



To discover, nurture, and accelerate student-led venture ideas that solve India's most urgent problems through innovation, frugality, and inclusion.

SmartIDEAthon 2025

Pitch in your ideas for startups that help build sustainable and future ready communities

Sponsorship Brochure



Be A Sponsor At SmartIDEAthon - 2025

Innovators from around the nation are invited to present ideas to GITAM's Venture Development Centre in association with Startup India, Invest India, and Northeastern University. The ideas should focus on social innovation and assist in creating resilient and sustainable communities.

About **GITAM**

Gandhi Institute of Technology and Management (GITAM) was established in 1980 by a group of eminent intellectuals and industrialists led by Dr. M. V. V. S. Murthi, a former Member of Parliament and renowned philanthropist. Over the past four decades, GITAM has evolved into a premier deemed-to-be university, boasting four campuses, 12 schools, and a vibrant community of over 25,000 students and 90,000+ alumni spread across 105+ countries.

In 2019, to foster and nurture entrepreneurial activities within the university, the Venture Development Centre (VDC) was established as the epicenter for all startup initiatives at GITAM. The VDC provides student entrepreneurs with the necessary resources, guidance, and mentorship to transform their innovative ideas into successful ventures. As the hub of all entrepreneurial activity at GITAM, the VDC plays a pivotal role in shaping the future of aspiring entrepreneurs.

What is SmartIDEAthon

SmartIDEAthon is the annual flagship national event organized by the Venture Development Centre (VDC) and the Entrepreneurs Club(E-Club). SmartIDEAthon is a premier student pitching competition that focuses on themes relevant to our nation's current challenges and aims to create sustainable and resilient communities. In 2022 and 2023, SmartIDEAthon was organized in collaboration with Startup India, Invest India, Northeastern University's Center for Emerging Markets (CEM), Boston, and Northeastern University's Center for Entrepreneurship Education (NUCEE), Boston. The event received an overwhelming response, with thousands of applications from students across all Indian states each year.

SmartIDEAthon Through the Years

80 LAKHS+

CASH & GRANTS

5,000+

STARTUP IDEAS

100+

PITCHES

50+

JURY

30+

PARTNERS

29

STATE REPRESENTATIONS

Themes



Climate Action & Circular Economy



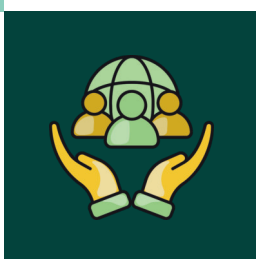
Micro-Entrepreneurship & Livelihoods



AI & Emerging Tech for Bharat



Frugal & Grassroots Innovation



Digital Public Infrastructure & Inclusion

Past Notable Guests



Prof. Greg Collier
Director of International
Program, NUCEE



Ravi Ramamurti
Professor of international
Business & Director,
Northeastern University



Sadhguru
Founder, Isha Foundation



Dr. Jithendra Sharma
CEO, AMTZ



Suresh Garg
CMD, Zeon Lifesciences



Sameer Desai
V.P Marketing & Operations,
APAC



Prashant Warier
Founder &
CEO, Qure.ai



Piyush Verma
Founder, Manush Labs



Raktim Chattopadhyay
Founder & CEO, Esperer



Bharath Kumar
Co-Founder, Zerocode



Malini Parmar
Co-Founder, Stonesoup.in



Muralidhar Nayak
Co-Founder & CIO, Paymatrix



Dr. Shanta Toutam
Chief Innovation Officer,
Government of Telangana



PAWAN CHANDANA
Co-Founder and CEO,
Skyroot Aerospace



AJAY Ponna Venkatesh
Speaker & Co-Founder, Scapic



Yamuna Sastry
Founder & CEO, CabDost

Previous Sponsors



Previous Ecosystem Partners



Sponsorship Tiers

SmartIDEAthon

CATEGORIES	PLATINUM	GOLD	SILVER
Sponsorship	INR 10,00,000	INR 7,00,000	INR 5,00,000
Showcase at SmartIDEAthon	Yes	Yes	Yes
Complimentary Passes	12	8	5
Main stage backdrop logo	Center screen logo display	Side screen logo display	30 seconds logo display during breaks
Credit reel to be shown in presentation at starting of session	Logo listed under Platinum sponsors	Logo listed under Gold sponsors	Logo listed under Silver sponsors
Sponsor recognition on website	Yes	Yes	Yes
Drop down Banner	Yes	Yes	Yes

SmartIDEAthon

CATEGORIES	PLATINUM	GOLD	SILVER
Posts on social media for recognition as sponsors	4 posts (1 post and 1 story per week on every Friday) No of weeks:4	2 posts (1 post and 1 story per week on every Friday) No of weeks:2	1 post (1 post and 1 story) No of weeks:1
Branding on T – Shirts(logo)	Yes(logo on front part of T-Shirt)	Yes(logo on Rear part of T-Shirt)	No
Logo on the sponsor signage	Yes	N	No
On campus digital promotions	Across three campuses (VTZ, HYD, BLR)	Across two campuses	One campus
Post event slides	Yes	Yes	Yes
I – Connect sessions (offline/online seminars)	500 participants	300 participants	150 participants

Sponsorship Tiers

SmartIDEAthon

CATEGORIES	PLATINUM	GOLD	SILVER
Merchandise	Logo on T-shirts , pens,notepads, file	Logo on T-Shirt and notepad	Logo on notepad
One quote by a senior technology representative or business leader will be posted on social media	Yes	No	No
Special banners	Special standees & special banner inside the venue	Special banner outside the venue	No
Special mentors	Yes	Yes	Yes

SmartIDEAthon

Additional Sponsorships	Benefits
INR 3,00,000	• Sponsors can play 1 minute video/ multimedia presentations on their organization during the break • Organization leader/ representative can speak for 2 minutes • Logo display on website
INR 2,00,000	• One quote by a senior technology representative or business leader will be posted on social media • Logo display to recognise sponsor at venue • Sponsors can play a 30 second video during the break
INR 1,00,000	• Wall drop down • Two posts in social media

SmartIDEAthon

Secondary Sponsors	Description	Benefits
Hospitality - INR 1,00,000	• Providing discounted or free Hotel rooms to Delegates, Mentors, and Finalists • Delegates, mentors, and semi- finalists will receive free food.	• 3 posts as hospitality sponsor in social media • Sponsors logo on website • On campus digital promotions as hospitality sponsors • Logo will be displayed near the banquet hall
Stationery Sponsors - INR 50,000	• Offering money or giving away free T- shirts, notepads, pens, certificates, and files	• Sponsors logo on website

CONTACT US

DHATRI

President
E-Club (GITAM),
Visakhapatnam
+91 77801 37646

SAHITH

Head
Sponsorships and Corporate Relations
+91 94478 81111



eclubvdc@gitam.edu