

Sangam Sponsorship						Stall	
Exclusive Partnership		40 Lakhs	25 Lakhs	15 Lakh	10 Lakh	5 Lakh	3 Lakh
	Coference title partner						
	Panel / Program partner						
	Acknowledgement in all event-related communications (emailers, newsletters, website updates).	Full Page / Exclusive	Half page / Shared	Program based	Program based		
	Positioning as a domain authority node within the alumni knowledge graph						
	Dedicated sponsor spotlight posts on IITMAA social media handles and LinkedIn page.	Exclusive	Shared	Shared	Only logo	Only logo	
	Lead engagement via opt-in, QR-driven interaction workflows, adhering to data governance and compliance standards.						
	Official verbal recognition to be articulated during the opening and closing ceremonies.	Exclusive	Shared	Shared			
	Display of company logo on the IITMAA website (sponsor section) for a defined period.	IITMAA	IITMAA	IITMAA	IITMAA	IITMAA	Only Sangam
	Brand positioned as Strategic Partner	Annual	Annual				
	Enhanced credibility coefficient through alumni-led endorsement						
	Detailed post-event report including audience profile and engagement metrics						
	Interviews/Firerside Chats/Podcasts with CXO levels						
Engagement Opportunities							
	Opportunity to set up a branded booth or display desk at event venues (size and numbers based on slab)	Premium	Premium	MID	MID	MID	standard
	Inclusion of sponsor's short corporate video (1–2 minutes) during the event.						
	Access to networking sessions with IITM alumni, faculty, and industry leaders.	Access to officials of India, Chief guests and Officials of IITM	Access to speakers and officials of IITM	Access to Speakers			
	Invitation to exclusive IITMAA partner events and alumni mixers.						
	Exclusive Emails to all alumni	10/year	6/ Year	4/ year	2/ year	Shared	Only logo
	Logo placement on all event collaterals – invitations, posters, standees, digital banners, and social media creatives			Limited	Limited	Shared	Shared
	Opportunity to distribute promotional material.	All national & international events	10 National & International events	8 Domestic events	4 Domestic events		
	No Of tickets per Organisation	10	8	5	3	2	1
Thought Leadership & Co-Branding							
	Option to nominate a company representative as a panelist or guest speaker in a relevant session.	Keynote/Chief guest + panelists	Panelist	Panelist			
	Co-branding opportunities in IITMAA flagship programs such as Guru Talks, Innovation Connect, or Women in Leadership.						
	Knowledge signal injection via keynote, panels, or curated sessions						
	Session curation and thematic alignment with sponsor's domain						
	Structured educational workshops and industry-led knowledge sessions.						
	Sharing Lead Generatoin						
Digital & Media Exposure							
	worldwide).	12 per year	6 per year	4 per year	2 per year		
	Coverage in IITMAA press releases and post-event reports.						
	Content co-creation enabling long-tail intellectual visibility						
	Listing as an official partner on IITMAA's event registration and alumni engagement platforms.						
	Social media mentions across IITMAA's LinkedIn, Instagram, and Facebook channels.	Exclusive	Exclusive	Exclusive	Shared	Shared	Only Logo
Recognition & Appreciation							
	On-stage acknowledgement during event sessions.	Exclusive mention	Named mention	Group Mention	Group Mention		
	Presentation of a Token of Appreciation / Memento by IITMAA leadership.						
	Certificate of partnership recognizing your contribution to alumni development and engagement.						
	Option to feature a brief company profile in IITMAA's annual report or alumni magazine.	Comprehensive	Summary	Highlights	Highlights		