



TALOS

TOWARDS ADVANCE LEVEL OF SCIENCE

**DEPARTMENTS OF
ARTIFICIAL INTELLIGENCE AND DATA SCIENCE &
ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING**

ANNEXURE

Following the success of T.A.L.O.S '22, we are delighted to announce the second edition of T.A.L.O.S, Chennai's national Techfest T.A.L.O.S '23 which will take place on 28th March 2023. T.A.L.O.S. experienced unprecedented massive participation with students flooding from a large number of engineering colleges. The technical extravaganza will include a plethora of activities, seminars, symposia and competitions.

We are delighted and honored to welcome your firm to sponsor this exciting event. We gladly encourage you to participate in this symposium with T.A.L.O.S by sponsoring for our events.

The presence of your company will attract a large number of students to participate in our activities, as well as provide a tangible platform for displaying your products and services to the youth.

We hope that an agreement can be achieved, and that with your active participation, we can make this event a huge success.

SIGNATURE OF H.O.D

Dr.M.Geetha



ABOUT COLLEGE

Our prestigious institution, Chennai Institute of Technology was founded in 2010 with the motto "Transforming Lives". The fundamental goal is to provide quality technical education along with industrial exposure for the youth through innovative teaching and learning methods like exposure to Centers of Excellence, Guest Lectures by experts from various top industries and Industry oriented training programs.

Our honourable Chairman, Shri P. Sriram is a successful first-generation entrepreneur in the metro for the past two decades. His expertise in the industry enhanced his thirst for establishing a technical educational institution and thus Chennai Institute of Technology became a reality that now makes the dreams of thousands of students come true.

In February of 2017, Chennai Institute of Technology was awarded the National Award of Excellence for Best Placements by the Recruitment Analysis Council, New Delhi. Our college has been ranked Second in Tamil Nadu based on academic performance and continuing to be topper's top choice. The primary reason behind this is our experienced teachers who work tirelessly to instill knowledge about the frequently updating technologies and core concepts required by the industries.

VISION

To be an eminent centre for Academia, Industry and Research by imparting knowledge, relevant practices and inculcating human values to address global challenges through novelty and sustainability.

MISSION

- 1.To develop next-generation leaders via effective teaching and learning approaches and implant a scientific spark in them to fix global challenges.
- 2.To inculcate human values and ethical principles to cater to the societal needs.
- 3.To contribute towards the research ecosystem by providing a suitable effective platform for interaction.
- 4.To nurture incubation centers enabling structured entrepreneurship and start-ups.

ABOUT T.A.L.O.S

This is the second time the department of artificial intelligence and data science is hosting a Mega event. T.A.L.O.S is a national-level technical symposium held at Chennai Institute of Technology by the department of Artificial Intelligence and Data Science for the dissemination of knowledge and building up of skills for students. This technical extravaganza will be filled with numerous activities such as workshops and technical events organized by us with the primary objective being, "Nurture professional skills and impart fine qualities to the students". It also has gaming events to thrill and creates an environment with fun and frolic. Additionally, technical workshops from various organizations are being hosted. We, at T.A.L.O.S, promise the audience, an atmosphere of immense joy leaving them the thirst for more.

T.A.L.O.S STANDS FOR "TOWARDS ADVANCE LEVEL OF SCIENCE."

Our symposium is named after the Greek god of technology and automation Hephaestus, the Greek deity of innovation and blacksmithing, who created T.A.L.O.S, a Massive Bronze man, according to legend. The events take place over the course of a day with a variety of exciting technical and fun-filled non-technical events planned for this symposium. It acts as an exposure to students who aspire to expand their knowledge and exhibit their skills.

WHY PARTNER WITH T.A.L.O.S?

Companies that sponsor T.A.L.O.S. '23 will have the opportunity to advertise and market their products to not only external participants, instructors, and staff, but also, to thousands of on-campus students, considering our college's current student strength. Sponsors can sell their products in a variety of ways throughout the festival, as detailed in the sponsorship matrix.

Participants will be able to purchase products from the sponsoring bodies if coupons or fliers are included in their registration packages. The technological festival "T.A.L.O.S." has received extensive attention last year with hundreds of participants participating in various events. Partnering with us provides your company with a varied audience of age groups and cultures. It would be a great honor for having you as a part of our symposium and your support would go a long way towards ensuring the success of the event.

ENGAGEMENT BENEFITS

TALOS, hosted by the Chennai Institute of Technology brings great minds together to enhance and share knowledge in the domain of Artificial Intelligence and Data Science. Being our sponsor will improve your brand exposure and visibility among young minds and students. All the engagement benefits are listed below:

- We increase media and brand visibility through our social media platforms.
- Logos will be present in all banners, posters and newsletters that would be circulated among our students and other colleges.
- Chance to connect with other organizations that are part of our extravaganza.
- Targeted Marketing, we cater to niche audiences and member organizations.
- Increase your brand exposure to prospective customers and build credibility. Companies that sponsor T.A.L.O.S.'23 will have the opportunity to advertise and market their products to not only external participants, instructors, and staff, but also, to thousands of on-campus students, considering our college's current student strength.

OPERATIONAL PARTNER

When it comes to running a successful business, having good partnerships can make all the difference. Our operational partner offers a comprehensive suite of services that can be tailored to meet the specific needs of the team. The services provided by our operational partner includes:

- Outreach partner
- Merchandise partner
- Digital partner
- Photography and videography partner
- Printing partner

If you're looking to be an operational partner, here are some of the perks to working with us:

- We have a team of experts who can help you with everything from product development to marketing and sales.
- We're providing opportunities to market their product to thousands of on-campus students as well as thousands of attendees.
- We're flexible and adaptable, so we can adjust our services to fit your needs.

SPONSORSHIP MATRIX

DELIVERABLES	BRONZE (2500 & ABOVE)	SILVER (5000 & ABOVE)	GOLD (10000 & ABOVE)	PLATINUM (15000 & ABOVE)
PROMOTION THROUGH POSTERS	✓	✓	✓	✓
SOCIAL MEDIA PROMOTION (limited posts for bronze)	✓	✓	✓	✓
LOGO IN BANNER	✓	✓	✓	✓
LOGO IN WEBSITE	✓	✓	✓	✓
PUBLISHING LOGO (in T.A.L.O.S Instagram Page)		✓	✓	✓
WORKSHOP			✓	✓
TITLE SPONSORS (in Inauguration and validatory function)			✓	✓
LOGO IN CERTIFICATE			✓	✓
EXCLUSIVE PROMOTION (through advertisement videos)				✓

OFFERINGS BY MARKETING PARTNER



We are overjoyed to present to you, our esteemed marketing partner, TechieGen. TechieGen is the World's First Meme Based Learning Platform. It is the one-stop destination that every student needs, in order to excel in their college lives. Furthermore, They also offer a wide range of other services to ensure that learning is made fun for every student that turns their path towards TechieGen. It provides curated learning content with mass interaction between like-minded people. It also allows us to keep track of our learnings and have us set our daily goals. They also provide pointers towards the betterment of life.

It is an honour to have TechieGen joining us this year as a part of T.A.L.O.S 'Marketing partner.

They offer enormous reach through email marketing by sending emails to a large active community.

Their media is as strong with their livelier Followers on Instagram, Facebook and LinkedIn. Furthermore, a vast WhatsApp community will also be receiving Social media marketing arranged with a *discounted price*.

All the benefits specified for the sponsors and all the deliverables from our marketing partner will be provided. Kindly, revise the sponsorship offerings provided by our marketing partner.

EVENTS LIST

TECHNICAL EVENTS

- DESIGNO-LIT-O
- CAPTURE THE FLAG
- PAPER PRESENTATION
- BATTLE CODE
- GEEK CHAMPIONSHIP

NON-TECHNICAL EVENTS

- ARTSY AUCTION
- TUNE SURFING
- FORBID TO FORGET
- FLAG-TASTIC DAY

WORKSHOP

- AI APPLICATION IN UAV

SPORTS EVENT

- BOX CRICKET

ONLINE EVENT

- STUMBLE GUYS

OUR PRESTIGIOUS SPONSORS



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SCAN ME:

