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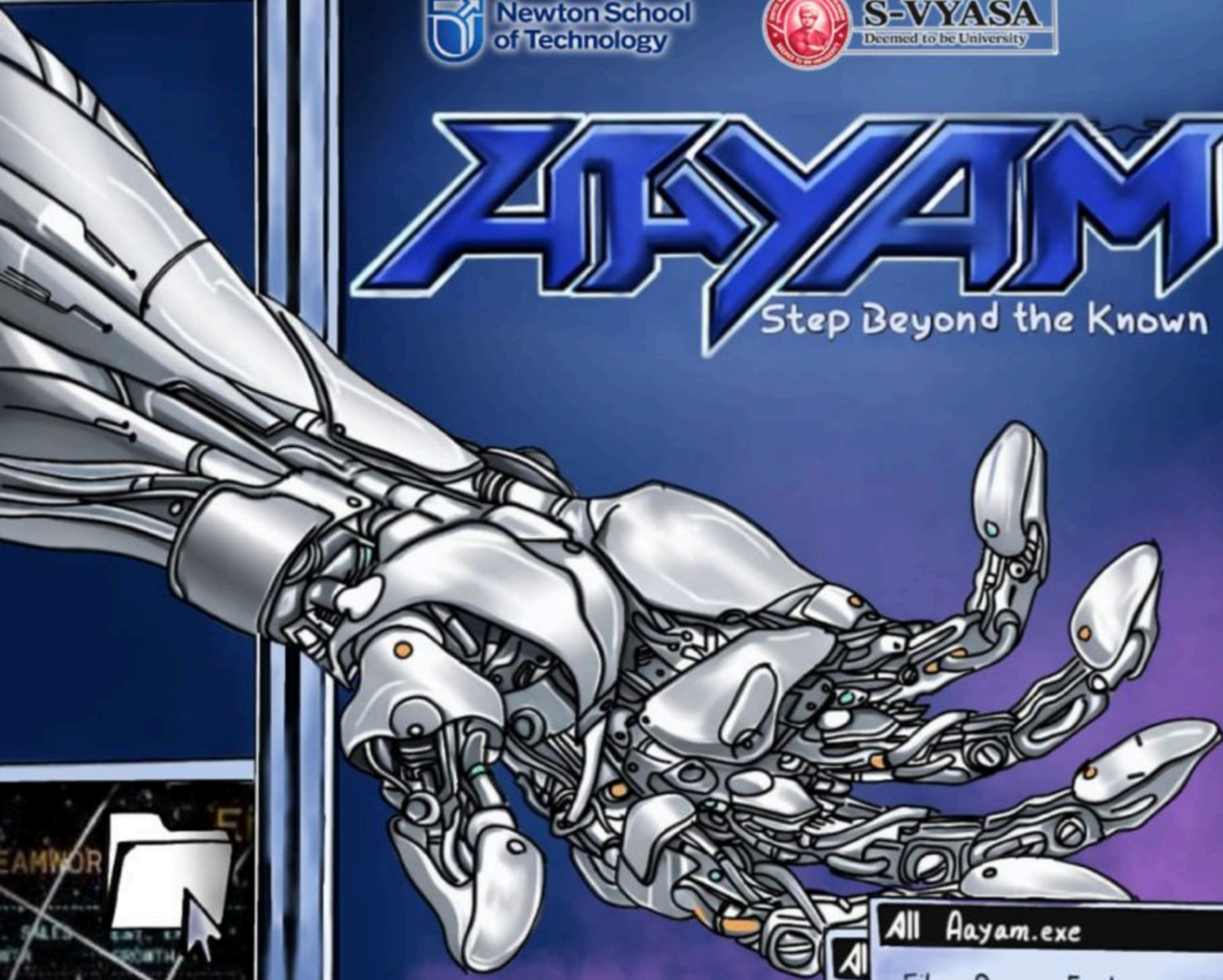
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# AAYAM

Step Beyond the Known



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# ABOUT US

## AAYAM - INDIA'S NEW-AGE FEST

### NEWTON SCHOOL OF TECHNOLOGY

Newton School of Technology is a revolutionary new educational institution that is changing the way people learn technology.

### S-VYASA

Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA) is a hub of innovation and excellence, offering Future-Focused programs across various disciplines.

As part of SVYASA University Newton School of Technology is proud to host Aayam - The Tech Fest. This event will feature cutting-edge tech challenges, innovation-driven competitions, and interactive experiences, bringing together the brightest minds to celebrate technology and creativity.

# PAST EVENTS

## PAST EVENTS - PUNE CAMPUS

# TEKRON



# PAST EVENTS

## PAST EVENTS - SONIPAT CAMPUS

# NEUTRON

### Neutron '25 highlights:

- 2K+ Footfall
- 300K+ Social Media
- 4k+ Footprint



Became one of the first few Indian Colleges  
to host a Drone Show

## OUR OFFERING

# TITLE SPONSOR

**5,00,000 INR**

### BENEFITS:

- Naming rights as "Associate Partner" for AAYAM.
- Logo mention in the official brochure shared across 250+ colleges and reaching 15,000+ participants.
- Logo appearance on the official AAYAM website sponsor section (with redirect link).
- One Instagram post on the official festival page featuring your logo and product/service images (if provided).
- 3 Instagram posts, daily story mentions, and 1 promotional reel.
- Logo on social media, theme video, aftermovie, and certificates.
- YouTube brand feature on NST-BLR official channel.
- Logo on stage backdrop, standees, banners, and official merchandise.
- Prime stall space for brand engagement.
- Dedicated PR activity and endorsement reel.
- 25 all-access passes with priority entry and on-stage interaction opportunity.

## OUR OFFERING

# POWERED SPONSOR

3,00,000 INR

### BENEFITS:

- Recognition as "Live Experience Partner" For AAYAM.
- Logo mention in the official brochure shared across 250+ colleges and reaching 15,000+ participants and logo placement on the official AAYAM website sponsor section (with redirect link).
- Brand visibility across concert-specific creatives, promotions, and announcements, including two Instagram feed posts, concert-day story mentions, and one promotional reel from the official AAYAM page.
- Logo featured across the concert stage backdrop, LED screens (if applicable), and venue banners, with stage acknowledgment and brand mention by the host/anchor during the concert.
- Logo inclusion in the official concert AAYAM aftermovie, along with a YouTube brand mention in the concert recap or highlight video on the Newton School of Technology - BLR official channel.
- 20 complimentary passes including VIP / Front-zone access (as applicable), with invitation to the event.

**AAYAM**  
Step Beyond the Known

## OUR OFFERING

# ASSOCIATE PARTNER

1,50,000 INR

### BENEFITS:

- Naming rights as "Associate Partner" for Rayam.
- Logo mention in the official brochure, shared across 250+ colleges and 15,000+ participants.
- Logo appearance on the official Rayam website sponsor section with redirect link.
- One Instagram post on the official festival page featuring your logo and product/service images (if provided).
- Story mentions from the official festival page during the festival days.
- Logo featured in the official aftermovie of Rayam.
- YouTube brand mention on the Newton School of Technology - BLR official channel.
- Logo exposure on the main banner standees placed across event venues (2-3).
- 10 complimentary passes for our event.

## OUR OFFERING

### BARTER / IN-KIND PARTNER

#### **BENEFITS:**

- Recognition as "Barter / In-Kind Partner" For RAYAM
- Logo mention in the official brochure shared across 250+ colleges and 15,000+ participants, and logo appearance on the official RAYAM website sponsor section (with redirect link).
- One Instagram Feed post on the official Festival page featuring your brand/logo.
- Logo appearance on select Rayam social media posts and inclusion in the official aftermovie.
- Logo exposure on shared banner standees or designated partner branding areas at the venue (as applicable).
- Acknowledgment during relevant event sessions or announcements.
- Limited complimentary passes for the event (quantity as mutually agreed).

# OUR OFFERINGS

BENEFITS/ PERKS	ASSOCIATE PARTNER	CO- POWERED SPONSOR	TITLE SPONSOR	CONCERT SPONSOR	BARTER/ IN-KIND SPONSOR
NAMING RIGHTS MENTION	✓	✓ (Co- Powered By)	✓ (Main Title Naming)	✓	✓
LOGO IN OFFICIAL BROCHURE	✓	✓	✓	✓	✓
LOGO ON AAYAM WEBSITE	✓	✓	✓	✓	✓
SOCIAL MEDIA POSTS	1 post + stories	2 posts + reel + stories	3 posts + reel + stories	concert promotions +reels	✓
STAGE/ EVENT ACKNOWLEDGEMENT	✓	(priority mention)	✓	✓	(If Applicable)
AFTERMOVIE/ YOUTUBE MENTION	✓	✓	✓	(During concert)	✓

# OUR OFFERINGS

BENEFITS/ PERKS	ASSOCIATE PARTNER	CO- POWERED SPONSOR	TITLE SPONSOR	CONCERT SPONSOR	BARTER/ IN-KIND SPONSOR
STANDEE/VENUE BRANDING	2-3	3-5	✓ (Prime Placement)	✓	✓ (Limited)
MERCHANDISE BRANDING		✓	✓		
STALL/INTERACTION SPACE			(Prime Stall)		
COMPLIMENTARY PASSES	10	15	25 VIP	26 VIP /FRONT ACCESS	Limited Mutual
SPECIAL PR/ PROMOTION			Dedicated PR+ Endorsement Reel		Custom
SPONSORSHIP FEE	RS. 1,50,000	RS. 3,00,000	RS. 5,00,000	Custom	Custom

AAAYAM

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FOLLOW US:



[@aayamFest](https://www.instagram.com/aayamfest)

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