



**ISTE Students' Chapter
NIT Durgapur**


SPONSORSHIP PROPOSAL

NITDGP Hacks 1.0

Organized by:



**ISTE Students' Chapter
NIT Durgapur**

 **Date:** 9-10th March 2024



ISTE Students' Chapter NIT Durgapur

ABOUT US

The Indian Society for Technical Education (ISTE) is the leading National Professional non-profit making Society for the Technical Education System in our country with the motto of Career Development of Teachers and Personality Development of Students and overall development of our Technical Education System operating in association with All India Council for Technical Education (AICTE) and other International Projects. We are the Oldest Students' Chapter of Eastern India.

We are excited to present "**NITDGP Hacks 1.0**", an offline hackathon with a prime focus on college going students in and outside NIT Durgapur. This event promises to be a great learning and immersive experience, combining live coding, brainstorming, and building with the team in a very short span. Unlike many hackathons where there's an unfair advantage to those having a vast hackathon experience, we aim to set a platform for freshmen to learn and spark their curiosity in hackathons, by making this one of their best first-hackathons. This highly acclaimed offline event of our society, expecting a footfall of 250+ (subject seating availability), is open to students across all branches and years in UG, and PG levels in and out of NIT Durgapur. We continue to improve upon the lessons learned at every event; with your help, we can make this year's event the biggest yet.



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WHY SPONSOR US

NITDGP Hacks 1.0 is an opportunity for you to participate in the larger community, engage with students, and bring out better visibility for your offerings!

The extent of benefits you enjoy will vary depending on your level of involvement.

1. One-on-one Interaction With Your Target Market

We've reached out to you because we know that your target audience especially student developers will comprise a large portion of our participant list. We give you direct access to the people you can typically only access online that comes at a very low conversion rate. **We invite you to take advantage of this personal access to generate better, stronger leads, and ensure exponentially increased sales across all your courses/programs.**

2. Brand Awareness And Increased Exposure

We give you plenty of opportunities to get your name up and seen by hundreds of people, whether or not they attend this season of **NITDGP Hacks 1.0**.

- You have the chance to have your name plastered across all our event banners, visible to all attendees.
- You'll be included in our social media posts and the official campaign for the event.
- We have **4000+ followers on our official LinkedIn page** and **4600+ followers on our Facebook page.** By sponsoring our event your brand name will be exposed to this huge audience, ensuring an increase in sales.



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- Our most recent event, **CIT 7.0** – our flagship cognitive test (helpful for preparation for CAT/GRE/GMAT and interviews) event saw a tremendous **participation of more than 2,500+ students from within and outside the campus.**
 - At the very least, guests will see your brand on the program and website. **They say that all publicity is good publicity, but this is undoubtedly the best publicity.**
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3. Recruitment And Networking

We are excited to support hiring drives for internships and full-time opportunities. Participating in events like NITDGP Hacks 1.0 can serve as an excellent avenue for identifying and recruiting top talent in the tech industry. By sponsoring the event, your company has the opportunity to spotlight its unique company culture, values, and career prospects to potential employees.

4. Great ROI

Whatever option you choose, ask yourself this: *How many chances will you get to advertise to an audience tailored to your offerings?* **You can be sure that every cent of your sponsorship money will be dedicated to this audience, offering a higher return on investment than any ad elsewhere could ever offer you.**



SPONSORSHIP BENEFITS

	Title INR 25k+	Gold INR 15k+	Silver INR 10k+
Chair on judge panel	✓		
Special Track Prizes	✓	✓	
Host webinars and sessions on your services/products	✓		✓
Access to Resume Book	✓	✓	
Speak at opening ceremony	✓	✓	
Distribute swags and replenishments	✓	✓	✓
Logo on advertisements as well as websites and posters	✓	✓	✓



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