

# SPONSORSHIP BROCHURE

2026

21<sup>st</sup> & 22<sup>nd</sup> May

AUKTAVE 2026 is the annual flagship technology festival of Amity University Kolkata, designed to bring together innovation, competition, and creativity on a single platform.

With participation from students across multiple institutions and disciplines, the event delivers a high-energy environment combining technical excellence, creative expression, and industry engagement.

This sponsorship brochure outlines opportunities for brands to gain visibility, connect with a dynamic audience, and become part of a growing institutional legacy.

## Presented by

**ASETK**

(Amity School of Engineering  
& Technology Kolkata)

## Co-Presented By

**IEEE AUK SB**

(IEEE Amity University Kolkata  
Student Branch)





# ABOUT THE EVENT

AUKTAVE 2026 is a two-day interdisciplinary festival that blends technology, creativity, and competition into a unified experience, bringing together students, innovators, and industry exposure.

AUKTAVE, Amity University Kolkata Technical And Visionary Expo, 2026 is the annual technology festival of Amity University Kolkata, designed to create a dynamic platform for innovation, collaboration, and real world problem solving, to be held on 21<sup>st</sup> and 22<sup>nd</sup> May.

The event features a diverse mix of technical competitions, creative showcases, and industry-oriented sessions, attracting participants from multiple colleges and disciplines.

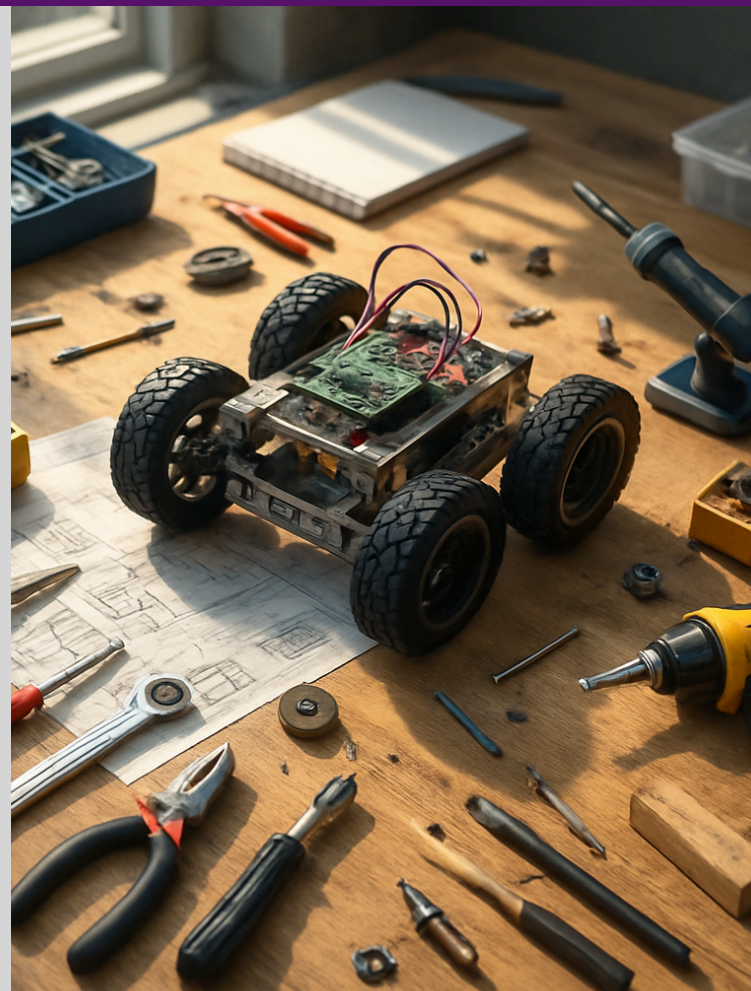
With a structured execution model and high-engagement event lineup, AUKTAVE delivers an ecosystem where ideas are built, showcased, and celebrated.

## ➤ FIRST OBJECTIVE

To provide participants with a platform to apply their technical and creative skills in real-world scenarios through competitions, showcases, and collaborative problem-solving environments.

## ➤ SECOND OBJECTIVE

To bring together students from diverse academic backgrounds, encouraging collaboration across domains and fostering a culture of innovation, creativity, and shared learning.



# EVENT HIGHLIGHTS

## ➤ 24-HOUR HACKATHON

A high-intensity innovation challenge where participants build and present solutions within 24 hours, ensuring continuous engagement and strong audience attention.



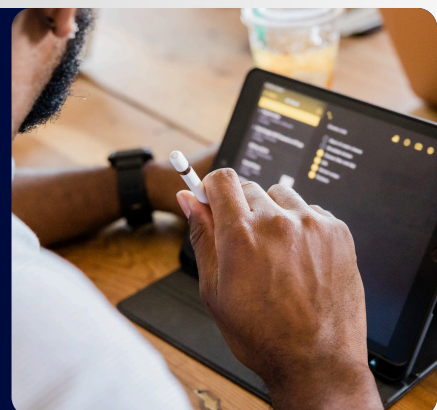
## ➤ ROBOTICS COMPETITION

A hands-on technical event where teams design and operate robotic systems to complete structured challenges, showcasing innovation and engineering skills.  
Events Include: Maze Solver, Drone Obstacle & Line Follower



## ➤ RESEARCH AND PROJECT EXPO

An exhibition platform for innovative projects and prototypes, encouraging real-world application and interactive audience engagement.



# EVENT HIGHLIGHTS

## ➤ AI SHORT FILM SHOWCASE

A creative competition blending storytelling and AI tools, where participants present visually engaging and concept-driven short films.



## ➤ TECH DEBATE

A fast-paced intellectual competition focused on analytical thinking, technical awareness, and structured argumentation.



## ➤ KEYNOTE SESSIONS

Expert-led sessions delivering insights into emerging technologies, industry trends, and real-world applications.





# AUDIENCE AND SCALE

AUKTAVE 2026 brings together a diverse and high-engagement audience, combining students, innovators, and emerging professionals from multiple institutions.

The festival is designed to attract a wide range of participants across technical, creative, and interdisciplinary domains. With structured outreach, inter-college engagement, and IEEE-backed participation, AUKTAVE ensures both scale and quality of audience.

The combination of internal participation and external outreach creates a balanced ecosystem, enabling brands to engage with a diverse and highly active student demographic.

## ➤ 300+ AUK STUDENTS

Active participation from students across all departments of Amity University Kolkata, ensuring strong on-campus engagement and visibility.

## ➤ 250+ EXTERNAL PARTICIPANTS

Expected participation from multiple colleges across Kolkata, expanding reach beyond a single institution and increasing brand exposure.

## ➤ MULTI-COLLEGE PARTICIPATION

Engagement across various academic institutions, creating a competitive and collaborative environment with diverse talent pools.

## ➤ IEEE + FACULTY + GUESTS

Presence of IEEE members, faculty, and invited guests adds credibility, professional exposure, and structured engagement to the event.



# BRAND EXPOSURE

AUKTAVE 2026 provides multi-channel brand visibility across digital platforms and on-ground touchpoints, ensuring consistent exposure before, during, and after the event.

The festival is supported by a structured promotion and branding strategy designed to maximize reach and engagement. Sponsors benefit from strategic placement, audience engagement, and integrated branding throughout the festival experience. This integrated approach enables brands to build recognition, engagement, and recall within a highly active student-driven environment.

## ➤ DIGITAL VISIBILITY

Brand presence across social media campaigns including Instagram posts, reels, and event promotions, ensuring extended reach beyond the campus audience.

## ➤ ON-GROUND BRANDING

Logo placement on banners, standees, posters, certificates, ID Cards, merchs and display screens, ensuring strong visibility throughout the venue.

## ➤ STAGE & EVENT INTEGRATION

Brand mentions during announcements, emcee shoutouts, and integration within key event segments, increasing recall and audience attention.

## ➤ DIRECT ENGAGEMENT

Opportunities for setups, activations, and direct interaction with participants, enabling real-time brand connection and engagement.



# SPONSORSHIP OPPORTUNITIES

## ➤ TITLE SPONSOR

₹25,000

- Naming rights
- Speaking opportunity at inaugural
- Logo on all creatives, certificates & media
- Dedicated video branding & Presentation Slot
- 3 premium standees



## ➤ POWERED BY

₹15,000

- Prominent logo placement
- Event mentions & announcements
- Branding on official creatives
- Video branding slot
- 2 standees



## ➤ SPONSORED BY

₹10,000

- Logo on promotional materials
- Event-level branding
- Certificate branding
- 1 standee



# SPONSORSHIP OPPORTUNITIES

## ➤ CO-SPONSORED BY

₹5,000

- Logo on selected creatives
- EMCEE mentions
- Certificate branding



## ➤ PARTNERS

₹2,000

- Logo on posters & screens
- On-ground recognition
- Basic promotional visibility



## ➤ IN-KIND SPONSORSHIP

NA

We welcome collaborations in the form of products, services, or logistical support.

Examples:

Food & Beverage, Merchandise, Media Coverage, Hydration, etc. Benefits include:

- Branding equivalent to contribution
- Product/service integration
- Event mentions





# WHY SPONSOR US?

AUKTAVE 2026 offers brands a unique opportunity to connect with a highly engaged student audience in a dynamic, high-energy environment.

With structured promotions, on-ground branding, and direct interaction channels, sponsors gain meaningful visibility and measurable impact beyond traditional advertising.



## ➤ TARGETED EXPOSURE

Direct access to a focused student audience across technical, creative, and management disciplines, ensuring relevant and high-quality engagement.

The festival attracts participants from multiple colleges, offering brands visibility within a diverse and dynamic youth demographic.

## ➤ ENGAGEMENT OPPORTUNITIES

Interactive touchpoints through stalls, activations, competitions, and on-ground presence, enabling real-time connection with participants.

Brands can create memorable experiences and build direct relationships with potential consumers.

## ➤ MULTI-CHANNEL PROMOTION

Brand visibility across social media campaigns, on-campus promotions, event creatives, and live announcements—before, during, and after the event.

Continuous digital engagement ensures extended reach beyond just on-ground presence.

## ➤ PROVEN TRACK RECORD

Backed by ASETK and IEEE Student Branch, the event is structured for scale, credibility, and long-term growth as a recurring flagship festival.

Built with a vision of continuity, the platform offers brands long-term association potential.



# SPONSOR DELIVERABLES

AUKTAVE 2026 ensures measurable value for all sponsors through structured reporting, documentation, and post-event insights, delivering clear visibility on brand impact and engagement.

Beyond on-ground visibility, the festival provides detailed post-event deliverables to ensure transparency and measurable return on investment. From analytics and media coverage to branding documentation, sponsors receive a complete overview of their engagement and exposure throughout the event.

## ➤ EVENT IMPACT REPORT

A comprehensive summary of event execution, participation scale, and overall outcomes, highlighting the reach and effectiveness of the festival.

## ➤ BRANDING DOCUMENTATION

High-quality photographs and videos capturing brand placements, on-ground visibility, and engagement moments during the event.

## ➤ DIGITAL PERFORMANCE ANALYTICS

Insights into social media reach, impressions, engagement rates, and campaign performance across promotional platforms.

## ➤ PARTICIPATION & AUDIENCE DATA

Detailed statistics on participant numbers, team registrations, and audience demographics across multiple institutions.

## ➤ SPONSOR VISIBILITY REPORT & ASSETS

Detailed statistics on participant numbers, team registrations, and audience demographics across multiple institutions and media assets



# LET'S CONNECT WITH US!

AUKTAVE 2026 is more than an event, it is the foundation of a long-term platform built on innovation, collaboration, and growth.

With a vision to evolve into a flagship annual festival, this initiative offers brands the opportunity to become early partners in a rapidly growing ecosystem.

Join us in shaping an experience that brings together talent, creativity, and technology at scale.

GET IN TOUCH



+91 8240253854



info.auktave@gmail.com