



ATV C 2023TM

SEASON 9

HOSTED BY
MONARK UNIVERSITY

ORGANISED BY
INFI-LEAGUE MOTOR SPORTS

DIRT, GUTS, GLORY

• HOSTING PARTNER •



VENUE
MONARK UNIVERSITY, VAHELAL, AHMEDABAD- 382330



ABOUT EVENT

Get ready to ignite your imagination and step into the future! Join us for India's groundbreaking **5-day edutainment adventure** an electrifying fusion of innovation, high energy and unforgettable experiences that will inspire you at every moment.





ABOUT ATVC AND MU

Aspect	Description & Focus
National Platform	A national-level event fostering skills related to All-Terrain Vehicles (ATVs) since 2018
Target Participants	Exclusively designed for passionate engineering students from colleges nationwide
Core Activity	Student teams spend an entire year designing, manufacturing, managing finances and marketing their custom-built ATVs
Vision & Goal	To create an ecosystem that nurtures and empowers students with technical expertise, leadership skills and confidence
Industry Link	Acts as a bridge between a large network of students, faculty and industrialists (Industry Collaboration)
Organized By	Infi-league Motorsports
Hosted By	Monark University



MONARK UNIVERSITY

A BEACON OF ACADEMIC EXCELLENCE

Welcome to Monark University, a premier educational landmark in Ahmedabad, renowned for its commitment to academic excellence and its vision of nurturing future-ready leaders through a philosophy that harmoniously blends tradition with modern innovation. This dynamic institution stands distinguished for offering the Ahmedabad's first self-financed Ayurved Medical College, along with a comprehensive range of academic programs from Diploma to Ph.D. across multiple disciplines.

Monark University's sprawling, state-of-the-art campus features a dedicated techno campus, advanced laboratories and world-class infrastructure that empower students to explore, innovate and excel. A strong Training & Placement Cell ensures exceptional career opportunities, guiding students toward successful professional pathways and global exposure.

Monark University is not just a place to study, it is a place to grow, evolve and unlock limitless potential.





BRAND REACH

ATL Marketing

30-35
MILLION
REACH

- * Outdoor Hoarding (1-2M)
- * Print Media (30-32M)

BTL Marketing

200-300
THOUSAND
REACH

- * Public Event (100-200K)
- * On-Ground Promos (50-100K)

TTL Marketing

3-4
MILLION
REACH

- * Social Media Ads (1-2M)
- * Influencer Marketing (1-2M)
- * PR Articles (1-2M)



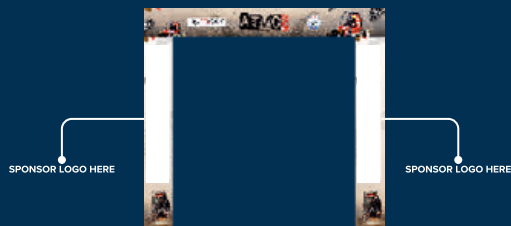
SPONSORSHIP BENEFITS



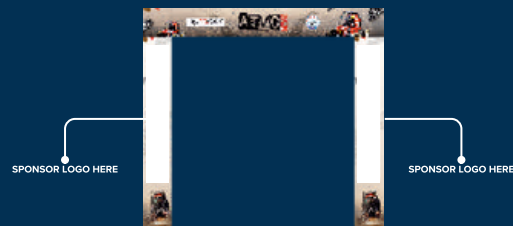
Benefits	Title Sponsor (15 Lakhs)	Co-Sponsor (10 Lakhs)	Diamond Sponsor (8 Lakhs)	Platinum Sponsor (6 Lakhs)	Gold Sponsor (5 Lakhs)	Silver Sponsor (3 Lakhs)	Bronze Sponsor (2 Lakhs)	Event Sponsor (1 Lakh)
Main Startline Arch (20W x 12H)	1	N	N	N	N	N	N	N
Start Line Banner (20ft x 12ft)	3	N	N	N	N	N	N	N
Arch (30ft x 12ft)	6	3	1	1	1	N	N	N
Sandwich (8ft x 3ft)	30	15	10	7	5	3	2	1
Outer (8ft x 3ft)	100	50	35	20	10	5	3	2
Banner (12ft x 10ft)	10	5	3	2	1	N	N	N
Banners in Pit Area (6ft x 5ft)	10	5	3	2	1	N	N	N
Umbrella with Logo @ ATVC SITE	20	10	5	2	1	N	N	N
Promotional Video (Max 30 sec)	Y	Y	Y	Y	Y	N	N	N
Branding Sticker on Student Vehicles (8" x 4") (Firewall)	Y	Y	Y	Y	N	N	N	N
Branding Sticker on Student Vehicles (5" x 3")	N	N	N	N	Y	Y	Y	Y
Logo on ATVC Website	Y	Y	Y	Y	Y	Y	Y	Y
Promotional/Product Display Activity (Raw Space of 30ft x 20ft for stall)	Y	Y	Y	Y	N	N	N	N
Sponsor seated on Dias at Inauguration(I)/Valedictory(V)	V	V	I OR V	I	I	N	N	N
Sponsor seated on Dias at Press Conference	3	3	2	1	N	N	N	N
Invitation for Prize Distribution	Y	Y	Y	Y	Y	N	N	N
Branding on Award Cheque and Trophy	Y	N	N	N	N	N	N	N
Opportunity to participate in HR Meet	Y	Y	Y	Y	Y	Y	Y	Y



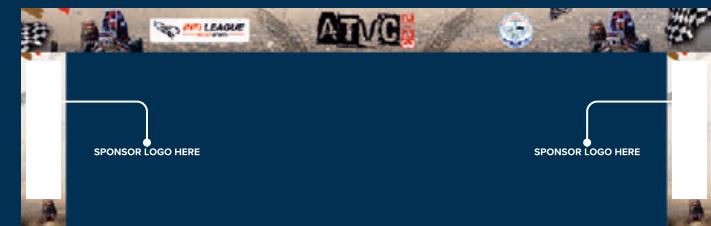
TRADE-IN VALUE



MAIN STARTLINE ARCH
(20ft x 12ft)



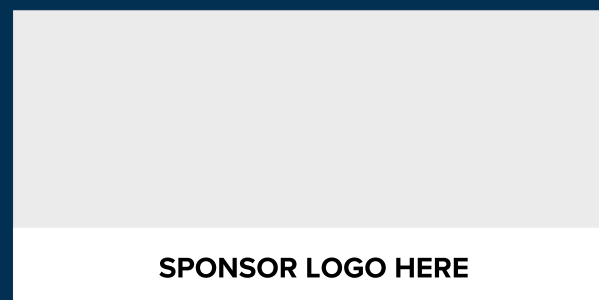
START LINE BANNER
(20ft x 12ft)



ARCH
(30ft x 12ft)



OUTER
(8ft x 3ft)

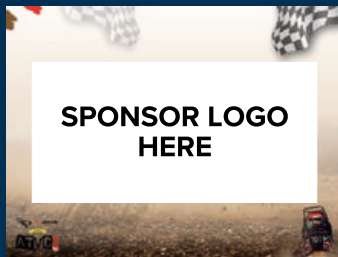


BANNER
(12ft x 10ft)



AWARD CHEQUE

TRADE-IN VALUE



BANNER IN PIT AREA SIZE
(6ft x 5ft)



T-SHIRT



UMBRELLA WITH LOGO
@ATVC SITE



STUDENT VEHICLES
(8" X 4") (FIREWALL)



STUDENT VEHICLES
(5" X 3")



LOGO ON ATVC WEBSITE
(www.atvcofficial.in)

TERMS AND CONDITIONS

- **Branding Equivalence:** Infi League branding is equivalent to Principal Sponsor and Hosts branding is equivalent to Co-Principal Sponsors. Both Infi League and Hosts are allowed a start line banner along with the Title Sponsor at their respective locations.
- **Artwork and Expenses:** Artwork must be provided by the sponsor and branding expenses (except for Infi League) must be borne by the sponsor.
- **Payment:** The amount is exclusive of taxes. The sponsorship amount must be paid via demand draft to "Infi League Motorsports LLP" payable at Mumbai before February 15, 2026.
- **Benefits Scope:** Sponsors are eligible to receive ONLY the benefits mentioned in the sponsorship sheet.
- **Installation:** All print work must be installed two days prior to the commencement of ATVC and installed as per the layout prescribed by the ATVC Organizing Committee. In case, if any sponsor violates the layout, the print work shall be removed without any notice.
- **Modifications:** The ATVC Organizing Committee reserves the right to modify the benefits, and any change will be informed to the sponsor.
- **Agreements/Disputes:** The sponsor must sign and send the "Sponsorship Agreement". All disputes/concerns must be communicated one day prior to the event's commencement.
- **Custom Benefits/Awards:** Custom benefits require prior approval from the Marketing Team of ATVC Infi League 2026, but requests for Custom Awards shall not be entertained.
- **Promotional Activity:** Any unapproved promotional activity or direct interaction with the media by the sponsor is a violation of the sponsorship agreement.
- **Umbrellas:** Umbrellas will be placed at the location decided by the Organizing Committee and the cost of the umbrella must be borne by the eligible sponsor.
- **Press Conferences:** There will be 2 Press Conferences during the year.
- **Promotional videos:** Promotional videos of the sponsoring companies of maximum 2 minutes should be sent in advance. This will be played on LED at all locations.

OUR ADVISORS



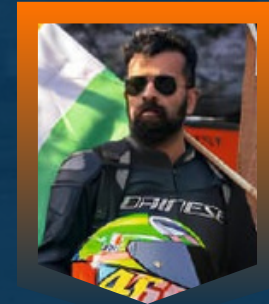
Shalini Agarwal, IAS
Municipal Commissioner,
Surat Municipal Corporation



Ashutosh Chandwar
COO, DR Infracon Pvt. Ltd. &
Council Chairman, ASSOCHAM



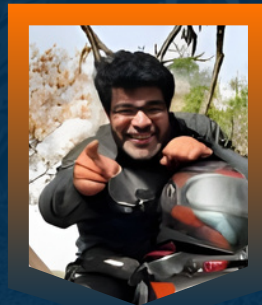
Ram Anuj Verma
Founder,
ElementSkill



Sundeep Gajjar
Founder,
xBhp



Anil Mathur
Director Partner Development
(Global Partners - APAC),
Microsoft



Dr. Manan Chaturvedi
Vice President Business
Strategy, xBhp



Ritesh Chaudhary
Director, Digital Business
& IT, Henkel



Reetu Raina
VP, Global Head Talent
Management, Amdocs



Monark Goswami
CEO - Monark University,
Founder - Monark Foundation



THANK YOU

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