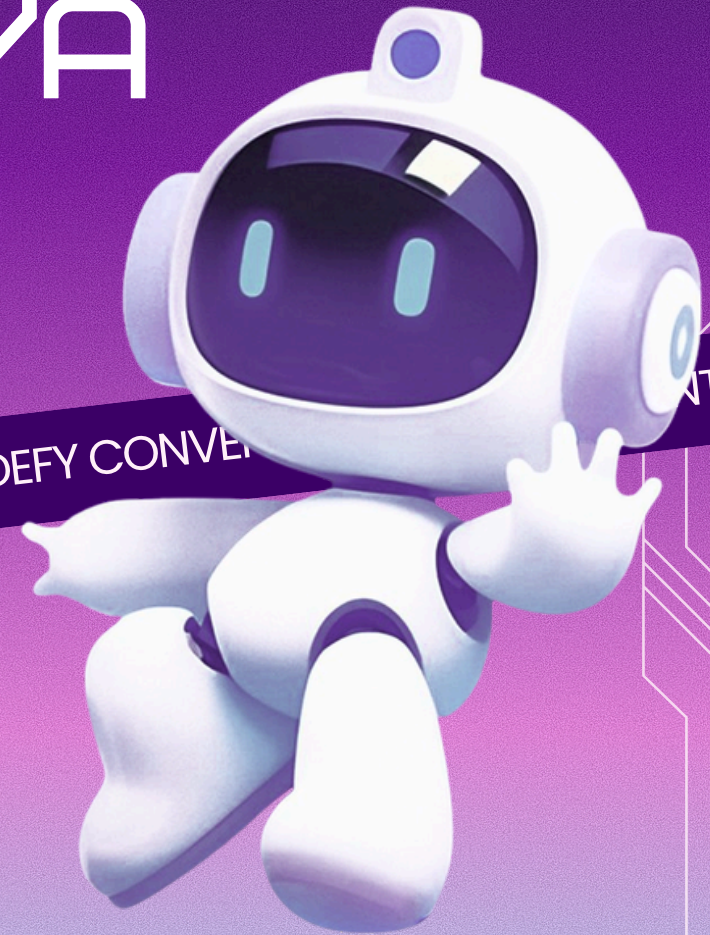


ADAMAS UNIVERSITY
SCHOOL OF ENGINEERING AND TECHNOLOGY
PRESENTS



SIGNIFIYA 2026



VENTION • DEFY CONVENTION • DEFY CONVENTION • DEFY CONVENTION • DEFY CONVENTION • DEFY CONVENTION • DEFY CONVENTION • DEFY CONVENTION • DEFY CONVENTION • DEFY CONVENTION



27th & 28th March 2026



ADAMAS KNOWLEDGE CITY CAMPUS



EVENT HIGHLIGHTS

- Participation from 5,000+ university students
- 20+ colleges invited, with an expected audience of 1,000+ attendees
- 2-day flagship event featuring multiple activities and engagements
- Large-scale stage and big-screen setup for enhanced audience experience
- High student footfall ensuring strong on-ground engagement

BENEFITS FOR SPONSORS

- Opportunity to showcase products or services to a highly engaged student audience
- High brand visibility among a diverse group of potential customers
- Platform to demonstrate innovative or unique offerings
- Opportunities for corporate networking and future collaborations
- Direct customer feedback and market insights
- Extensive digital marketing reach through student-driven social media promotions



TITLE SPONSOR

Investment: Rs.60,000

Why should you get this?

Brand ownership of the entire event. Maximum dominance, recall, and long-term association.

BENEFITS

- Official designation as **“Title Sponsor: Signifiya 2026”**
- Event name co-branding:
 - *Signifiya 2026 powered by [Sponsor Name]*
- **Top-most logo placement** across all channels:
 - Website (hero banner)
 - Social media (all posts)
 - All print & digital creatives
- **Category exclusivity** (Maximum 2 Title Sponsors)
- **Prime on-ground branding:**
 - Main stage backdrop
 - Entry arch branding
 - Largest banner placements
- **Largest dedicated stall space** in prime location
- **Multiple social media integrations:**
 - Estimated reach: **50,000+ users**



EVENT SPONSOR

Investment: Rs.25,000

Why should you get this?

Balanced visibility + engagement at a controlled budget.

BENEFITS

- Recognition as **Event Sponsor: Signifiya 2026**
- Logo placement on:
 - Website
 - Event-specific social media posts
 - Print media related to event activities
- **Dedicated stall space**
- **Banner placement** in audience circulation areas
- **Social Media outreach**
 - Estimated reach: **20,000+ users**



DIAMOND SPONSOR

Investment: Rs.20,000

Why should you get this?

High recall and direct student interaction.

BENEFITS

- Logo placement:
 - Website (large size)
 - Select print media
- **Prime banner placement** near stage / entry
- **Dedicated stall space**
- **1 dedicated social media post**
- Opportunity to:
 - Distribute samples or coupons

PLATINUM SPONSOR

Investment: Rs.15,000

Why should you get this?

Brand presence with **light audience interaction.**

BENEFITS

- Logo placement:
 - Website (medium size)
 - Selected print media
- **Banner display** at semi-prime location
- **1 social media story mention**

GOLD SPONSOR

Investment: Rs.10,000

Why should you get this?

Cost-effective association with a large-scale student event.

BENEFITS

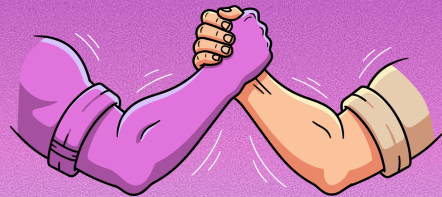
- Logo placement on official event website
- Single banner display at venue



NON-TECH EVENTS

Arm Wrestling

- A thrilling test of strength, stamina, and technique.
- Conducted under standard rules ensuring fairness and safety.
- Open to enthusiastic participants across categories.



Treasure Hunt



- An engaging team-based event involving clues, riddles, and strategic thinking.
- Tests teamwork, presence of mind, and problem-solving skills.
- A perfect blend of adventure and intellect.



NON-TECH EVENTS

Rap Battle

- A stage for participants to showcase lyrical creativity and performance skills.
- Judged on flow, originality, confidence, and audience impact.
- Celebrates expression, rhythm, and musical talent.

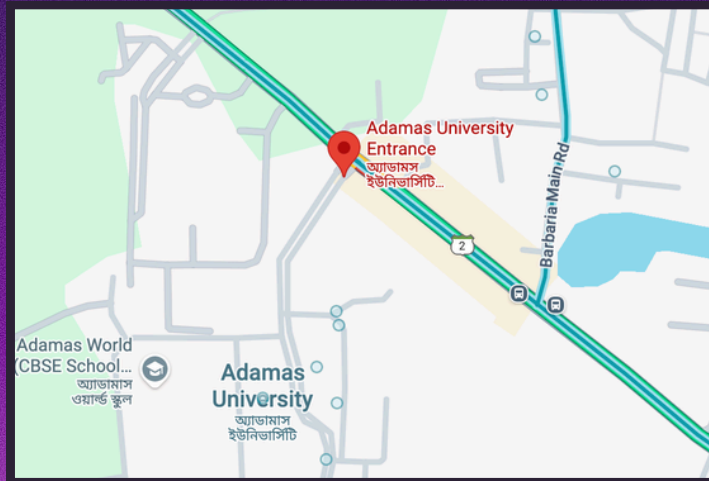
Dance Battle

- Participants compete through energetic and expressive dance performances.
- Judged on choreography, coordination, creativity, and stage presence.
- A vibrant celebration of movement and artistic expression.





FUEL THE VIBE, JOIN THE JOURNEY



Put your brand center stage for an audience of thousands of trendsetters and future leaders. Your brand, our stage. Let's make a lasting impact



@signifiya



@ausignifiya



signifiya@adamasuniversity.ac.in

Adamas Knowledge City, Barasat - Barrackpore Road, Jagannathpur, Kolkata, West Bengal 700126

**MS. SOODIPA
CHAKRABORTY**

Faculty-in-Charge

soodipa.chakraborty@adamasuniversity.ac.in

HRISHAV DEY

Event Advisor

+91 81007 75674

hrishavdey@gmail.com

ARIJIT DE

Finance Guy

+91 98310 93297

arijit1504@gmail.com