



Twisha

WHERE THE LIGHTS NEVER FADE...

BROCHURE FOR SPONSORS





ABOUT

National Institute of Science Education and Research is one of the pre-eminent research institutes of our country established with a mandate and vision to be the thought engine of growth for our country. The institute has come a very long way from its dawn and has grown with fortitude from a puisne to a stalwart. The institute has consistently produced students who are trained and educated in forefront sciences and technologies with an industrious mindset.

Tvisha, the largest cultural and sports fest amongst all fests of Eastern India research institutes is here, charged with an aim to usher the youthful colours of joy to the society and assimilate scientific thinking with the rich culture of the temple city of India, Bhubaneswar. Tvisha (earlier known as Udbhava), since its inception in 2009, has been a beacon and promoter of artistic expression, congenial liveliness and sporting culture in the academic milieu of not just Bhubaneswar but all institutes across the state. It provides a grand platform to the energetic and zealous youth of our country, to showcase their hidden talents and the power they possess to change our perception with their wonderful ideas, thoughts and actions to a diverse and phenomenal audience.

MESSAGE

NISER being the only institute of its kind in India, it encourages a student life that is academically engrossing and enriched with extracurricular activities; a fact that is established by NISER winning accolades at sporting and cultural events across the country as well as empowering students to pursue diverse careers at elite institutions around the world.

Keeping the vigour alive, this year we are hosting Tvisha in the month of March. This will allow the contemporaries from across the country to visit our campus and soak in the NISER atmosphere. This year, Tvisha promises to be bigger and better than even before, and we are reaching out to you with an exciting opportunity to be a part of it. We are full of confidence and enthusiasm that Tvisha, with its lavish exposure and opportunity, will attract talents from various colleges and the sponsors would try to grasp this opportunity of reaching them and utilise the range of marketing and promotional opportunities that help in promoting your brand and raise awareness among our student community and beyond. We believe that partnering with us for Tvisha will be a mutually beneficial opportunity for both parties. By supporting us, you will not only be able to reach out to a large and diverse audience but also support a great cause and become part of a fest that brings joy and happiness to the college community.

-Students' Gymkhana

WHY US?

NISER is one of the premier research institutes in India. Yet, it is nascent. Hence, we offer a great opportunity to be a part of our growth as one of the prominent National Institutes in the nation. Expecting a total footfall of 4000+ from various colleges of our state, IIT, NIFT, CIPET, IIIT, ILS, IOP, IMS, CET, KIIT, NIST, GITA, GIET, DAVs and many more will be participating in various events. Being a unique institute, it has no parallels in the region and gives lucrative benefits through its sponsorship and partner program.

PREVIOUS SPONSORS



IndianOil



State Bank of India



People's Cultural Centre

(A Centre for People's Empowerment and Sustainable Development)

PRE-LAUNCH EVENT

TVISHA SCIENCE SPRINT is an exciting event designed to promote science education among students in classes 6-12. The event consists of an All-India quiz that will be aimed at testing the students' knowledge in various science-related topics.

The quiz will be conducted online on the SciAstra platform. SciAstra is India's first platform for future scientists. They have a team of mentors from all top science colleges of India including IISc, IISERs, NISER, IITs, ISI, CMI, amongst others. In less than two years, they have produced AIR 1 in IAT, AIR 12 in NEST, AIR 13 in KVPY and 400+ selections into premier research institutes. It has also been awarded the Global Student Entrepreneurship Award by EO Odisha in 2023.

The event will be widely advertised using social media platforms to generate a positive response from students and sponsors alike. This provides sponsors an excellent opportunity to reach out to a wide audience of students, educators and parents, and pitch their products.

SPONSORSHIP CATEGORIES

TITLE SPONSOR

(RS. 10,00,000)

PLATINUM SPONSOR

(RS. 7,00,000)

GOLD SPONSOR

(RS. 5,00,000)

SILVER SPONSOR

(RS. 3,00,000)

DECORATION PARTNER

(RS. 2,00,000)

EVENT PARTNER

(RS. 2,00,000)

PRIZE PARTNER

(RS. 2,00,000)

TRAVEL PARTNER

(RS. 2,00,000)

BEVERAGE PARTNER

(RS. 2,00,000)

FOOD PARTNER

(RS. 2,00,000)

GIFT PARTNER

(RS. 2,00,000)

LOGISTICS PARTNER

(RS. 2,00,000)

APPAREL PARTNER

(RS. 2,00,000)

PRINT MEDIA PARTNER

(RS. 2,00,000)

MERCHANDISE PARTNER

(RS. 2,00,000)

DIGITAL MEDIA PARTNER

(RS. 2,00,000)

TITLE SPONSOR

PRE-EVENT BENEFITS

- On-campus promotional activities: setting up stalls, crowd engagement, etc.
- Promotion of brand during fund raising activities.
- Display of brand on throughout the institute using NISER newscast.

EVENT DAY BENEFITS

- Banner display at college entrance.
- Banner display in front of the auditorium.
- On-stage promotional activities.
- Demonstrations and surveys are to be conducted.
- 5-10 minute presentation in between events.
- Banners are to be displayed at the registration desk.
- The sponsors may judge relevant events.
- Display of products at stalls.

PRINT ADVERTISEMENT

- Display of logo on posters, invitations, and flyers.
- Display of brand on the event website.
- Display of brand on ID cards and certificates.
- Promotion on social media

PLATINUM SPONSORS

PRE-EVENT BENEFITS

- On-campus promotional activities: setting up stalls, crowd engagement, etc.
- Promotion of brand during fundraising activities.

EVENT DAY BENEFITS

- Banner display in front of the auditorium.
- On-stage promotional activities.
- Quick mentions in between events.
- Banners are to be displayed at the registration desk.
- The sponsors may judge relevant events.
- Display of products at stalls.

PRINT ADVERTISEMENT

- Display of logo on posters, invitations, and flyers.
- Display of brand on the event website.
- All the post-media coverage will include the name of the platinum sponsor.

GOLD SPONSORS

EVENT DAY BENEFITS

- Logo display on the registration desk.
- Quick mentions in between events.
- Display of products at stalls.

PRINT ADVERTISEMENT

- Display of brand on the event website.
- Promotion on social media.

SILVER SPONSORS

EVENT DAY BENEFITS

- Logo display on the registration desk.
- Display of products at stalls.

PRINT ADVERTISEMENT

- Display of brand on the event website.

FASHION



KALEIDOSCOPE

A GLIMPSE INTO THE PAST
CULTURAL EVENTS

DJ NIGHT



DANCE



LITERATURE

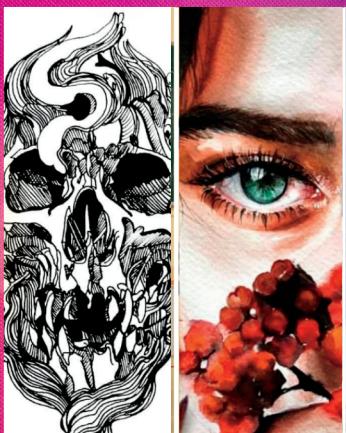


MUSIC

QUIZZING



ART



DEBATE





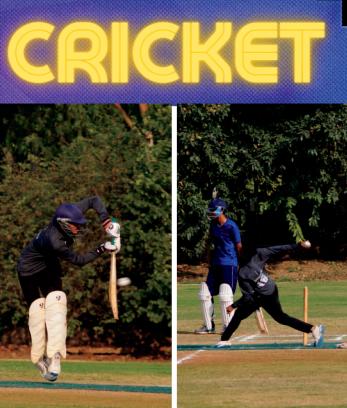
KALEIDOSCOPE

A GLIMPSE INTO PAST SPORTS EVENTS





BADMINTON



KABBADI



BASKETBALL



FOOTBALL

VOLLEYBALL

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