

67TH
MILESTONE
2026



S P O N S O R S H I P P R O P O S A L



H A C K E D
4.0

< MARCH 13TH-14TH >

BML MUNJAL UNIVERSITY

Named after the chairman and founder of the Hero Group, Dr. Brijmohan Lal Munjal, BML Munjal University is engaged in creating, preserving, and imparting internationally benchmarked knowledge and skills to a diverse community of students from across the world.

BMU's aim is to nurture ethical leaders who are skilled, knowledgeable, and have the life skills needed to lead organizations to success.

BMU seeks to transform higher education in India by creating a world-class and innovative teaching-learning and research environment. Founded by the Hero Group, BMU is a not-for-profit initiative offering undergraduate and post-graduate courses.

HIGHLIGHTS

- ⇒ BMU's School of management is ranked 83 by NIRF - 2024.
- ⇒ BMU's Institution Innovation Council has received a '4 STAR' rating for 2023-24 by AICTE's IIC.
- ⇒ Ranked 7th in University Category for 2024-25.
- ⇒ Achieved a Platinum Rating from QS I-GAUGE in Engineering.
- ⇒ Recognized by Education World as 1st in Haryana for Engineering.



67TH MILESTONE X HERO'S CHALLENGE

67th Milestone x Hero's Challenge is more than just a fest; it is a celebration of innovation, creativity, and talent. As the flagship techno-cultural-management and sports fest of BML Munjal University, 67th Milestone has earned a reputation as a vibrant and dynamic platform for students to explore their potential, showcase their skills, and connect with like-minded individuals.

WHAT MAKES THE 67TH MILESTONE X HERO'S CHALLENGE UNIQUE?

- ➡ **Diverse Participation:** The fest draws over 1,000 participants from 100+ colleges and universities nationwide, making it a melting pot of cultures, ideas, and talent.
- ➡ **Interdisciplinary Events:** With a seamless blend of technical, cultural, management, and sports activities, 67th Milestone offers something for everyone. It's a space where engineers, artists, entrepreneurs, and athletes come together to collaborate and compete.
- ➡ **Unparalleled Opportunities:** From hackathons like Hacked 4.0 to technical workshops, cultural performances, and management challenges, the fest provides participants with numerous opportunities to learn, grow, and shine.



HACKED 4.0

Welcome to Hacked 4.0, the flagship hackathon of the 67th Milestone, where innovation meets creativity! Over the years, this 24-hour hackathon has become a platform for aspiring engineers, developers, and tech enthusiasts to come together and build groundbreaking solutions to real-world problems.

This year, Hacked 4.0 embraces an open theme, empowering participants to think outside the box, identify challenges, and craft impactful solutions that address societal and technological needs. With a vibrant mix of collaboration, mentorship, and hands-on learning, the event promises to spark ideas that push boundaries and drive innovation.



100+ COLLEGES AND
UNIVERSITIES
PARTICIPATING



300+
PARTICIPANTS



THEME

The hackathon features an open theme, allowing participants to explore creative solutions for problems that resonate with their interests. Teams can address global issues, simplify daily tasks, or create innovative tools, with a focus on thinking outside the box and aligning solutions with their unique vision.

Entries will be judged on:

- ⇒ **Originality:** Freshness and uniqueness of the idea.
- ⇒ **Execution:** How well the hack is implemented and user-friendly.
- ⇒ **Usefulness:** Practicality and real-world application.
- ⇒ **Learning:** Effort and learning showcased by the team.

BENEFITS



Internships



Learning



Prizes



Mentorship



Workshops



Networking

PRISES



RS 15,000



RS 25,000



RS 10,000

- ⇒ Goodies & many more
- ⇒ The top winners will also be awarded with Certificate of Excellence.
- ⇒ All the participants will be awarded with Certificate of Participation

PREVIOUS NUMBERS



1000+

REGISTRATIONS



300+

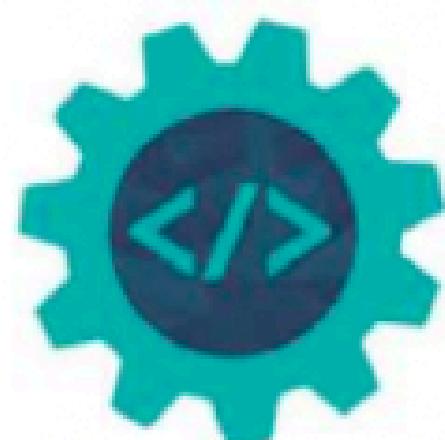
TEAMS

PRIZE POOL

OVER



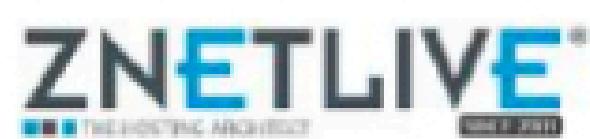
PREVIOUS SPONSORS



Creative Tim  SENTRY



ACM STUDENT CHAPTER
BML MUNJAL UNIVERSITY



PREVIOUS PARTNERS



Innovation Partner



Cloud Partner



Technology Partner



Platform Partner



TITLE SPONSORSHIP

INR 70,000

Be the face of Hacked 4.0 as the Title Sponsor, enjoying top-tier benefits and the highest visibility throughout the event.

- ⇒ **Event Association:** Your organization will be acknowledged as the Title Sponsor for Hacked 4.0 on all event promotions.
- ⇒ **Exclusive Branding:** Prominent logo placement on all event materials, including certificates, merchandise, banners, and posters.
- ⇒ **Dedicated Session:** Host an exclusive 15-20 minute session with participants to promote your brand, services, and products.
- ⇒ **Merchandise Spotlight:** Your logo will appear on the front or back of all event merchandise for maximum exposure.
- ⇒ **Extensive Media Coverage:** Gain visibility through widespread online and offline promotions, including Instagram, LinkedIn, and Unstop.
- ⇒ **Campus Promotions:** Banners, standees, and materials displayed across campus, reaching 2,500+ students, faculty, and industry experts.
- ⇒ **Exclusive Booth Space:** Reserved booth presence at all major events to interact directly with attendees and showcase your offerings.

The Title Sponsor spot is your gateway to unparalleled engagement and maximum impact!



GOLDEN SPONSORSHIP

INR 50,000

Step into the limelight as a Gold Sponsor, gaining prominent exposure and valuable engagement opportunities.

- ⇒ **Media & Print Presence:** Your logo will feature in all media promotions, including printables and digital platforms.
- ⇒ **Merchandise Placement:** Prominent logo placement on the right or left sleeve of event merchandise.
- ⇒ **Event Promotions:** Opportunity to showcase your brand in the introductory sessions of all major events.
- ⇒ **Campus Visibility:** Distribute promotional material and place banners across campus, reaching over 2,500 students, faculty, and industry experts.

SILVER SPONSORSHIP

INR 30,000

Make your mark as a Silver Sponsor, connecting with the participants and audience in a meaningful way.

- ⇒ **Visibility Across Platforms:** Your logo featured in social media and print promotions, ensuring steady exposure.
- ⇒ **Event Promotions:** Showcase your brand in the introductory sessions of all major events.
- ⇒ **Promotional Materials:** Opportunity to distribute flyers, pamphlets, and materials to 2,500+ students and attendees.

An ideal option for brands looking to support innovation while gaining valuable exposure!



SPONSORSHIP PERKS

Perk Detail	Title (70,000)	Gold (50,000)	Silver (30,000)
Logos on each printables	✓	✓	✓
Logos over merchandise	Front/Back	Sleeve	✗
Logos on social Media Post	✓	✓	✓
Promotion Before Each Event	Ad/ Poster	Poster	Poster
Standee or Banners	✓	✓	✗
Mini Session	✓	✗	✗
Exclusive Post	✓	✗	✗
Booth Space	✓	✗	✗
Pamphlets	✓	✓	✓
Logos on Certificates	✓	✗	✗



WHY SPONSOR HACKED 4.0?

- ⇒ **Unmatched Reach:** Get direct access to 2,500+ students, faculty members, and industry mentors attending 67th Milestone
- ⇒ **Brand Alignment:** Align your brand with creativity, innovation, and cutting-edge technology.
- ⇒ **Talent Acquisition:** Connect with future tech leaders, developers, and entrepreneurs in an environment that fosters ingenuity and collaboration.
- ⇒ **Widespread Visibility:** Benefit from robust media coverage across platforms like Instagram, LinkedIn, and Unstop, ensuring your brand is in the spotlight.
- ⇒ **Exclusive Engagement:** Participate in curated activities that promote interaction with a diverse and enthusiastic audience.



OTHER PARTNERSHIP OPPORTUNITIES

Not sure about sponsorship tiers?

No worries! You can still support Hacked 4.0 by becoming a Partner.

- ⇒ Enjoy a customized sponsorship package tailored to your marketing needs and goals.
- ⇒ Gain branding opportunities during event promotions, both online and offline.
- ⇒ Provide goodies, services, or products to enhance the hackathon experience for participants.

Together, we can create a unique and memorable experience while promoting your brand to an engaged audience!



REACH OUT TO US

We're here to answer your questions and customize the perfect sponsorship package for your organization. Let's collaborate to make Hacked 4.0 a resounding success!

CONTACT US

For any queries or updates, feel free to contact us at :

Harshita Tewani

+91 8287851976

Parth Sharma

+91 9315891814

Partner with Hacked 4.0 and empower innovation, one hack at a time!

