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# Pravega 2021 (Online Edition)

29 July 2021 – 1 August 2021

**Indian Institute of Science, Bengaluru's UG Fest**

Pravega is a celebration of science. With its inception in the year 2014 as IISc, Bengaluru's annual science, tech and cultural fest, Pravega has grown to become the largest science fest in India and one of the top 10 college fests in India. With a footfall of over 12 thousand people, it attracts bright, young, and aspiring students from across the country.

## Why associate with Pravega?

- An opportunity to interact and involve with bright young minds of the country.
- Associating with IISc through Pravega will add great brand value and also is an opportunity to increase popularity amongst students and propagate a positive opinion of your brand.
- Perfect opportunity to initiate and improve relations with academia and like-minded individuals at current frontiers of science and technology.

## Successes of Pravega 2020

In 2020, Pravega partnered with Airbus as the title sponsor and successfully conducted the fest on 31st January to 2nd February. Pravega 2020 saw many amazing and new, meaningful events with participation from all major IITs and IISERs from across the country. Pravega's science headlining event, the second edition of the Pravega Innovation Summit, with a prize pool of 1,00,000 INR, was successfully conducted. In a first for Pravega, its cultural headliner, ProNites day 2, saw us host the British progressive metal band Monuments, which was wildly successful. Other artists who performed include Karunesh Talwar, Masala Coffee and Pineapple Express.

Pravega hosted multiple science and technical events like a hackathon to test technical knowledge, multiple chemistry, mathematics based events, escape room challenges, a biological puzzle game Whodunnit and quizzes hosted by prominent quizmasters. Pravega also hosted a national level physics competition.

On the cultural side, we conducted the Battle of Bands musical event in multiple cities across India, with the finals headlining day 2 of Pronites. Other cultural events included street theatre, stage theatre and two dance events.

As a science fest, Pravega prides itself upon its workshops. In 2020, Pravega organised over 20 workshops on various topics from machine learning and AI to robotics and ethical hacking. These workshops were very popular and had over 2500 attendees.

## What's in store for 2021?

To cope up with the pandemic situation, we have decided to conduct the fest online. Carrying forward from previous years, our science events will include the Pravega Innovation Summit - a platform for innovative ideas in research, Decoherence - a national level physics contest, and a science exhibition. The cultural part will include Lasya - a dance competition, Proscenium and Footprints - stage and street theater competitions. We are also going to conduct various subject-specific events like Whodunnit, Chemenigma, Enumeration etc along with lots of quizzes and other interdisciplinary events. Coming to the technical side, we will conduct events like game development, hackathon, competitive coding etc. Also returning will be the ever-popular workshops covering wide range of topics. Apart from these a plethora of lighthearted events including, but not limited to a murder mystery, dance event, photography and so on.

## What ways can you associate with Pravega?

Being a large fest with over 12,000 attendees in 2020, Pravega has a multitude of needs, both monetary and otherwise. A reasonable offer can be made to the sponsorship team that is mutually beneficial, including but not limited to the following roles:

- Title sponsor
- Event partner
- Publicity partner
- Media partner
- Merchandise partner

## Tiers of sponsorship

- Title sponsor
  - Sponsorship amount: 5,00,000+ INR
  - Branding
    - Logo integration with Pravega
    - Name integration with Pravega
  - Advertisement
    - Logo on all social media posts
    - Logo on all certificates
    - Logo on our website
    - Mention on all oral announcements during the fest
    - Video ad before major events
    - 1 page ad in brochure
    - A prize or activity can be named by the sponsor
    - Co-branded webinars

- Event sponsor
  - Sponsorship amount: 30,000+ INR towards a specific event.<sup>1</sup>
  - Mention at all places/posts pertaining to the specific event(s) (social media, website, brochure, souvenir, announcements, certificates).
- Association sponsor
  - Sponsorship amount: 10,000+ INR
  - Logo on website and a dedicated post on our social media platforms

N.B. The size of the logo is dependent on sponsorship slab. Requisite videos, pictures and/or any type of advertisement material required should be provided to us. Apart from these, if you believe there are other means by which you can contribute to Pravega, we are open to suggestions.

## Contact information

Please do not hesitate to contact us regarding queries that you may have. We will be happy to set-up an online meeting for further clarifications.

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<sup>1</sup> Note that upto 30% of this may be used towards general fest expenditures by Pravega