



TECH GALA 2023

DECEMBER 2023

KERALA INDIA
TECHNOPARK
HARMONY@WORK

© TECHNOPARKTODAY

Largest IT Park in Kerala

470+
companies

700000+
employees



KERALA INDIA
TECHNOPARK
HARMONY@WORK



01 DAY

06 EVENTS

7000+ FOOT FALLS

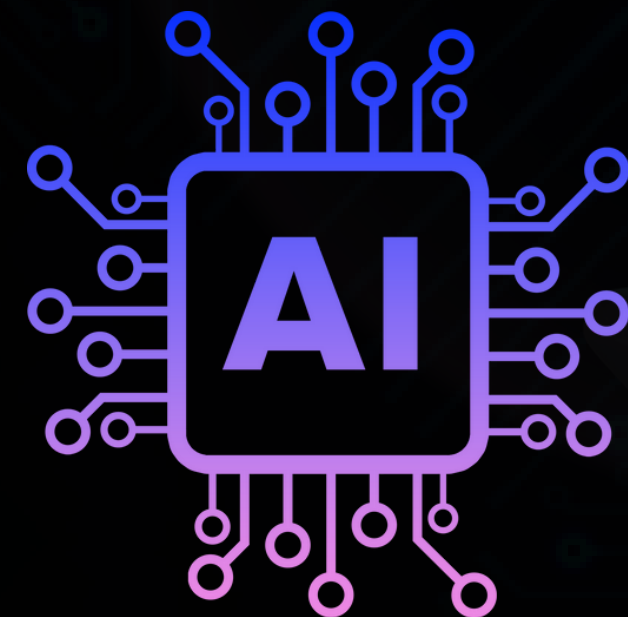
70000+ TOTAL AUDIENCE

Prepare to be part of the most anticipated tech extravaganza at Technopark – the Tech Gala! In one incredible day, we're bringing you four extraordinary events that promise to redefine your experience

EVENT #01



TECH DAY



TechDay Exclusive at Technopark is the passport to a day filled with innovation and tech exploration. Captivating technology sessions and seminars that will illuminate the future of tech

EVENT #02



SHYAM PHOTOGRAPHY

TECHNOPARKTODAY'S
മലയാളി മക്ക
കേരള ശ്രീമാൻ
2023

The most spectacular themed pageant in Kerala's IT world! It's the culmination of a journey filled with talent, glamour, and true Kerala spirit.



EVENT #03



**306
090
DANCE**

A purple silhouette of a dancer in a dynamic pose, positioned behind the '306 090 DANCE' text.

Grand Finale of the electrifying talent of our
contestants in the 306090 Reels Dance
Contest!

EVENT #04



FASHION
TECH

Tech Fashion in corporate life is a dynamic blend of style and innovation. Leading brands are crafting smart business attire and accessories that seamlessly incorporate the ultimate IT lifestyle

EVENT #05



**TECHIES
BAZAAR**
Flea Market

From automobiles and real estate to delectable food and tech-focused businesses. It's a one-stop destination for techies, providing a unique platform to explore, buy, and sell products and services tailored to their needs.

EVENT #06



Dance Party With DJ

The DJ Night Party at Technopark! It's time to unwind, socialize, and dance the night away to the pulsating beats of a top-notch DJ





Audience
Over 1.5 Lakhs IT professionals
& associated beneficiaries
in Technopark Trivandrum

LOOK NO FURTHER...
IT FINDS ITS HOME





WE OFFER

**Unique opportunity to
showcase your brand &
business
to the right target
audience or potential
customers, Both Online &
Offline**



TARGET AUDIENCE

An ecosystem of **70,000+** IT professionals with high spending potential

All branding to cover Technopark phases with Monthly salary disbursement up to approximately **300 crores** in the community

15,000+ Managers with high spending potential

400+ CEOs classified as HNI's

25,000+ women professionals

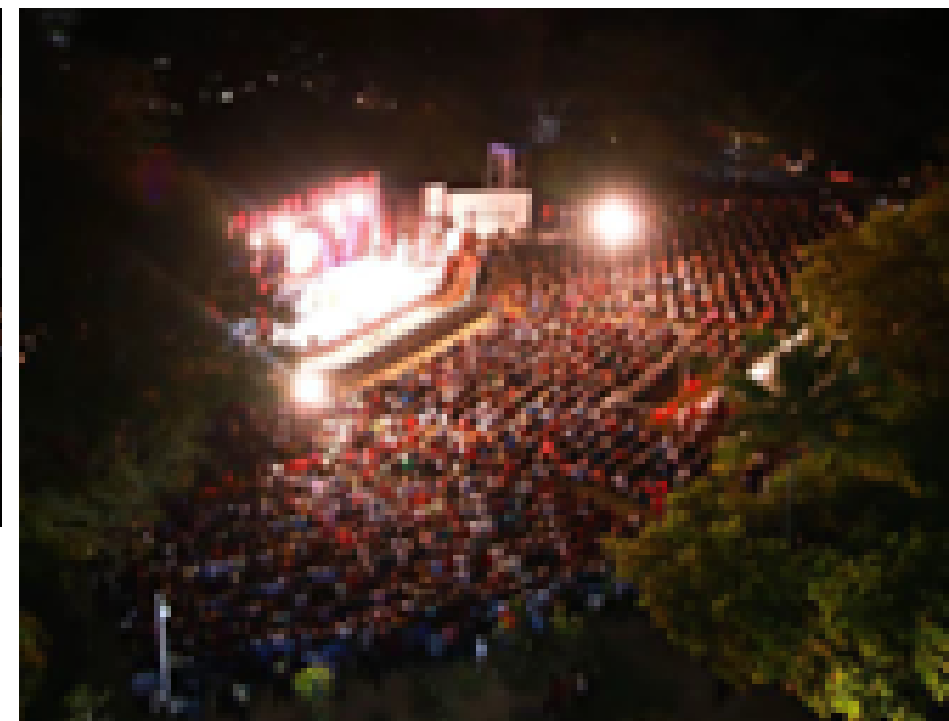
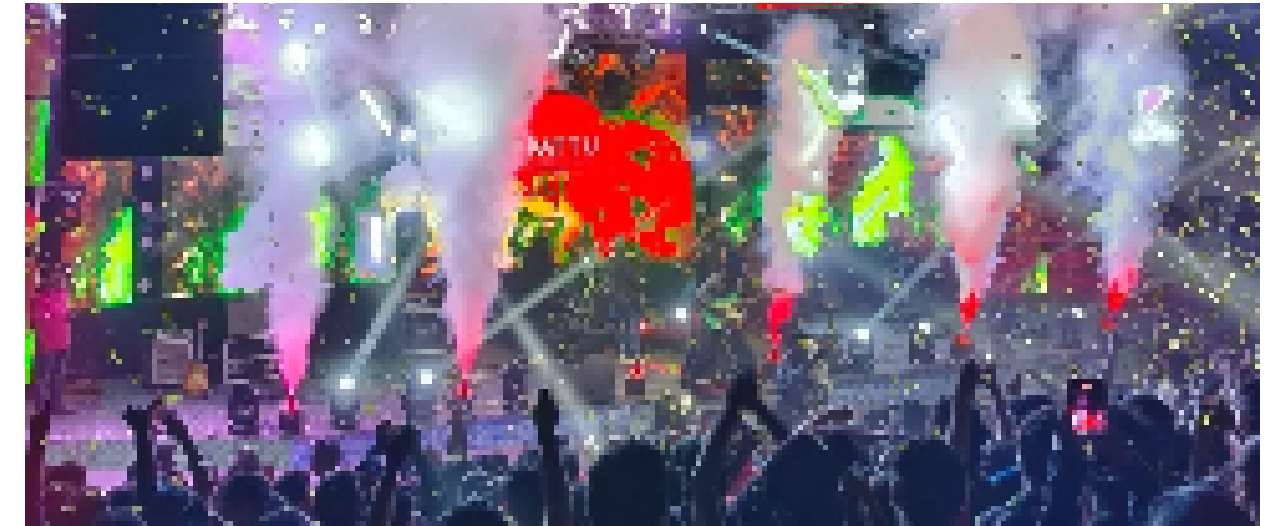
1,50,000+ indirect beneficiaries

Audience from across South India

Largest working crowd in Kerala



OUR ENDORSERS



WHO WE ARE

LARGEST OUTREACH PLATFORM FOR TECHIES



Facebook profile for TechnoparkToday. The profile picture shows a building with the Technopark Today logo overlaid. The name is "TechnoparkToday" with 65K likes and 77K followers. Below the name are several profile pictures of users. At the bottom, it says "79,000+ FOLLOWERS" and "90% OF TECHNOPARK CROWD".

Instagram profile for technoparktoday. The profile picture is the Technopark Today logo. The bio says "TechnoparkToday" and "Whats happening in Techies world!". It lists 6,861 posts, 29.8K followers, and 4,475 following. Below the bio are several category icons. At the bottom, it says "58,000+ FOLLOWERS" and "80% OF TECHNOPARK CROWD".

LinkedIn profile for TechnoparkToday. The profile picture is the Technopark Today logo. The bio says "TechnoparkToday" and "An influential digital community media platfc professionals". It lists 30,000+ followers. At the bottom, it says "30,000+ FOLLOWERS" and "30% OF TECHNOPARK CROWD".

The biggest and most influential community media platform for IT professionals in kerala with both online & offline presence with a 1.3 Lakhs subscriptions and 4 Lakhs reach

SPONSORS



ONLY ONE SLOT

TITLE SPONSOR

Prime Spot
in Main
LED Display

Premium
Stall in
Event Venue

Branding in
Technopark
Buildings

Banner
Branding in
Technopark
Campus

Branding in
Lamp posts
in campus

Multiple
Emcee
Mention

Digital
Display in
Technopark

Social
Media
Branding

VIP Pass
for sponsors &
team for Event
with Technopark
Access

Prime presence
in inauguration &
Price
Distribution
ceremony

Prime time for
brand intro &
interaction
with audience

Brand
Video in
LED

Brand logo
in LED
wings

Database
collection

Extended
branding
Supports





Prime visibility for the sponsor brand name. like **< Sponsor > TECH GALA 2023** in all marketing communications like Ads/Flyers/Brochures/News/Invites/Tickets/SMS/Website/Banners , Altogether maximum reach to our audience than anyone else

Sponsor logo will be displayed on top and in large size than any other sponsor logos for the Online & offline event, and as the main logo display on all communications in TECH GALA 2023

All marketing communication that will be displayed in all communications / promos with sponsors name. All our communications will exclusively highlight the Title sponsor logo

The Sponsor will be provided exclusive promotional facilities in Technopark (Online & Offline)

- + **Brand publicity in Digital Display boards in Technopark campus (One Month)**
- + **Brand publicity in event physical standees in buildings in Technopark campus**
- + **Brand publicity in alternative lamp posts in Technopark (55 Nos)**
- + **Brand publicity in big banners in Technoprk campus (3 Nos)**
- + **Brand will get exclusive physical stalls during the event day (in the most prime spot)**
- + **Brand can conduct exclusive campagins & promotions during the event day**
- + **VIP Pass & Access during the event along with the felicitations in main stage**

The Title Sponsor content (Video / Advt / Visuals) will be playing in every 30 Minutes in the Finale event, and mutiple Emcee mention about the title sponsor throughout the event

The Sponsor will get a chance be on stage during the inaguration & hand over the prize for the winners , and the title sponsor will get chance to interact with audience for (optional) to promote your brand / business.

The title sponsor will get exclusive offline kiosk in any choosen Technopark campus buidling for Three months (once in a month) , along witht the promotion via digital handles.

Exclusive Media Coverage for the brand

Any Activity according to the mutually agreed terms

TITLE SPONSOR



ASSOCIATED SPONSOR

The brand name would be carry like **TECH GALA 2023** in association with **<Associated Sponsor(s)>** in all marketing communications like Ads/Flyers/Brochures/News/Invites/Tickets/SMS/Website/Banners

Sponsor logo will be displayed in all Online & offline event, and as the main logo display on all communications in TECH GALA 2023

All marketing communication that will be displayed in all communications / promos with sponsors name.

The Sponsor will be provided exclusive promotional facilities in Technopark (Online & Offline)

- + **Brand publicity in Digital Display boards in Technopark campus (1 week)**
- + **Brand publicity in event physical standees in buildings in Technopark campus**
- + **Brand will get exclusive physical stalls during the event day**
- + **Brand can conduct promotions during the event day**

The Associated Sponsor content (Video / Advt / Visuals) will be playing in every 60 Minutes in the Finale event, and mutiple Emcee mention about the title sponsor throughout the event

The Sponsor will get a chance be on stage during the prize distribution for the winners

The title sponsor will get exclusive offline kiosk in any choosen Technopark campus buidling Any building one time, along witht the promotion via digital handles.

Exclusive Media Coverage for the brand



BRAND SPONSOR

The brand name of sponsor will be carried in all marketing communications like Ads/Flyers/Brochures/News/Invites/Tickets/SMS/Website/Banners

All marketing communication that will be displayed in the venue & in various places of Technopark will carry the <Brand Sponsor(s)> name.

The Sponsor will be provided exclusive promotional facilities in Technopark (Online & Offline)

- + **Brand publicity in event physical standees in buildings in Technopark campus**
- + **Brand will get exclusive physical stalls during the event day**
- + **Brand can conduct promotions during the event day**
- + **Brand Videos will be promoted through the Technopark Related instagram & Fb page**

The Sponsor content will be played along with the event visuals

The Sponsor will get a chance to hand over the prize for the winners



EVENT SPONSOR

- The brand name of **sponsor** will be carried in all marketing communications like Ads/Flyers/Brochures/News/Invites/Tickets/SMS/Website/Banners
- All marketing communication that will be displayed in the venue & in various places of **Technopark** will carry the **sponsors** name.
- Exclusive brand promotion in technopaktoday online platforms / channels
- The **Sponsor** content will be played along with the event visuals
- The **Sponsor** will get a chance to hand over the prize for the winners



PAST EVENTS IN TECHNOPARK



PAST EVENTS IN TECHNOPARK



LEADING AUTO BRANDS, VINTAGE CARS,
SUPER CARS AND SUPER BIKES

FEB 1 & 2 | TECHNOPARK
CAMPUS

AUTO EXPO



DIGITAL MEDIA PARTNER

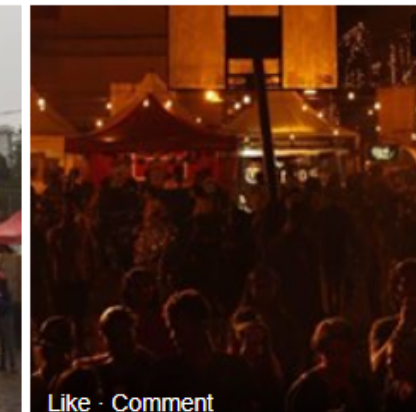
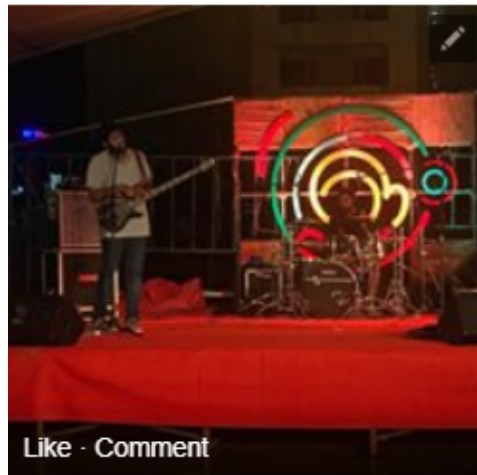
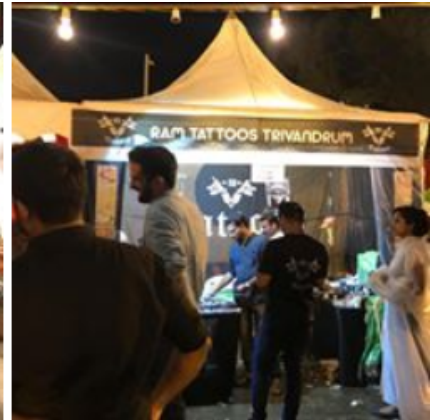
THE FOURTH



PAST EVENTS IN TECHNOPARK



PAST EVENTS IN TECHNOPARK



PAST EVENTS IN TECHNOPARK



Here's What You'll Get

An excellent market for your brand & business

Ideal targeted population with high purchasing power

A perfect testbed for your newly launching product / brand / business

Entry to the single biggest consumer pool in kerala





TECH GALA 2023

THE BIG DAY!

DECEMBER 2023

KERALA INDIA
TECHNOPARK
HARMONY@WORK

CONTACT US



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