of the associate sponsor as well as the sponsor's website link on the homepage.*

## POST - FEST

- *After Movie of COGNIZANCE shall include the Associate Sponsor in credentials.*
- *The logo of the Associate Sponsor shall be featured on the BACK-INSIDE cover page of the COGNIZANCE 2024 souvenir which will be distributed to professors, students and organizers.*



# STRATEGIC SPONSORS

## BENEFITS

- *Banners of the Strategic Sponsors shall be put at prominent locations to ensure maximum visibility.*
- *Strategic Sponsor shall be the exclusive event partner/organiser for an Informal event.*
- *Strategic Sponsor shall have the privilege to setup exhibitions and stalls in the campus.*

## PRE - FEST

- *Strategic Sponsor shall be marketed in the campus by the online promotion team to increase the social outreach among the youth.*
- *An exclusive Online Campaign by COGNIZANCE's social media platforms will feature Strategic Sponsor for Marketing and Branding.*
- *The official website of COGNIZANCE 2024 will feature the name and the logo of the sponsor as well as the sponsor's website link on the homepage.*

## POST - FEST

- *After Movie of COGNIZANCE will include the Strategic Sponsor in credentials.*
- *The logo of the Strategic Sponsor shall be featured on the BACK-INSIDE cover page of the COGNIZANCE 2024 souvenir which shall be distributed to professors, students and organizers.*



# PARTNERSHIPS



## TELECOM PARTNER

The telecom partner will be provided one stall on the festival grounds to display its products. The telecom sponsor as our SMS partner will be provided with over 5000 mobile numbers for their advertising. Banners provided will be put up at prime locations on the campus during the festival.

## BEVERAGE PARTNER



Beverage partner would be required to provide us beverages of their brand. Banners provided by the partner will be put up at premiere locations on the campus during COGNIZANCE 2024 These partner will be provided one stall on the festival grounds to display its products and distribute publicity material.



## EVENT PARTNER

As our event sponsor, you would have premium visibility in a largely untapped and unexplored market especially in Nadiad and Anand. Banners provided will be put up at prime locations on the campus during the festival. Event partner will be provided with prime stall space to sell their products throughout the Event.

## PRIZE PARTNER

The prize sponsor would have the opportunity promote its brand and products in the stalls allowed at prime locations. The prize sponsor needs to provide prize money as decided by the organizers for every event that is held during the festival. The mementos would have names of the prize sponsor.



## PRINTING PARTNER



We at COGNIZANCE would like to have you as our printing partners. You would handle a part of all printing of all event including all type of printing like banner, paper, booklet etc . Banners provided by the partner will be put up at premiere locations on the campus.

## SOUND PARTNER



Sound partner would handle the sound for our Garba night, Avalanche, Sur Sangram etc. Banners provided by the sound partner will be put at premiere locations on the campus during COGNIZANCE 2024.



## GIFT PARTNER

Gift partner would be required to give gifts and goodies to be given to the participants for various events Banners provided by the partner will be put up at premiere locations on the campus during COGNIZANCE 2024.

## SHOPPING PARTNER



Shopping partner would be required to give us vouchers of their shops to be given to various participants. These partner will be provided one stall on the registration desk to display its products and distribute publicity material.



## SECURITY PARTNER

As the "security partner" you would be closely working with our coordinator team in taking care of the security requirements of Professionals and Celebrities.

# WORKSHOP PARTNER

Workshop partner would be required to provide accessories for the event. Banners provided by the partner will be put up at premiere locations on the campus during events. These partner will be provided one stall during event to display its products and distribute publicity material



# APPAREL PARTNER



The T-shirt will feature the logo of the Apparel sponsor. The sponsor can setup stalls on the festival grounds to display its products and distribute material publicity. Apparel sponsors need to supply 500 fest T-shirts + 50 organizer T-shirts which are already printed as per the design submitted by the organizers.

# MEDIA PARTNER

The media partner will have to publicize the festival in its newspaper and magazine articles, radio and also in the 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 put up at premiere locations on the campus during COGNIZANCE 2024.



# ACCESSORY PARTNER



Our official Accessory sponsor will be allowed to feature their name logo on the accessories as wristbands etc. The festival accessories will be distributed to all youth including students, participants and other invitees at the festival. Banners and advertising goodies like posters etc. will bear the name of the sponsor

# DECORATION PARTNER

As our official decoration sponsor you shall be working in conditions with COGNIZANCE 2024 team to decorate and beautify the campus. Banners and advertising goodies as balloons dummies etc. will bear the name and logo of the sponsor.



# PAST SPONSORS



## SPONSORS & PARTNERS



DND Education  
*Learn with Industry Experts*





2019  
**DJ CANDICE**

