



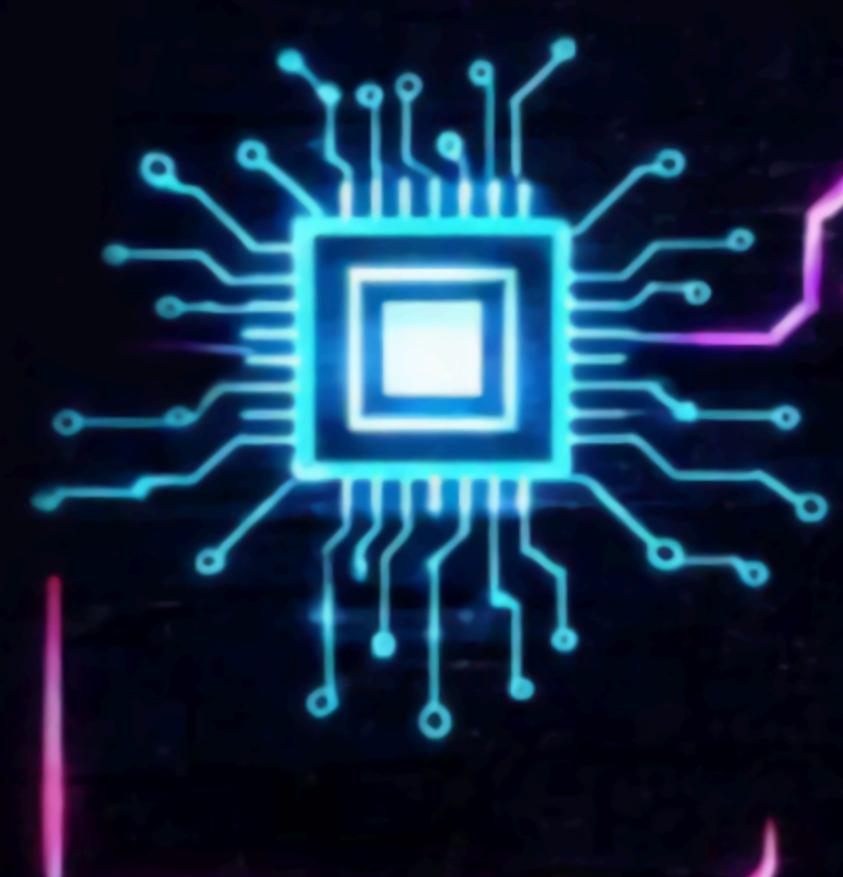
Newton School  
of Technology



**S-VYASA**  
Deemed to be University

# YAYAM

## SPONSORSHIP BOOKLET



# 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.

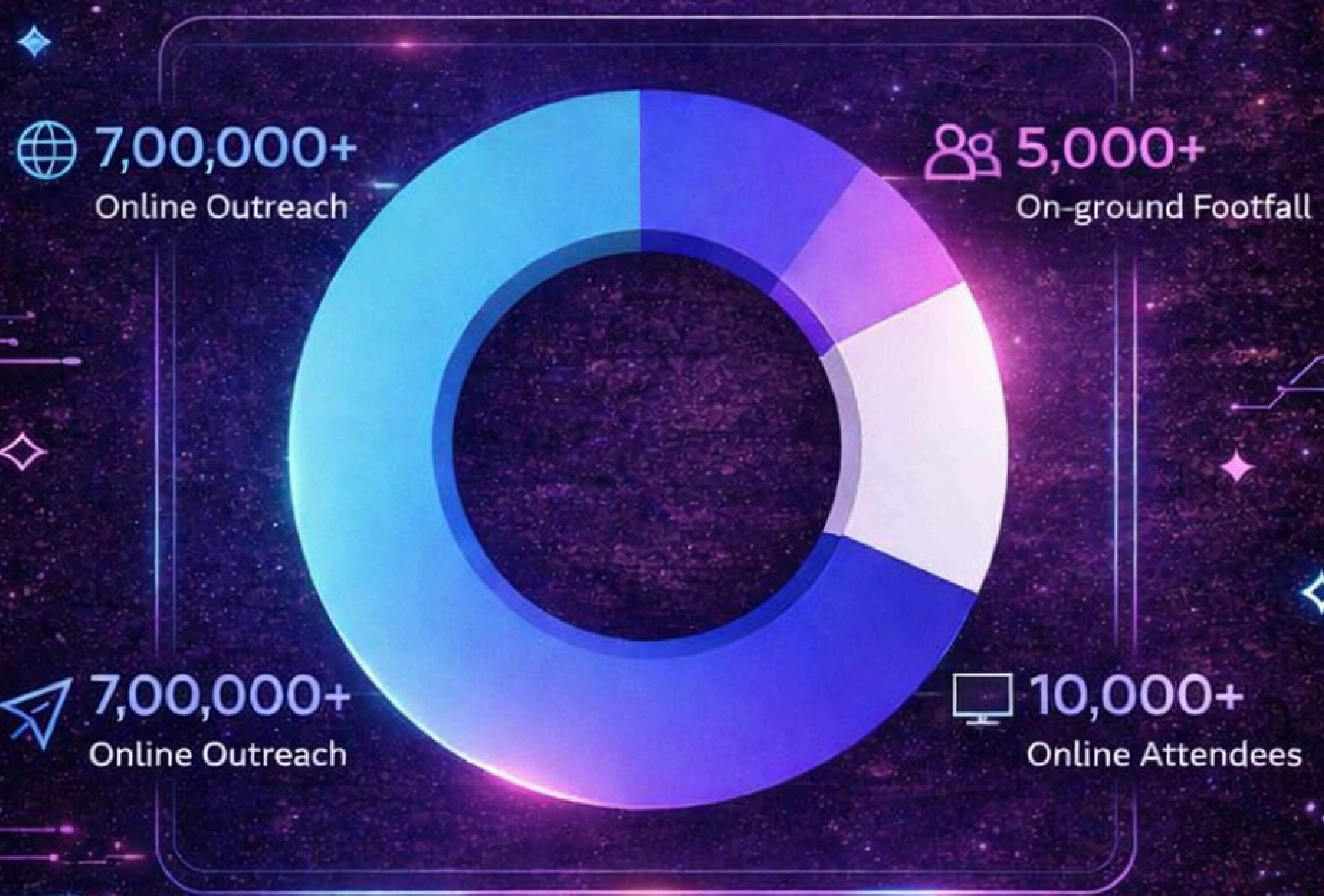
As part of S-VYASA University, **Newton School of Technology** is proud to host Aayam – The Tech Fest. This event will feature cutting-edge tech challenges, innovation-driven competitions, and interactive experiences, bringing together the brightest minds to celebrate technology and creativity.

# AAYAM



# PAST EVENTS – PUNE CAMPUS

## TEKRON



**blinkit**

**AIESEC**

**unstop**



## PAST EVENTS – SONIPAT CAMPUS

### NEUTRON

#### Neutron '25 Highlights

2K+  
Footfall

300K+  
Social Media

NEUTRON



4K+  
Footprint

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



AAYAM



# PAST EVENTS OF SONIPAT CAMPUS

## NEUTRON

### Neutron '26 Expectations



**Footfall**

3k+



**Social Media**

800k+



**Footprint**

6k+



**AAYAM**

# OUR OFFERING

## Title Sponsor

₹ 5,000,000

### 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

**AAYAM**



# OUR OFFERING

## Concert Sponsor

₹ 3,00,000

### 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**

# OUR OFFERING

## Concert Sponsor

**3,00,000 INR**

- ◆ Recognition as “Live Experience Partner” for Aayam.
- ◆ Logo mention in the official brochure shared across 250+ colleges and 15,000+ participants.
- ◆ Logo appearance on the official Aayam website sponsor section with redirect link.
- ◆ Brand visibility across concert creatives, promotions, and announcements including:
  - ◆ Two Instagram feed posts
  - ◆ Concert-day story mentions
  - ◆ One promotional reel from the official page
- ◆ Logo featured on:
  - ◆ Concert stage backdrop
  - ◆ LED screens (if applicable)
  - ◆ Venue banners
  - ◆ On-stage brand acknowledgment by host/anchor
- ◆ Logo inclusion in the official Aayam concert aftermovie.
- ◆ YouTube brand mention on the **Newton School of Technology – BLR** official channel.
- ◆ 20 complimentary passes including VIP / front-zone access (as applicable).

**AAYAM**

# OUR OFFERING

## Associate Partner

1,50,000 INR

- ❖ Naming rights as “Associate Partner” for Aayam.
- ❖ Logo mention in the official brochure, shared across 250+ colleges and 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).
- ❖ Story mentions from the official festival page during the festival days.
- ❖ Logo featured in the official aftermovie of Aayam.
- ❖ 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.

**AAYAM**

# OUR OFFERING

## Barter/In-Kind Partner

### BENEFITS:

- ◆ Recognition as “Barter / In-Kind Partner” for AAYAM.
- ◆ Logo mention in the official brochure shared across 250+ colleges and 15,000+ participants, and logo appearance on the official AAYAM website sponsor section (with redirect link).
- ◆ One Instagram feed post on the official festival page featuring your brand/logo.
- ◆ Logo appearance on select Aayam 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).

**AAYAM**

# CONTACT US

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