

Madurai
hackathon
2023



Event Venue

Thiagarajar College of Engineering

Where quality and ethics matter

Sponsor's Deck



Organized by Madurai Tech Community
A voluntary organization
www.madurai-tech.org

Sponsor's Deck

Get your brand in front of the community that is geared to make changes to the cities.

#MaduraiHackathon2023

#MH2023

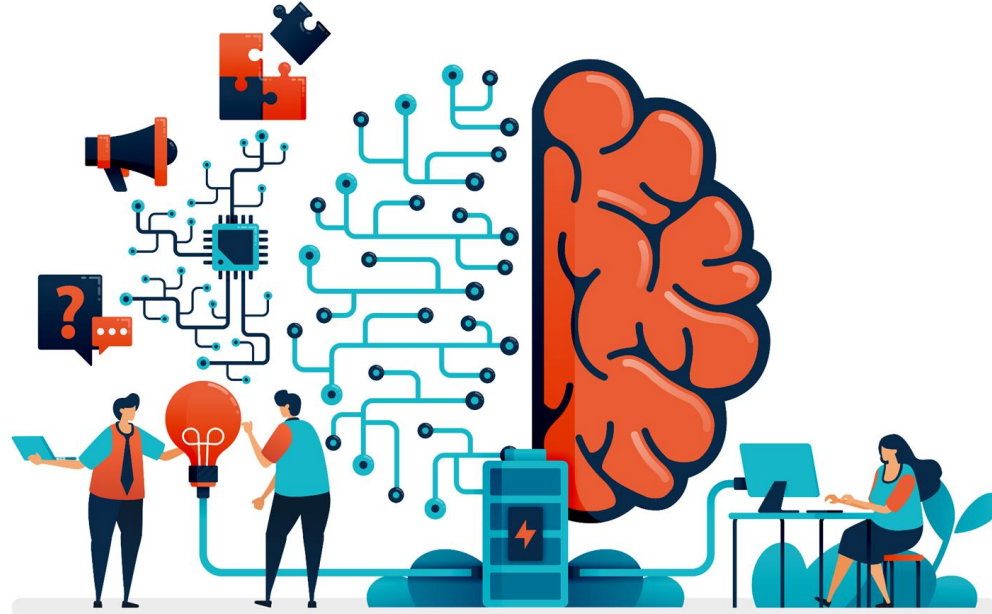


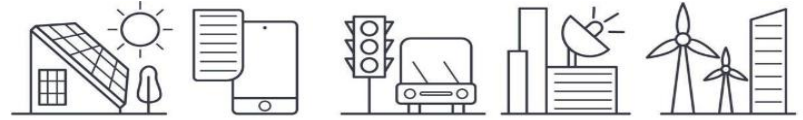
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Madurai Hackathon 2023 - Quick Glance



What?

Through this Hackathon event, Madurai Tech Community encourages the student community to collaborate with industry experts and provide smart city themed solutions to make our society better.



Theme

Smart City theme with focus areas on Infrastructure, Green environment and Solid waste management.



Prize

Cash, kits, swags worth INR 2 Lakhs



When?

11th August 2023, Fri, 8 am to 6:30 pm
12th August 2023, Sat, 8 am to 6:30 pm



Budget

Rs. 5.5 Lakhs considering 225 participants, and about 75 total of MTC & hosting partner volunteers, judges, mentors and guests.



Event Venue

Thiagarajar College of Engineering, Madurai



Sponsors

Sponsors can reach MTC at sponsor@madurai-tech.org / WA 9384667376



Event Format

Offline event



Registration


Registration window will open on 13-July-2023



Problem Statements

Problem statements published. Participants are encouraged to start working on their solutions as soon as the problem statements are published.



Madurai Hackathon 2023 is organized by Madurai Tech Community, a Not-for-Profit Trust run by volunteers. Visit us at www.madurai-tech.org and stay connected in telegram channel 

Event outline

Day1

- Participants arrive and get entry pass and kit
- Team validation
- Inauguration
- Publication of Mentor list
- Participants develop and refine their solutions

Day2

- Shortlisting by mentors
- Final Evaluation by Judges
- Award Ceremony

Hackathon Outcomes

- Awareness Building among the Student community on Sustainability and Environmental needs of today
- Collaboration of Student community with Industry experts on Sustainability
- Conceptualization and ideation for Social enterprises
- Research Papers and Patents
- Knowledge sharing on startup and SME ecosystem to enable students to venture into business world

Benefits for Sponsors

- Brand awareness in Madurai
- Contribution to academia-industry collaboration
- Contribution to sustainability goals
- Nurture students community to venture into industry

Madurai Hackathon 2023 Sponsorship Structure

	PREMIER Rs. 1,00,000	PLATINUM Rs. 75,000	GOLD Rs. 50,000	SILVER Rs. 25,000	BRONZE Rs. 10,000	Hosting Partner
Branding Exposure						
Company name/logo listed on the event website (Size, position vary by level)	YES	YES	YES	YES	YES	YES
Brand visibility in the communications (Online & Offline with brand logos size, position vary by level)	YES	YES	YES	YES	YES	YES
Opportunity to display banner, flex board at the event (Size, location vary by level)	YES	YES	YES			
Logo print on MTC swag (size and position vary by level)	YES	YES	YES	YES	YES	YES
Event Presence						
Opportunity to talk about your brand in the award or opening ceremony	YES	YES	YES			
Mentioned by the Facilitator at event	YES	YES	YES	YES	YES	YES
Sponsor's brochure and/or swag give-away	YES	YES	YES			
Table at the event to promote your brand	YES	YES				YES
*Work benefit from event (Additional fee Rs. 25,000 + cash for prize)						
Your own problem statement for participants to solve	YES	YES				
*Impact						
Recruitment, internship enablement	YES	YES	YES	YES	YES	YES
Receive a post-event report with statistics about teams and solutions	YES	YES	YES	YES	YES	YES
Employee Engagement						
Tickets to participate in the competition	5	3	2	2	1	4
Possibility to be a mentor at the event <small>* Explained in next slides</small>	YES	YES	YES	YES	YES	YES

***Work benefit from event**

- Premier and Platinum sponsors may opt to provide their own problem statements for an additional non refundable amount of Rs. 25000 per problem statement.
- To gain balanced participation on all the problem statements, the sponsors' name and the benefits will not be published next to the problem statement or anywhere else, till the award ceremony.
- Sponsors providing their own problem statements need to own the cash prize to those participants. Prizes need to match with the MTC rewards.
- Sponsors need to be present with their own mentors and judges at the event venue and align with the overall event schedule.
- Sponsors need to understand that solutions for their problem statements may be provided by many teams or no team at all.
- Intellectual Property rights for the solutions belong to the participants only.
- Recruitments and internships are not part of this event.

***Impact – Recruitment, internship enablement**

Below will be done few weeks after the event. Dates will be planned and communicated after the event.

- If the sponsors have job/internship openings in their organizations, these will be posted in the groups MTC maintains for participants. This will be a one time activity with a simple post in participant forum.
- Participants who have expressed their consent to share their email will be shared with the sponsors if sponsors have job/internship positions.
- MTC will also run optionally a winners celebration meet for which all sponsors will be invited. It will be a great networking opportunity to connect with participants.

Expected Participation

Participating Colleges from Across Tamil Nadu

Madurai Colleges

12

State Colleges

12

Expected Number of Participants

Students

200

Industry Professionals

25

Total number of Expected Participants : 200 to 225

Expected Number of Mentors, Judges, Volunteers, Guests

MTC Volunteers

15 to 20

**Hosting Partner side
student volunteers &
staff**

25 to 30

Mentors

15 to 20

Judges

8 to 10

**Guests of honour,
sponsors, partners**

15 to 20

Total number : 78 to 100

How to execute sponsorship?

Sponsorship can be done by online netbanking transfers or by cheque to the account details given in our website.

To get to know our account details for internet transfer, use the below link.
<https://www.madurai-tech.org/events/hackathon-2023/sponsor-hackathon/>

Cheques are to be given in favour of “Madurai Tech Community”.

Sponsors can also pay to the vendors (food, swags, etc.) directly either partly or fully.

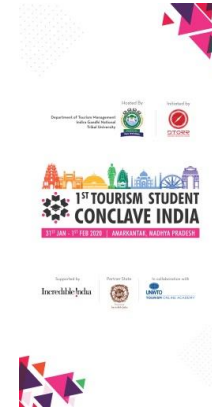
Sponsors are requested to connect with Madurai Tech Community volunteers (by sending email to sponsor@madurai-tech.org or **WhatsApp 9384667376**, one of the MTC volunteers will work with the sponsors to fulfill the branding and other sponsorship expectations.)

Branding Activities at Offline Venue

STANDEE



PODIUM



HANGING BANNERS



Branding Activities for Online Promotion

- Social Media Promotions
- Engagement in Event listing Platforms
- Logos in the Event Portals



www.madurai-tech.org

**For more sponsorship
information, contact**

sponsor@madurai-tech.org
WhatsApp +91-9384667376