



S-VYASA
Deemed to be University

AXAM

**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 SvYASA Universitys, **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



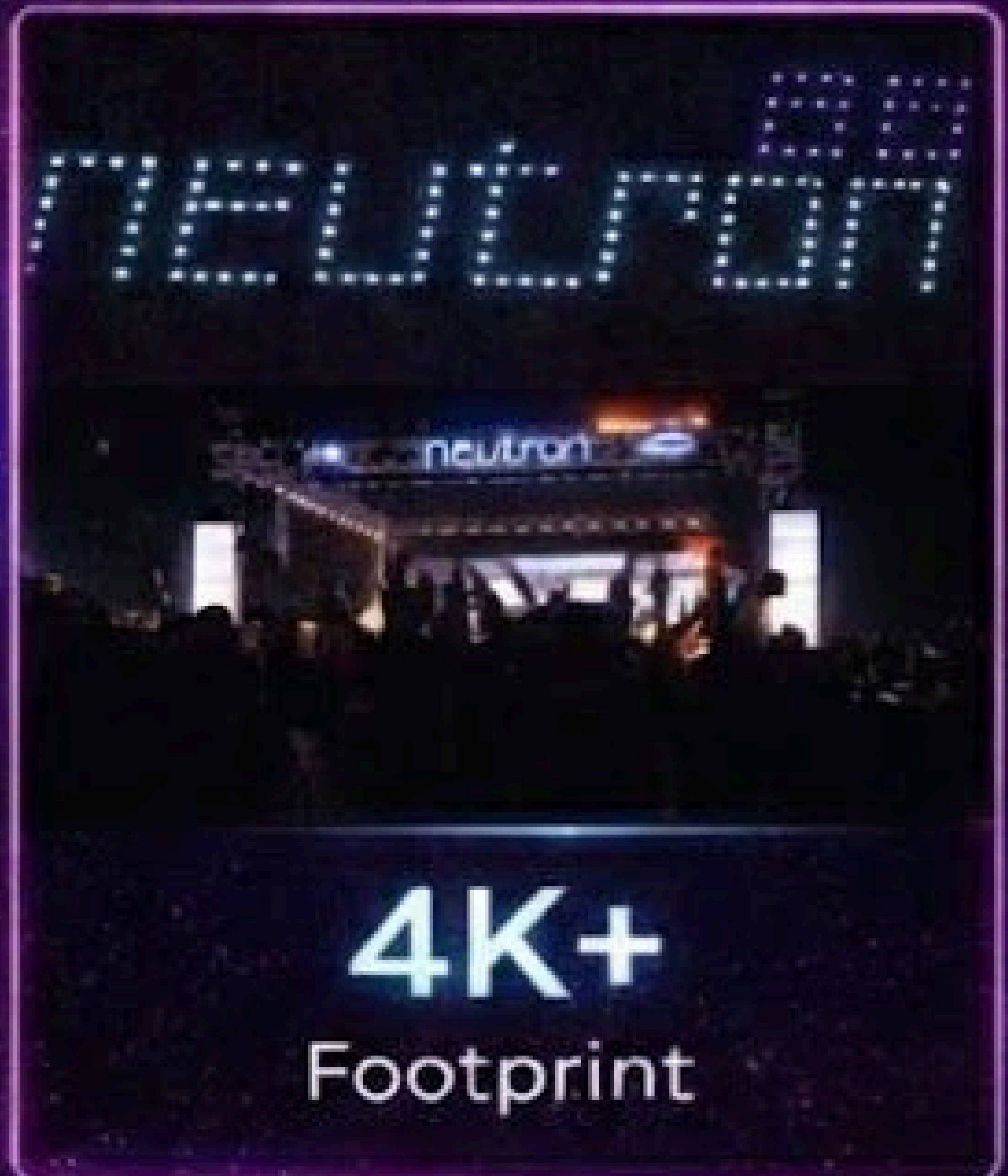
PAST EVENTS – SONIPAT CAMPUS

NEUTRON

Neutron '25 Highlights

 **2K+**
Footfall

 **300K+**
Social Media



4K+
Footprint

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



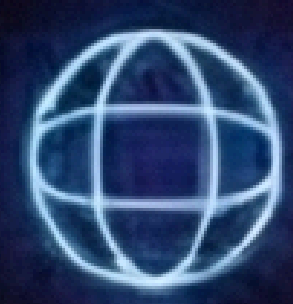
AAYAM



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.

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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).

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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 Tecnology** – BLR official channel.
- » Logo exposure on the main banner standees placed across event venues (2–3).
- » 10 complimentary passes for our event.

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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).

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