

Technology has driven evolution for ages. Here, at NIT Calicut, we look to unlock the potential in every person. The potential to do wonders that lies buried within every individual. Tathva is our stage, a stage for students to discover their technical inclinations. A festival like no other, the biggest of its sort in Kerala, Tathva is our crowning glory. It is our gift to society. Tathva seeks to identify and promote technical and scientific talent. Our events are tailor made to inspire students to innovate. This year, at Tathva 16, we promise to raise the bar on an event which is now an annual spectacle that was created as a product of years of hard work. We desire more than anything to keep the flame of innovation burning brightly.

The entire student body of our college actively participates in making Tathva a reality. However, we require your support as a sponsor in making our Tathva a memorable experience for every individual involved. We sincerely hope that our partnership can help us make our mark on society and build a better tomorrow. We believe that our alliance will help both of us achieve excellence.

Title Sponsor: ₹6,00,000/-

- Tathva '16 will be known as **NIT-C presents <Title Sponsor> Tathva '16**
- **Premium branding** at Tathva's major events: the social initiative **Aavishkaar**, motor show **Wheels** and **Pro-nites**.
- Logo on the **official Tathva T-shirt**.
- **Interactive sessions** with the students.
- **Promotional stalls** in the campus.
- **Promotional events** during Tathva '16.
- Premium branding in all **official ceremonies, press conferences** and **publicity events**.
- **Logo on certificates, mementos, tickets, food coupons, registration booklets** and all **presentation articles**.
- Sponsorship benefits of **TWO events** of your choice, subject to availability.
- Sponsorship benefits of **one exhibition AND one lecture** of your choice, subject to availability.
- **Database** of participants.

- Premium branding through:
 - **Banners and distribution of any advertising medium** at prime locations in the NIT-C campus.
 - **Pre-posters, invitations and posters sent to over 900 colleges** across the nation.
 - **Posters in and around Calicut city** for the week leading to Tathva, and for **publicity events**.
 - The **official website, Facebook page and other social media websites**.
 - **Media releases and coverage**.
- Logo on all Tathva '16 **badges**.
- Logo on all **event posters**.
- **Announcements** at regular intervals.
- **Souvenirs and mementos** post-Tathva '16.
- Exclusive features in **official promotional videos and after-movies**.

Associate Sponsor: ₹2,50,000/-

- Tathva '16 will be known as **NIT-C presents <Title Sponsor> Tathva '16 in association with <Associate Sponsor>**.
- Logo on the **official Tathva T-shirt**.
- **Interactive sessions** with the students.
- **Promotional stalls** in the campus during Tathva '16.
- **Promotional events** during Tathva '16.
- Premium branding in all **official ceremonies, press conferences** and **publicity events**.
- Sponsorship benefits of **ONE event** of your choice, subject to availability.
- Sponsorship benefits of **one exhibition OR one lecture** of your choice, subject to availability.
- Logo on all **event posters**.
- **Database** of participants.

- Premium branding through:
 - **Banners and distribution of any advertising medium** at prime locations in the NIT-C campus.
 - **Pre-posters, invitations and posters sent to over 900 colleges** across the nation.
 - **Posters in and around Calicut city** for the week leading to Tathva, and for **publicity events**.
 - The **official website, Facebook page and other social media websites**.
 - **Media releases and coverage**.
- **Souvenirs and mementos** post-Tathva '16.
- **Announcements** at regular intervals.
- Exclusive features in official **promotional videos and after-movies**.

Powered By Sponsor: ₹1,50,000/-

- Tathva '16 will be known as **NIT-C presents <Title Sponsor> Tathva '16 in association with <Associate Sponsor> powered by <Powered by Sponsor>**.
- **Interactive sessions** with the students.
- **Promotional stalls** in the campus during Tathva '16.
- **Promotional events** during Tathva '16
- Premium branding in all **official ceremonies, press conferences** and **publicity events**.
- Sponsorship benefits of **ONE event** of your choice, subject to availability.
- Sponsorship benefits of **one exhibition OR one lecture** of your choice, subject to availability.
- **Database** of participants.

- Premium branding through :
 - **Banners and distribution of any advertising medium** at prime locations in the NIT-C campus.
 - **Pre-posters, invitations and posters sent to over 900 colleges** across the nation.
 - **Posters in and around Calicut city** for the week leading to Tathva '16, and for **publicity events**.
 - The **official website, Facebook page and other social media websites**.
 - **Media releases and coverage**.
- **Souvenirs and mementos** post-Tathva '16.
- **Announcements** at regular intervals.
- Exclusive features in official **promotional videos and after-movies**.

Samasya School Quiz

Title Sponsor: ₹2,00,000/-

- The event will be solely addressed as **NIT-C and Tathva '16 present <Title Sponsor> Samasya '16.**
- **Interactive sessions** with the students and crowd of Tathva '16.
- **Promotional stalls** in the campus during Tathva '16.
- **Promotional events** during Tathva '16.
- Provision for **student interaction and promotion** inside the event area.
- **Banners and advertising material** in the Samasya event area
- Logo on **certificates, mementos and material** pertaining to the event.
- Premium branding through:
 - **Banners and distribution of any advertising medium** at prime locations in the NIT-C campus.
 - **Pre-posters, invitations and posters sent to schools** across the state.
 - The **official website, Facebook page and other social media websites.**
 - **Media coverage.**
- **Souvenirs and mementos** post-Tathva '16.
- Exclusive features in official **promotional videos and after-movies.**
- Database of event participants.
- Announcements at regular intervals.

Associate Sponsor: ₹1,00,000/-

- The initiative will be solely addressed as **NIT-C and Tathva '16 present <Title Sponsor>Samasya '16 in association with <Associate Sponsor>**.
- **Promotional stalls** in the campus during Tathva '16.
- Provision for **student interaction and promotion** inside the event area.
- **Banners and advertising material** in the Samasya event area
- Logo on **certificates, mementos and material** pertaining to the event.
- Premium branding through :
 - **Banners and distribution of any advertising medium** at prime locations in the NIT-C campus.
 - **Pre-posters, invitations and posters sent to schools** across the state.
 - The **official website, Facebook page and other social media websites**.
 - **Media coverage**.
- Exclusive features in official **promotional videos and after-movies**
- **Database** of event participants.
- **Announcements** at regular intervals.

Official Wear Sponsor: ₹3,00,000/-

- The <Company Name> will be printed prominently on all **Tathva '16 Official Wear, 5000+** in number.
- Premium branding through:
 - **Banners and distribution of any advertising medium** at prime locations in the NIT-C campus.
 - **Pre-posters, invitations and posters sent to over 900 colleges** across the nation.
 - **Posters in and around Calicut city** for the week leading to Tathva '16, and for **publicity events**.
 - The **official website, Facebook page and other social media websites**.
 - **Media releases and coverage**.
- **Promotional stalls** in the campus during Tathva '16.
- Logo on **official website and Facebook page**.
- **Database** of participants.
- **Announcements** at regular intervals.
- **Souvenirs and mementos** post-Tathva '16.
- Exclusive features in **official promotional videos and after-movies**.

Lecture Sponsor: ₹1,00,000/-

- The lecture will be solely addressed as **<Guest>Lecture presented by <Lecture Sponsor>**.
- Extensive **media coverage**.
- Opportunity to associate with National and International **eminent personalities** from various fields of technology and management.
- Provision for **student interaction and promotion** before the lecture begins.
- **Promotional stalls** in the campus during Tathva '16.
- **Banners and advertising material** in the event area.
- Logo on all **notices and posters** of the event.
- Logo on **official website and Facebook page**.
- Logo on **event videos**.
- **Announcements** at regular intervals.

Workshop Sponsor : ₹1,00,000/-

- The workshop will be solely addressed as **<Workshop Sponsor> presents <Workshops>**.
- Opportunity to **conduct innovative workshops** and **interact with the best minds** from technical institutions across the nation.
- Logo on **workshop entry passes**.
- **Banners and advertising material** in the event area.
- Logo on all **notices and posters** of the event.
- Logo on **official website and Facebook page**.
- Logo on **event videos**.

Ticket pricing, division and additional details to be finalized after discussion with Tathva '16 Workshop Team.

Certificate and I.D. Sponsor: ₹1,00,000/-

- Branding on all Tathva '16 certificates given to over **1800** participants.
- Branding on all Tathva '16 Identification Cards given to over **4000** participants, lecturers, artists, guests and organizers.
- **Banners and advertising material** to be displayed during Tathva '16.
- Provision for **student interaction and promotion**.
- Logo on **official website and Facebook page**.
- **Database** of event participants.
- **Announcements** at regular intervals.

Registration Sponsor: ₹80,000/-

- Branding on **Official Tathva '16 Registration Booklets** given to over **1800** participants.
- **Banners and advertising material** to be displayed during Tathva '16.
- Provision for **student interaction and promotion**.
- Logo on **official website and Facebook page**.
- **Database** of event participants.
- **Announcements** at regular intervals.

Syllabus booklet sponsorship details on further discussion.

Event Sponsor: ₹70,000/-

- Event will be solely addressed as **<Event Sponsor> presents <Event>**.
- **Banners and advertising material** in the event area.
- Logo on all **notices and posters** of the event.
- Provision for **student interaction and promotion** inside the event area.
- Logo on **certificates, mementos and material** pertaining to the event.
- Logo on **official website and Facebook page**.
- Logo on **event videos**.
- **Database** of event participants.
- **Announcements** at regular intervals.

Promotional Stall: ₹35,000/-

- Promotional stall at an attractive position **during 3 days of Tathva**.
- **Banners, posters and distribution** will be permitted at the Venue.
- Provision for **student interaction and product marketing** at the venue.

Official Partner : ₹60,000/-

- Title of **Tathva '16 Official Partner**.
- Provision for **student interaction and promotion** during Tathva '16.
- Premium branding through :
 - **Banners and distribution of any advertising medium** at prime locations in the NIT-C campus.
 - **Pre-posters, invitations and posters sent to over 900 colleges** across the nation.
 - **Posters in and around Calicut city** for the week leading to Tathva '16, and for **publicity events**.
 - The **official website, Facebook page and other social media websites**.
 - **Media releases and coverage**.
- **Database** of event participants.
- Exclusive features in official **promotional videos and after-movies**.
- **Announcements** at regular intervals.

Young Engineer Sponsor: ₹80,000/-

- 'Young Engineer' at Tathva '16 will be known as **NIT-C presents <YE Sponsor> Young Engineer.**
- **Premium branding** in invitations, pre-posters and posters sent to schools all over Kerala.
- **Promotional stalls** in the campus during Tathva '16.
- **Banners and advertising material** in the event area.
- Logo on all **notices and posters** of the event.
- Provision for **student interaction and promotion** inside the event area.
- Logo on **certificates, mementos and material** pertaining to the event.
- Logo on **official website and Facebook page.**
- Logo on **event videos.**
- **Database** of event participants.
- **Announcements** at regular intervals.

Informals Sponsor: ₹80,000/-

- Tathva '16 **INFORMALS** will be solely addressed as <INFORMALS Sponsor> presents TathvaOnTheSpot.
- **Premium location** on the **NIT-C Rajpath**, having **maximum crowd visibility** and **interaction opportunity**.
- **Banners and advertising material** in the event area.
- **Announcements** by the **event hosts of TOTS**.
- Logo on all **notices and posters** of the event.
- Provision for **student interaction and promotion** inside the event area.
- Logo on **certificates, mementos and material** pertaining to the event.
- Logo on **official website and Facebook page**.
- Logo on **event videos**.

Clueless Sponsor: ₹50,000/-

- Tathva '16 **CLUELESS** online treasure hunt will be solely addressed as <CLUELESS Sponsor> presents Tathva '16 **CLUELESS**.
- **Branding** on **official Clueless website**, reaching a loyal following of over **10,000 gamers**.
- Logo on **official website and Facebook page**.
- **Banners and advertising material** to be displayed during Tathva '16.
- Logo on all **notices and posters** of the event.
- Logo on **certificates, mementos and material** pertaining to the event.

Aavishkaar

Title Sponsor: ₹2,50,000/-

- The initiative will be solely addressed as “**NIT-C and Tathva ‘16 present <Title Sponsor>AAVISHKAAR ‘16**”.
- Opportunity to associate with the students of NIT-C in developing creative solutions for the **betterment of society**.
- Extensive and effective **media coverage**.
- **Interactive sessions** with the students.
- **Promotional stalls** in the campus during Tathva ‘16.
- **Promotional events during Tathva ‘16**.
- Premium branding in all **official ceremonies, press conferences and publicity events**.
- Premium branding through :
 - **Banners and distribution of any advertising medium** at prime locations in the NIT-C campus.
 - **The official website, Facebook page and other social media websites**.
- Exclusive features in official **promotional videos and after-movies**.

Associate Sponsor: ₹1,00,000/-

- The initiative will be solely addressed as “**NIT-C and Tathva '16 present <Title sponsor> present AAVISHKAAR '16 in association with <Associate Sponsor>**”.
- Opportunity to associate with the students of NIT-C in developing creative solutions for the **betterment of society**.
- Extensive and effective **media coverage**.
- **Interactive sessions** with the students.
- **Promotional stalls** in the campus during Tathva '16.
- **Promotional events during Tathva '16**.
- Premium branding in all **official ceremonies, press conferences and publicity events**.
- Premium branding through:
 - Banners and distribution of any advertising medium at prime locations in the NIT-C campus.
 - The official website, Facebook page and other social media websites.
- Exclusive features in official **promotional videos and after-movies**.

Pro-Nites Sponsor:

₹3,00,000/-

- The pro-nites will be solely addressed as <Company Name> presents <Tathva Pro-nites>.
- Premium branding through:
 - **Banners and distribution of any advertising medium** at prime locations in the NIT-C campus.
 - **Posters in and around Calicut city** for the week leading to Tathva, and for **publicity events**.
 - The **official website, Facebook page and other social media websites**.
 - **Media releases and coverage**.
- Logo on the **LED Backdrop** at the Open Air Theatre for a crowd of over **8000**.
- **Banners, flexes** and distribution of any advertising medium are made admissible at the premises of **Open Air Theatre (OAT)**.
- Logo on the **tickets** for the pro-nites.
- **VIP passes** for representatives of the company.
- **Souvenirs & Mementos** after Tathva '16.

Wheels

Title Sponsor: ₹2,00,000/-

- The initiative will be solely addressed as **NIT-C and Tathva '16 present <Title Sponsor>Wheels '16.**
- Extensive and effective **media coverage.**
- Provision to put **automobiles on display** at the Wheels venue.
- **Largest crowd-puller** of Tathva '16.
- **Interactive sessions** with the students and crowd.
- **Promotional stalls** in the campus during Tathva '16.
- **Promotional events during Tathva '16.**
- Premium branding in all **official ceremonies, press conferences and publicity events.**

- Premium branding through :
 - **Banners and distribution of any advertising medium** at prime locations in the NIT-C campus.
 - **Pre-posters, invitations and posters sent to over 900 colleges** across the nation.
 - **Posters in and around Calicut city** for the week leading to Tathva, and for **publicity events**.
 - The **official website, Facebook page and other social media websites**.
- **Souvenirs and mementos** post-Tathva '16.
- Exclusive features in official promotional videos and after-movies.

Associate Sponsor: ₹1,00,000/-

- The initiative will be solely addressed as **NIT-C and Tathva '16 present <Title Sponsor>Wheels '16 in association with <Associate Sponsor>**.
- Extensive and effective **media coverage**.
- Provision to put **automobiles on display** at the Wheels venue.
- Largest **crowd-puller** of Tathva '16.
- **Interactive sessions** with the students.
- **Promotional stalls** in the campus during Tathva '16.

- **Promotional events** during Tathva '16.
- Premium branding in all **official ceremonies, press conferences and publicity events.**
- Premium branding through:
 - **Banners and distribution of any advertising medium** at prime locations in the NIT-C campus.
 - **Pre-posters, invitations and posters sent to over 900 colleges** across the nation.
 - **Posters in and around Calicut city** for the week leading to Tathva, and for **publicity events.**
 - The **official website, Facebook page and other social media websites.**
- Exclusive features in official **promotional videos and after-movies.**

Adizya '16

At Tathva, the artistically inclined have created a niche for themselves. Adizya, organized by the architecture students of NIT-C, has grown to become a synonym for creative marvel in the realm of college fests by taking artistic talent and intent to higher levels of realization with each passing year.

Association with Adizya '16 is to be decided following discussions with Adizya team.

BizSpark

In this exciting era of possibilities where entrepreneurs are the key drivers of tomorrow's innovations, we bring forth a symposium aimed at providing the elusive niche all aspiring entrepreneurs crave – BizSpark. An opportunity to pitch their ideas which may one day revolutionize the world as we know it. An environment where they are encouraged and critiqued, that they may evolve into better ideators. BizSpark intends to nurture the seed of entrepreneurship amongst the aspirants with its illustrious panel of judges, composed of real-world visionaries and advisors. The management fest boasts of unique competitions such as the Boardroom, Socio-Bizz, and its flagship event, B-Plan, which invites ardent participation from aspiring start-ups. It will also host a series of lectures by eminent figures of the domain.

Sponsorship

Title Sponsorship: ₹3,00,000

- This initiative will solely be addressed as NIT-C and Tathva'16 presents <Title sponsor>BizSpark.
- Assuring a unique sponsorship **opportunity to connect with and interview** the young and shrewd business minds of our country that BizSpark entices.
- Prompting students to tackle business challenges and frame smart solutions.
- Platform to **encourage newer ideas for start-ups, establishments, expansions** etc.
- Endless possibilities of **Investment opportunities for the sponsor**, taking successful innovations into corporate levels.
- Brand gets the benefit of being **one of the official associate of Tathva'16.**

Tathva'16 will be known as NIT-C presents <Title sponsor of Tathva>Tathva'16 in association with<**Associate Sponsor**>.

- Access to **student resumes and databases.**
- **Exclusive teasers and video ads** for the event.
- Announcements at regular intervals.
- Branding on **Tathva'16 Identification Cards** given to the participants.
- **Promotional stalls** set up within the campus.
- Various **promotional events** during Tathva runtime.
- Sponsorship benefit of **ONE popular Tathva** Event.

- Premium branding through:
 1. Logo on **promotion videos and event** videos.
 2. **Exclusive brochure** for the event, bearing the brand logo.
 3. Logo on **pre-posters, pamphlets** sent to over 800 colleges spanning the nation.
 4. Logo on **certificates, mementos** etc. pertaining to the event.
 5. **Banners (6X4ft)** erected at prime locations of the event ensuring maximum visibility.
 6. **Media releases and coverage.**
 7. Impactful **online publicity** through Facebook, Twitter, Instagram and other social networking sites.

Associate Sponsor: ₹1,50,000

- This initiative will solely be addressed as NIT-C and Tathva'16 present <Title sponsor>BizSpark in association with <Associate sponsor>.
- Associate with **the brightest business** minded college students of the nation.
- Platform for the conflux of business and entrepreneurial ideas.
- **Exposure** to the multitude of competitive companies summoning at the event.
- Access to **student databases**.
- Premium branding through:
 1. Logo on **promotion videos** and **event videos**.
 2. **Posters** in an around **Calicut city**, displaying brand logo.
 3. Listing on all **advertising and promotional medium** as the associate sponsor of the event.
 4. **Exclusive brochure** for the event, bearing brand logo.
 5. Logo on **certificates, mementos** etc. pertaining to the event.
 6. **Two Banners (6x4ft)** at prime locations within the campus.
 7. Online publicity through Facebook, Twitter and other social networking sites.