



# **TEDx** IIIT KOTTAYAM

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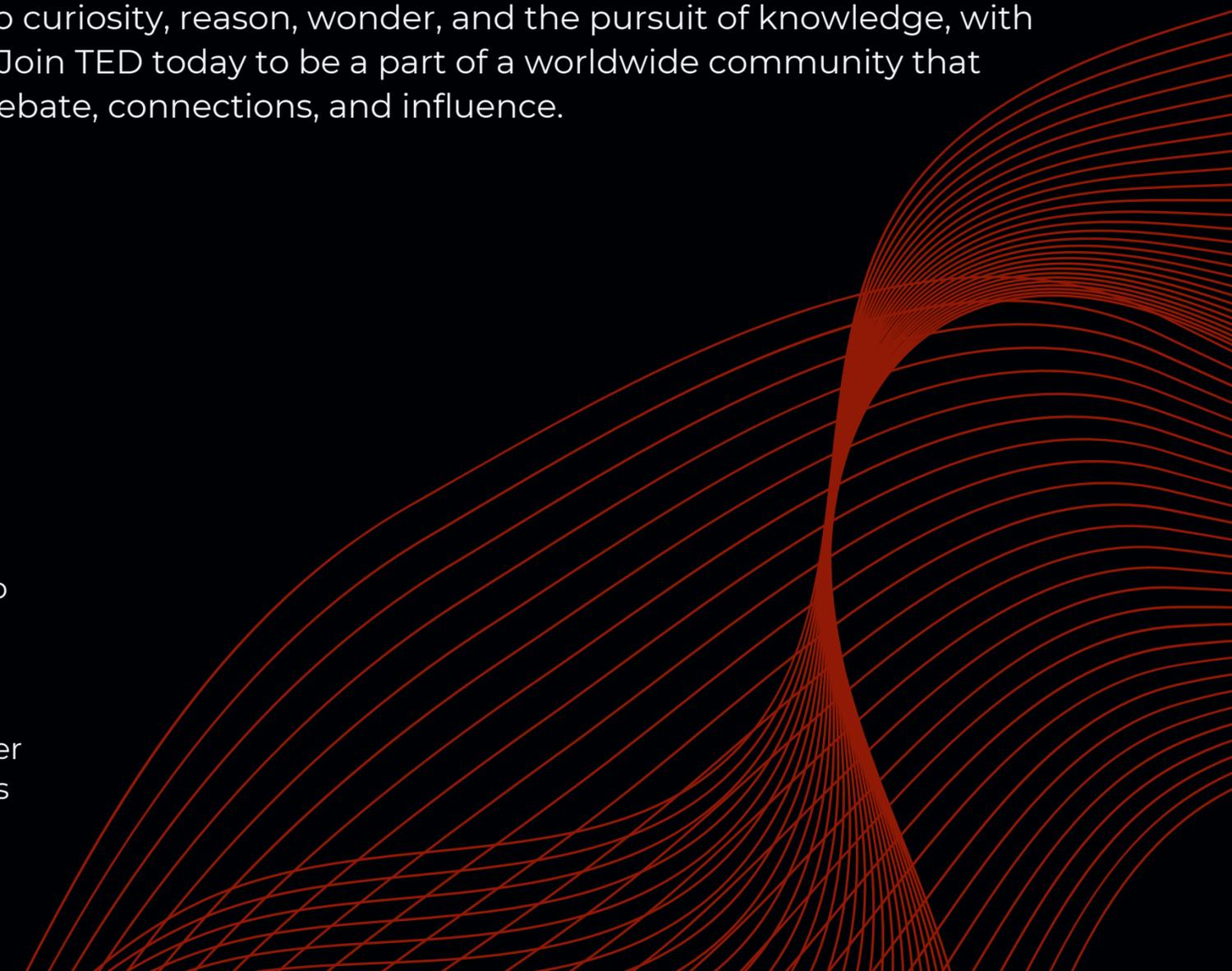


# WHAT IS **TED** ?

TED is dedicated to curiosity, reason, wonder, and the pursuit of knowledge, with no agenda. We welcome those who want to get a better understanding of the world and interact with others, and we encourage everyone to engage with ideas and put them into action in their communities. TED's goal is made possible by the contributions of its members, who believe in the power of big ideas to impact our future. TED is dedicated to curiosity, reason, wonder, and the pursuit of knowledge, with no agenda. Join TED today to be a part of a worldwide community that promotes debate, connections, and influence.

# WHAT IS **TEDx** ?

A TEDx event is a locally organized gathering where live talks and performances, similar to TED, are presented, reflecting the unique character of the hosting community. These events cover a wide range of topics, from arts and sciences to social issues, without any commercial, religious, or political agendas. TEDx events aren't marketing platforms, fundraising opportunities, or platforms for professional speakers; instead, they aim to foster conversations and connections within the community, providing a stage for diverse voices and ideas



# ABOUT TEDxIIITK

The TEDx event at IIIT Kottayam is a dynamic gathering that features talks by experts in technology, social change, and entrepreneurship, along with cutting-edge research presentations from speakers in fields like AI, cybersecurity, and data science.

Set against the serene backdrop of IIIT Kottayam's lush green campus in Kerala's hills, the peaceful environment, with gentle monsoon showers and a refreshing climate, enhances the atmosphere of creativity and learning. The natural surroundings complement the intellectual energy of the event, making it a unique blend of innovation and tranquility.

TEDxIIITK offers a unique opportunity where a globally recognised brand like TEDx collaborates with one of the fastest growing and premier technical institutions of the country to give a platform to speakers and ideas to reach a wider and diverse audience.



# OUR **IMPACT**

## **DIGITAL REACH**

**50,000+**

**INSTAGRAM**

**100,000+**

**REELS, POSTS  
ENGAGEMENT**

**GLOBAL  
AUDIENCE**

**TEDx YOUTUBE  
VIDEOS**

Young Professionals  
20%

Academicians & Creators  
10%

**ATTENDANCE (2025)**

**800+**

Students  
70%

**AUDIENCE PROFILE**

# WHY SPONSOR US ?

TEDx IITKottayam is a platform that brings together bright minds from various fields, promoting ideas worth spreading. By sponsoring our event, your brand can directly engage with a vibrant community of students, professionals, and influencers. Here's how partnering with us can benefit your business:

- **Reach a Diverse Audience** : With students from across India, your brand can connect with a national audience, enhancing brand recognition. •
- **Boost Brand Credibility** : Associating with TEDx, a globally recognized brand, elevates your company's profile.
- **Targeted Marketing Opportunities** : Whether you're an EdTech, FinTech, Travel, or any other company, sponsorship opens direct avenues to market your products or services to an engaged and diverse demographic.
- **Network with Influencers and Thought Leaders** : Gain access to exclusive networking opportunities with speakers, panelists, and influencers who shape industries.

# OUR PREVIOUS SPONSORS



**iFA**

**FabUS**

# SPONSORSHIP TIERS

Taking into account the identified users, we have chosen these brand identity attributes that will be projected on all promotional materials of the campaign.



## **DIAMOND** (INR 200,000)

Your brand will be showcased as the primary sponsor with prime logo placement, premium booth space, and exclusive social media promotion, ensuring maximum visibility across all platforms and materials.

## **PLATINUM** (INR 150,000)

Your brand will receive prime placement on all promotional materials, including booth space, social media shoutouts, and recognition in event videos, providing significant exposure during the event.

## **GOLD** (INR 100,000)

Your brand will be prominently displayed on promotional materials and digital displays, with social media shoutouts and recognition in official TEDx videos, ensuring high visibility.

## **SILVER** (INR 50,000)

Your brand will benefit from prime logo placement on event materials and digital displays, along with social media shoutouts and collective recognition across TEDx platforms.

## **BRONZE** (INR 25,000)

Your logo will appear on key promotional materials and digital displays, with mentions in collective sponsor posts, ensuring cost-effective visibility for your brand.

## **SPARK** (INR 15,000)

Your brand will be featured in digital event materials with group recognition on TEDx social media, providing affordable and essential exposure for smaller businesses and supporters.

# CUSTOM SPONSORSHIP TIERS

## TITLE SPONSOR

**INR 3,00,000**

Your brand will be featured as the exclusive title sponsor with “TEDx IIIT Kottayam powered by” attribution, keynote association, and maximum visibility across all event platforms and materials.

## PRESENTING SPONSOR

**INR 2,00,000**

Your brand will receive prominent stage branding, a dedicated exhibition stall, and mentions in official event videos and promotions.

## GOLD SPONSOR

**INR 1,25,000**

Your brand will gain visibility through venue banner placement, an exhibition stall, and featured presence on our social media channels.

## SILVER SPONSOR

**INR 75,000**

Your brand will be represented through digital and on-ground logo placement.

## COMMUNITY PARTNER

**INR 40,000**

Your brand will be acknowledged through logo placement and verbal mentions during the event.

## STARTUP BOOSTER

**INR 20,000**

Your brand will receive budget-friendly digital exposure/presence.

# BRAND VISIBILITY SHOWCASE

## HOW YOUR BRAND APPEARS



### ON-GROUND

- Stage backdrop branding
- Banner placements
- Sponsor stalls
- Standees and entry arches

### DIGITAL

- Instagram posts and reels
- Website sponsor page
- Emailers and registration forms

<b>PERKS</b>	<b>Diamond INR 2,00,000</b>	<b>Platinum INR 1,50,000</b>	<b>Gold INR 1,00,000</b>	<b>Silver INR 50,000</b>	<b>Bronze INR 30,000</b>	<b>Spark INR 15,000</b>
Logo on event day materials	✓	✓	✓	✓	✓	✓
Collective sponsor post on social media	✓	✓	✓	✓	✓	✓
Prime logo placement on all promotional materials	✓	✓	✓	✓	✓	✗
Social media shoutouts	✓	✓	✓	✓	✓	✗
Recognition in event videos	✓	✓	✓	✓	✗	✗
Placement on TEDxIIITK Website and mention in group sponsor posts	✓	✓	✓	✗	✗	✗

<b>PERKS</b>	<b>Diamond INR 2,00,000</b>	<b>Platinum INR 1,50,000</b>	<b>Gold INR 1,00,000</b>	<b>Silver INR 50,000</b>	<b>Bronze INR 30,000</b>	<b>Spark INR 15,000</b>
Booth space for product showcase and engagement	✓	✓	✗	✗	✗	✗
Promotional video aired during the event	✓	✓	✗	✗	✗	✗
Spotlight banner of the sponsor	✓	✗	✗	✗	✗	✗
Featured as presenting sponsor	✓	✗	✗	✗	✗	✗
Cross-promotion with TEDx pages and IIT Network	✓	✗	✗	✗	✗	✗

# Industry-Specific Benefits of sponsoring us

## ***Travel Agencies and Booking Platforms***

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TEDx IIITKottayam offers direct access to a diverse, tech-savvy student audience that frequently travels across India. By leveraging social media promotions, banner placements, and event engagement, your platform can become their go-to choice for booking flights, trains, and buses, fostering long-term customer loyalty.

## ***EdTech Companies***

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Sponsoring our event connects your brand with students actively seeking learning resources and upskilling opportunities. Through dedicated posts, event mentions, and stalls, you can engage directly with this career-focused audience, driving increased subscriptions and sales for your courses and platforms.



# Industry-Specific Benefits of sponsoring us

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## ***Startups and Tech Innovators***

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Sponsoring TEDx IITKottayam can help you reach early adopters who are keen to try new technologies. Gain visibility through event-day presentations, hands-on demos, and direct interactions with attendees. This can lead to potential leads, partnerships, and valuable feedback from a tech-savvy audience eager to explore cutting-edge innovations.

## ***FinTech and Banking Services***

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By sponsoring TEDx IITKottayam, you can promote student loans, savings accounts, digital wallets, and investment opportunities tailored to a young audience. Highlighting your brand at our event ensures students become familiar with your offerings, influencing their financial decisions and driving early adoption of your products.



# Industry-Specific Benefits of sponsoring us

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## ***Fitness and Wellness Brands***

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By sponsoring TEDx IITKottayam, you can showcase your brand through dedicated sessions, product demos, or even wellness challenges at the event. This approach builds brand recognition and encourages students to choose your products or services for their fitness journey.

## ***Food and Beverage Brands***

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By sponsoring our event, you can promote your brand through sampling opportunities, exclusive discount offers, and brand visibility on our social media and during the event. Engage directly with a vibrant community that could become your loyal customers.



# Industry-Specific Benefits of sponsoring us

## **Digital Marketing and Creative Agencies**

Sponsoring TEDx IITKottayam provides exposure to potential clients, including startups, student-led businesses, and tech enthusiasts. This sponsorship allows your agency to showcase its creativity through event branding, video content, and social media strategies, demonstrating your expertise and attracting new business opportunities.

## **Telecommunications and Internet Service Providers**

Internet service providers and telecom companies can showcase the speed, reliability, and benefits of their services to a community that relies heavily on connectivity for education and social interaction. Highlight special student packages, high-speed data plans, or exclusive offers to attract a young audience that values seamless connectivity for their daily needs.



# Industry-Specific Benefits of sponsoring us

## ***Fashion and Apparel Brands***

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TEDx IITKottayam audience offers a perfect demographic to influence young and trend-conscious students. Use the event as a platform to showcase your latest collections, distribute discount coupons, and generate buzz around your brand through stalls. Social media shoutouts and collaborations will further boost your reach among the student community.

## ***Consumer Electronics and Tech Gadgets***

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Our audience consists of tech-savvy students who are always on the lookout for the latest devices to enhance their study and lifestyle experiences. By showcasing your products through on-site demos, banners, and social media features, you can create buzz around your brand and drive interest in your latest tech innovations.



# EVENT DATE

DATE : 13<sup>th</sup> February, 2026

VENUE : IIIT Kottayam Campus

THEME: **Unscripted.** Go off script. Find your story.

# OUR PREVIOUS SPEAKERS



*Anooja Bashir*



*TP Sreenivasan*



*Tushar Gandhi*



*Bipul Chandra*



*Vishak Nair*



*Captain Ravinder S.*



*Shadab Hussain*



*Franco Babu*



*Kishan P.*

# TEDX IIIT KOTTAYAM

## OUR CONTACTS



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