

To,

Subject: **Invitation to collaborate with IIIT-Bh's Annual Techno-Cultural fest Advaita'24**

Greetings from the International Institute of Information Technology, Bhubaneswar!

We're thrilled about the opportunity to collaborate with your esteemed company for **Advaita 2024**, our annual techno-cultural festival which will be held from **28th February to 2nd March**. With 50+ events, Advaita has become a premier festival, drawing 15,000+ students nationwide to compete among each other.

Our festival showcases a blend of cultural and technical excellence, featuring hackathons, coding competitions, Robo race, Robo wars, and insightful talks by industry experts like Khushboo Verma and Arsh Goyal.

Advaita's cultural lineup boasts of popular performers like Asees Kaur, Arjun Kanungo, Nikhil D'souza, Lost Stories, Band Parashara, Siana Catherine, Gajendra Verma, Lagori-The Band, DJ Paroma, and local favorites like Local Train and Makeshift DJ.

In addition to our techno-cultural events, we take pride in our commitment to social responsibility. Advaita also hosts CSR initiatives such as Marathons, Blood Donation Camps, and Tree Plantation Drives, fostering a holistic approach to community engagement.

As we aspire to set new benchmarks with Advaita 2024, we believe a partnership with your company would be invaluable. Attached is our sponsorship proposal for more details. We look forward to the possibility of working together and await your positive response.

**Regards,**  
**Dr. Pradyut Kumar Biswal,**  
**Dean of Student Affairs,**  
**IIIT Bhubaneswar**

I authorize the following members for further interaction if needed.

Sponsorship Team :

Name	College ID	Phone Number
Ayush Kumar	B321046	9060445435
Ritish R. Ratan	B421042	6370756979

## About ADVAITA

Eleven years ago, the seed of an ambitious idea was planted - to organize a techno-cultural festival that seamlessly blended technology and culture together. This idea was given the name "Advaita," meaning "non-duality," reflecting the intention to bring together seemingly disparate worlds.

Over the past Eleven Years, Advaita has not only thrived but has become one of the most highly anticipated and well-attended events in the state of Odisha. Each year, the festival reaches new heights, consistently offering top-notch events that attract a substantial and diverse crowd.

Building on this legacy, Advaita 23 featured esteemed artists such as Asees Kaur (2 Filmfare Awards and an IIFA Award Winner), DJ Carnivore, Band Parashara, and Standup Comedian Swati Sachdeva.

In its illustrious history, Advaita has been graced by renowned celebrities, including Nikhil D'Souza, Yellow Diary, Kumar Varun (2020), Arjun Kanungo, DJ Saina Catherine, DJ Audio Addict (2019), Gajendra Verma, The Local Train, Teri Miko (Sunburn) (2018), Lost Stories (VH1 SuperSonic), Lagori (Coke Studio) (2017), Progressive Brothers (Sunburn), and Raghu Dixit (Coke Studio) (2016).

As we look ahead to Advaita 2024, we are excited about the potential for even more groundbreaking performances and diverse cultural and technological experiences. Stay tuned for updates on the artists and events that will make Advaita 2024 another memorable edition.

Through our unique Campus Ambassador program, Advaita has a reach of more than 150 colleges all over the country, drawing in over 15,000 students annually. The four-day festival is jam-packed with technological events throughout the day and celebrity performances at night, offering a truly diverse and exciting experience for attendees. From technology to music, art, dance, fashion, and more, Advaita truly has something for everyone.

This year, we are aiming even higher, pushing the boundaries and exploring new possibilities to make the impossible possible. We invite you to join us for this four-day extravaganza of the highest caliber, where art and technology come together in a truly unique and unforgettable experience.

## Invitation for Collaboration

Collaboration Benefits	Collaboration Plans	Bronze ₹ 30,000	Silver ₹ 50,000	Gold ₹ 1,00,000	Diamond ₹ 3,00,000	Platinum ₹ 5,00,000
Advertisement on Fest Website		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dedicated Post on Social Media		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complementary Event Passes		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mention in Event Brochure		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mentions in Sponsor Standee		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Inclusion of Logo on Event-Specific Posters		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
VIP Lounge Access		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post Event Live Testimonials			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Banner in College			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dedicated Email Campaign			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Representative in Judge Panel				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Contest/Giveaway				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Collaborative Social Media Campaign				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Special AD on LED Screen during Pro-Nites				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dedicated Standee and Flex					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mention in Press Releases					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Exclusive Booth Space					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Year-Long Publicity in Post-Event Newsletters					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Special Session by the Sponsor						<input checked="" type="checkbox"/>
Interactive Brand Activating Zones						<input checked="" type="checkbox"/>
Verbal Recognition During Opening/Closing						<input checked="" type="checkbox"/>
Logo on Highlights video						<input checked="" type="checkbox"/>
Special Mention as the title sponsor for ADVAITA'24						<input checked="" type="checkbox"/>
Inclusion of Logo on Fest Merch, ID Card						<input checked="" type="checkbox"/>

**\*The above-mentioned proposal is negotiable**

I shall be very grateful if you could extend your support to our fest.

I sincerely hope you will agree to sponsor our events and look forward to hearing from you soon.

Thanking you in anticipation.