



MANIPAL INSTITUTE OF TECHNOLOGY
BENGALURU
(A constituent unit of MAHE, Manipal)



MITB ACM STUDENT CHAPTER

SPONSORSHIP BROCHURE

Manipal Institute of
Technology
MAHE Bengaluru Campus

- *ADVANCING COMPUTING*
- *EMPOWERING STUDENTS*
- *ENABLING INNOVATION*



GENERAL DETAILS

Organization:

MITB ACM Student Chapter

Institution:

Manipal Institute of Technology, MAHE Bengaluru

Academic Year:

2025 – 2026

Nature of Association:

Academic & Industry Sponsorship

Contact Person:

SP Bharath

General Secretary – ACM MITB

+91 7893184692

sakarey.mitblr2023@learner.manipal.edu





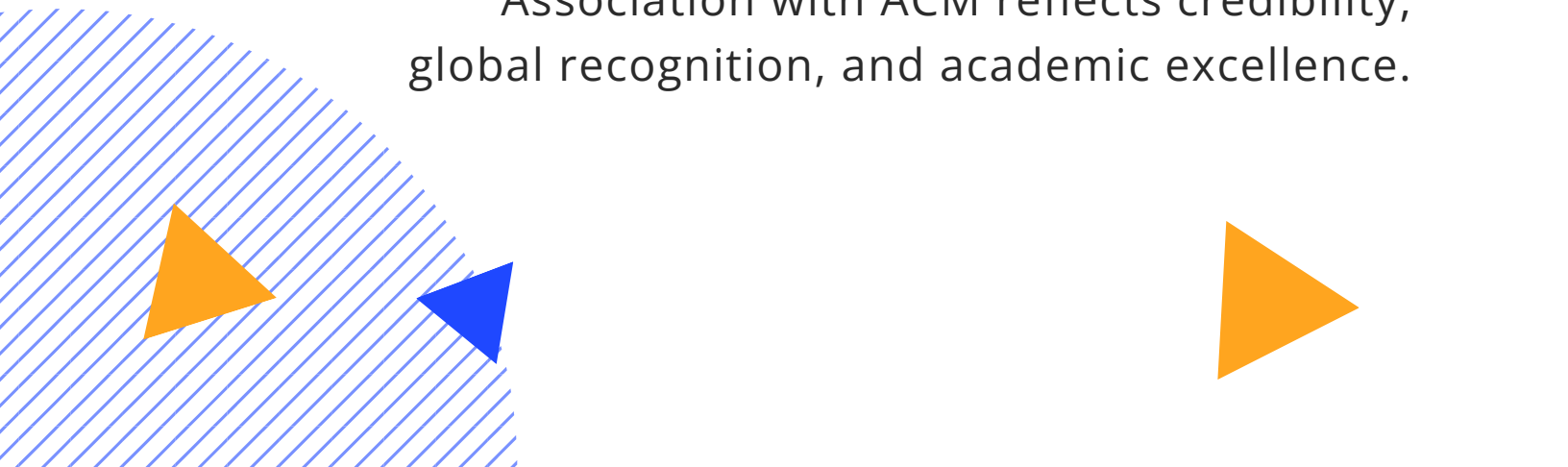
ABOUT ACM & ACM INDIA

The Association for Computing Machinery (ACM) is the world's largest professional society dedicated to advancing computing as a science, discipline, and profession. ACM provides a global platform for students, researchers, educators, and industry professionals to collaborate and innovate.

ACM India supports this mission by fostering student chapters across institutions, enabling:

- High-quality technical events
- Industry-academia interaction
- Research and publication culture
- Professional development for students

Association with ACM reflects credibility, global recognition, and academic excellence.





ABOUT MITB ACM STUDENT CHAPTER

The **MITB ACM Student Chapter** is a dynamic technical community at Manipal Institute of Technology, Bengaluru, committed to hands-on learning and innovation.

The chapter functions through:


ACM

ACM-W (Women in Computing)

SIG-AI (Artificial Intelligence)

SIG-SOFT (Software Systems)

Our activities are spread throughout the academic year, **providing consistent engagement opportunities** for students and collaborators.





WHAT WE DO

1. Hackathons & Technical Competitions

- National & inter-college hackathons
- Problem-solving and innovation-driven events
- Footfall: 400 – 500+

2. Workshops & Skill Development

- AI, ML, Software Development, Cybersecurity, Cloud
- Hands-on, industry-relevant training
- Footfall: 150 – 300



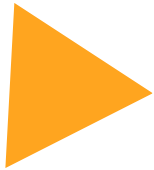
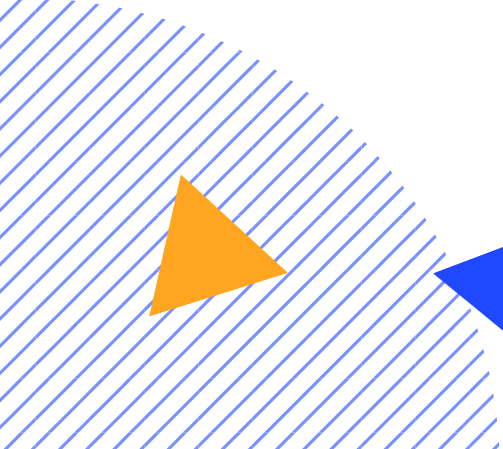
3. Expert Talks & Speaker Sessions

- Sessions by industry professionals and academicians
- Career guidance and emerging technology insights
- Footfall: 200+

4. Community & Outreach Initiatives

- Technical awareness programs
- Social impact through technology

5. Research & Projects

- Encourage students to undertake research-oriented projects, providing guidance on problem identification, methodology, and implementation in emerging computing domains.
 - Support paper writing, project showcases, and mentorship-driven development, helping students translate ideas into impactful technical outcomes.
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REACH & ENGAGEMENT

Student Reach

- 500+ active ACM members
- Participation across all engineering disciplines
- Engagement from first-year to final-year students

Digital Presence

Active engagement on Instagram & LinkedIn

Visibility through:

- Event promotions
- Technical content
- Speaker & sponsor highlights



Instagram Reach

"90K+"

WHY SPONSOR MITB ACM STUDENT CHAPTER?

Brand Visibility

- Branding across multiple ACM events during the academic year.

Logo presence on:

- Event backdrops and banners.
- Certificates and appointment letters.
- Digital creatives and reports.

Talent Engagement

- Direct access to technically skilled students
- Interaction with high-performing teams and individuals.
- Opportunity to identify future interns and hires.

Credibility & Association

- Alignment with a globally respected professional body.
- Strong academic and ethical standards.





MARKETING AVENUES



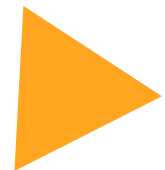
On-Campus Promotions:

- Posters and standees across academic blocks
- Branding at ACM-organized events and sessions
- Event-Level Branding

Logo placement on:

- Event backdrops
- Certificates
- ID cards
- Appointment letters
- Digital Promotions

Sponsor mentions in:

- Instagram posts, reels, and stories
 - LinkedIn announcements
 - Event-related content
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WEBSITE & DIGITAL FEATURE

Sponsors will be featured on the official ACM MIT Bengaluru website:

- <https://mitb.acm.org>

Website Visibility Includes:

- Sponsor logo placement on the ACM website
- Recognition as a supporting partner of ACM MITB
- Long-standing digital presence accessible to students, faculty, and collaborators

This ensures **continued visibility beyond individual events.**



PREVIOUS SPONSORS & COLLABORATORS

MITB ACM Student Chapter has collaborated with:

- Technology companies
- Academic and industry experts
- National-level ACM initiatives
- Community and outreach partners

Previous Collaborators





SPONSORSHIP ASSOCIATION MODELS



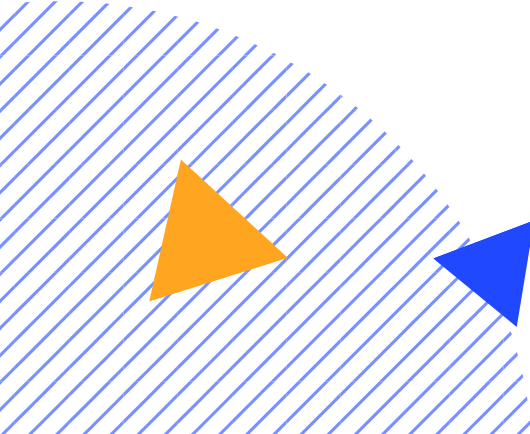
Title Partner

- Prominent branding across major ACM events
- Speaking or workshop opportunity
- High-visibility recognition

Knowledge Partner

- Co-hosted workshops or sessions
- Tool, platform, or expertise sharing

Industry / Recruitment Partner

- Student interaction and branding
 - Hiring visibility during ACM events
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CLOSING NOTE

The **MITB ACM Student Chapter** offers sponsors a meaningful opportunity to engage with a focused, technically driven student community.

Through continuous academic and technical initiatives, we aim to create **mutually beneficial partnerships** that support learning, innovation, and professional growth.

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