

# SYNAPSE



2021





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# ABOUT US

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Dhirubhai Ambani Institute of Information and Communication Technology (DA - IICT) is one of the most revered premier technological institutes of India and has been a torchbearer in providing innovative education. It has crafted one of the best technocrats, entrepreneurs and engineers under the exquisite guidance of its excellent and eminent staff.

Synapse is literally the festival of DAIICT, it is #DAkaTyohaar! It is a festival which creates an exhilarating atmosphere allowing the community to breathe in a coherent junction of culture, technology and the most inspiring - life! It is one of the biggest fests in Gujarat. It is a vista of our creativity, culture, vision and talent.

Synapse gives the youth a wonderful opportunity to express themselves and to exercise their creativity with a wide range of events. It is an example of the fact that DAIICT has always inspired its youth to set up its own benchmarks and not to care about the conventional beliefs!



# PRONITES

A large crowd of people is gathered at a concert or event. The word "PRONITES" is overlaid in large, white, sans-serif capital letters across the center of the image. In the foreground, a stage is visible with several people standing on it. There are three large speakers on the stage, each with a small screen displaying text. A person is standing in the center of the stage, facing the crowd. The background is dark, with a metal truss structure and stage lights visible. The overall atmosphere is that of a large-scale music event.



# INAUGURAL NIGHT

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The grandeur of the celebrations is marked with an amazing inauguration. Laughing our hearts out due to the witty jokes by some of the best comedians. A riot of laughter with Samay Raina, one of the best of Comicstaan Season 2 (popular show on Amazon prime). Previous inaugural nights have been graced by the likes of Rahul Dua, Nishant Suri, Zakir Khan, Biswa Kalyan Rath, Karunesh Talwar, The Viral Fever, East India Comedy and Revadio.





# RAGNAROCK

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The stage is set with anarchical fire as the best of the best talent is showcased by the out of the world music which has an eclectic mix of the soulful guitar strings and solid drumbeats. Witness the best of the best with Shalmali Kholgade, Gajendra Verma, Local Train, Parwaaz, As We keep Searching, Inner Sanctum, Providence, and many more, as it will be definitely more than insane!





A male singer with glasses and a beard is performing on stage, holding a microphone. He is wearing a dark t-shirt and has several bracelets on his left wrist. The stage is lit with blue and white lights, and there is a heavy shower of multi-colored confetti falling around him. The background is dark with some bright spots from stage lights.

# CYNOSURE

Witness the best artists of the nation as they bring to life an out-of-the-world experience! The night is sure to be unforgettable as it will manifest mesmerizing music and enthusiastic crowd singing along to their favourite tunes. After Amit Trivedi, Sachin-Jigar, Sonu Nigam, KK, Nikhil D'Souza, Javed Ali, Ag-nee, Indian Ocean, Tochi Raina and many more, keep a look out for who's next!





# EDMNIGHT

The best DJs of the country are in the house to transcend the crowd into an unearthly atmosphere where the audience can surrender themselves to the uplifting beats and music. In Synapse 2020, the EDM sensation who revolutionized the Indian EDM industry by his observation and musicality revolutionised the EDM night in DAIICT. He was none other than the king of bass – Nucleya! Celebrate the unmatched beats and mixes by DJs such as Zaeden, Lost Stories, Teri Miko and VH1 Supersonic.



# RAMPAGE

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Rampage sets the scene with the fashion quotient! Witness young designers showcase their talent and boldly present their perspective to the world while the models add glamour and shimmer to the stage. It's not easy to impress the likes of Malhar Thakar, Pantalo Femina, Miss Fashionista 2012, Helly Shah, Madhu Sneha Upadhyay and Mrs. Universe 2015 designer, Richa Singh, and Helly Shah.









# OATEVENTS

## Naach

Get ready for some breath-taking performances as the dancers set the stage on fire with captivating performances that preserve the immaculate heritage and age-old traditions. Get ready to bring your elegance and grace to the stage!

## Footloose

Dance is the hidden language of soul. The stage is graced with brilliant moves and expressions by flawless dancers. Moves right from hip - hop to contemporary and some extraordinary themes are all set to take your breath away. Kill it with your moves!

## Showdown

Letting loose the body and breaking all the frontiers of dance, the best streetstyle dance is showcased on upbeat raps by the aspiring dancers who get in face - to - face battles and the best of the best wins! So, take up the challenge and show them how it is done.

## Rap Battle

Are you good with words, love hip hop and poetic enough? Does the fire to prove yourself burn in a raging inferno inside you? Then, a part of rap battle to show the world that APNA TIME AAGAYA.

## Rhapsody and Raaga

Music and poetry are the most beautiful ways to express the soul and heart. The atmosphere is drenched with magic as the audience is on a ride of an eclectic mix of western and classic music. Make it harmonious and en - chanting with your talent and melodious voice.

## DJ Wars

Are you a music lover? Mix the music, and make the world dance to your beats.



# **CEP EVENTS**

## **Shailee**

A pen is definitely mightier than a sword and here's a golden chance to prove this stance by participating in various online competitions like the spelling bee, creative writing, challenging crosswords some innovative workshops.

## **Synocubix**

Come showcase how fast you can use your wit as you compete with your biggest enemy - TIME. Make yourself THE cubing master by cracking some of the trickiest cubes known to man.

## **Headrush**

Come and be a part of one of Gujarat's best quizzing circles! Participate in a quiz that satisfies your interest and compete with the teams of some of the best universities of the state and put your knowledge to test!

## **Research Paper**

Got an idea which is intriguing and can create an impact? Then, what are you waiting for! Research upon the idea and present it in front of everyone in the event Research paper.







# TECHNICAL EVENTS

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## **Hackathon**

Dive into the some of the most pressing problems of today. Endurance is key as you team up for a code fest of programming skills and endurance to build the next big project, be it building a new data visualization, writing a document, or collaboratively investigating a problem.

## **Conceive**

Bring out your creative flair, put those editing tools to use and showcase your photography, short films and posters making skills.

## **Code Mutants**

Show off your programming skills, work as quick as you can beat the dock, and solve as many problems as you can. This competitive coding contest will challenge your speed and accuracy.

## **INC**

With imagination that goes far beyond convention, a dream bigger than just money - build the next financial empire. If you think you are the next Steve Jobs or Bill Gates, this is the place to be. Dazzle the panel with your business skills and planning to pave a road to the next big start-up.



# ONLINE EVENTS

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## Googlock Holmes

Wake up your inner Sherlock Holmes and solve the trickiest riddles with google by your side.

## Crazy Math

Bring out the wit in you as you face the nuttiest problems Math has to offer.

## Team Twister

Build your dream squad and anticipate the live scores of a cricket or a football match to win.





# MASQUERADE

## Goof Spoof

An overdose of Bollywood that will lead to the strangest of scenarios in impromptu gigs. Bring out your inner Gabbar or Basanti and watch the greatest legends of Indian cinema compete for the title.

## Naivete

Witness the conventional street play, a bold portrayal of the stigmas of the society. Add fire to your nerves and put up a stand with courage and fervour.

## Felicity

With a colourful mix of drama, music, dance and mime, be a part of this beloved facade. Treat your senses with the silent mimes, twirling dancers and magnified dramatics.

## Proscenium

Join an eager audience gripped by a befitting story, stunning role - play and flashy dialogues. If acting is your passion, this is the place to be.









# BATTLE DROME



You are never too old for video games . Bring out the controllers , keep your thumbs rested and join the showdown for ultimate glory . Leave humility behind , this is war . Display great use of strategy , tactics and planning in a wide variety of the most engaging games . Test your skills at AOE , Counter Strike , DOTA , NFS Most Wanted , PUBG and FIFA.

COUNTER STRIKE

FIFA 20

VALORANT

CLASH ROYAL

COD MOBILE



# **INFORMALS**

## **DA - Lounge**

In this classy area, pulsating vibes create a cool laid - back charm and the thrilling activities compel you to keep coming back. Indulge your temptation.

## **DA - Rush**

Participate in one of the all-time favourites - Treasure Hunt. Run around campus, solving head scratching riddles and deceiving clues to get to the ultimate prize.

## **Forage**

Put on your creative hats to make impressive models from the simplest of resources. Take up the challenge and transform mundane objects into killer weapons, unthinkable structures, and ostentatious tools. The only thing holding you back is your imagination.

## **Prom Night**

Get those dashing shirts and elegant dresses out and grove to your favourite romances with your partners. This is one of those quintessentially iconic events you have to experience at least once. The best of the best gets the honour of being crowned Prom King and Queen. You don't want to miss this.

## **KTM Stunt Show**

Gravity defying acts of bravery bring undeniable wow-factor to any event! Motorcycle stunt riders create a thrilling atmosphere that keeps the audience on their toes with excitement.





# YOUTH RUN

A 7 km marathon in the city of Gandhinagar, organized in an attempt to promote ideas that drive the youth of today. Show your support to fight the stigmas present in society, support social and environmental causes to make this a better place. With a wave of passionate students joining in, this is a great way to give back to the society.



# { /HACKATHON }

Dive into the some of the most pressing problems of today. Endurance is key as you team up for a code fest of programming skills and endurance to build the next big project, be it building a new data visualization, writing a document, or collaboratively investigating a problem. Get mentored by professionals in the field and get a chance to execute your idea practically. With some of the best coders and developers participating, you are bound to see some innovative approaches and learn a lot while you're at it.





# TITLE SPONSOR

The sponsor will be declared as 'The Title Sponsor' of Synapse 2021. The festival will be named after the sponsor, i.e. 'DA - IICT and \*Sponsor Name\* present Synapse 2021.

- All publications issued by Synapse leading up to the festival will carry the name and logo of the Sponsor.
- All creatives of online events carried out under the banner of Synapse will have the logo of the Sponsor.
- Synapse Social Media handles will hold interactive online events/Giveaways in collaboration with the Sponsor (if Sponsor wishes).
- The sponsor can setup 2 stalls of approximately 8ft X 8ft on the festival grounds to display the products of the sponsor.
- The Sponsor can ask for five volunteers to help with the publicity efforts of the Sponsor during the course of the event.
- The Sponsor can make use of 20 minutes of audio airtime daily on the institute's sound system at prime time during prominent locations during the synapse.

- All posters and banners issued by Synapse that form a part of Synapse publicity campaign will carry the name and logo of the Sponsor. The Sponsor will dominate newspaper articles, advertisements and other promotional materials of Synapse.
- DA-lounge (24 hr hub) will carry an event dedicated to the sponsor.
- The Synapse website will feature both the logo of the Sponsor as well as a link to the Sponsor's website in its homepage.
- The Website can carry an online event dedicated to the sponsor (if the sponsor wishes).
- The Sponsor can display banners at prominent location during the festival. The sponsor can also display 1 hoarding sized banner at prominent location during the festival.





# ASSOCIATE SPONSOR

The sponsor will be declared the Associate Sponsor of Synapse 2020.

- All publications issued by Synapse leading up to the festival will carry the name and logo of the sponsor
- All posters and banners issued by Synapse that form a part of Synapse publicity campaign will carry the name and logo of the sponsor.
- The sponsor will find a mention in the newspaper articles, advertisements and other promotional material of Synapse.
- The Synapse website will feature both the logo of the sponsor as well as a link to the sponsor's website, with mention on the home page.
- All creatives of online events carried out under the banner of Synapse will have the logo of the Sponsor.
- Synapse Social Media handles will hold interactive online events/Giveaways in collaboration with the Sponsor (if Sponsor wishes)
- The sponsor can setup 1 stall of approximately 8ft X 8ft on the festival grounds to display the products of the sponsor.
- The website can carry an online event dedicated to the associate sponsor.
- The sponsor would be given an option of organizing a workshop or an event.
- The sponsor can make a 30-minute presentation of any nature on one day during the festival, to the audience, not as a part of an event.
- The sponsor can ask for three volunteers to help with the publicity efforts of the sponsor during the course of the festival.
- There may be more than one associate sponsor.
- The sponsor can display banners at prominent locations during the festival.



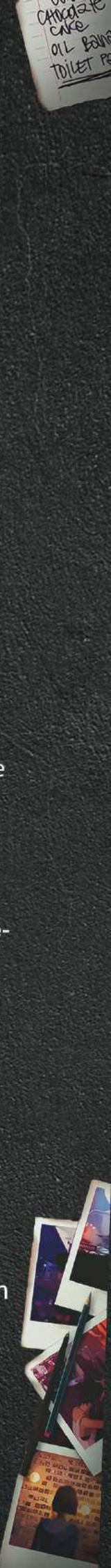




# EVENT SPONSOR

The sponsor would be declared as the Event Sponsor of a particular event. The event would be named after the Sponsor, i.e., "Synapse and \*Name of Event Sponsor\* present \*name of the event\*

- The Event Sponsor will be included in the newspaper articles, advertisements, and other promotional material of Synapse.
- The Event Sponsor can setup 1 stall of approximately 8ft X 8ft on the festival grounds to display its products and distribute publicity material. The Event Sponsor would have to pay a sum of Rs. 25,000 / - towards the installation charges of the stall.
- The Synapse website will feature both the logo and the name of the Event Sponsor.
- The Event Sponsor can display banners and distribute publicity material at the venue of the event during the festival.
- The Event Sponsor can ask for 1 volunteer to help with its publicity efforts during the course of the festival.
- There may be more than 1 sponsor for a particular event. Decisions on such issues would be taken on a case to case basis by the Synapse organizers and it would be binding on all interested parties.





# STALL SPONSOR

## Canopy Stalls

When the events rapidly capture the attention of the crowd, the best place would be under a large umbrella, in view of hundreds of people just waiting to get a glimpse of your stall at the premium locations of the lawns and cafeteria. With the Canopy stalls, you get a large umbrella, table and chairs for marketing your product.

## Café Stalls

The cafes are the places with all the hustle and bustle. With this stall of 8ft x 8ft situated at a prominent location in the café, you can have your products to sell or just lure the customers by the look of it. The hungry and the happy crowds will pass through your stall and you know you are at the benefit there.

## Concert Stalls

The enthusiasm of a good crowd is unbeatable and Synapse boasts of thousands of hungry and enthusiastic wild heads. After the wild ride of the concerts, all they have to do is turn around and find your 10ft x 10ft stall which will suffice them with delicious food and groovy shakes.





# THEME SPONSOR

The theme is supposed to define the ambience of a fest. The campus and the events are organized designed and decorated on the basis of a common theme, which will be publicized during the entire duration of the fest. Theme remains the central attraction of a festival- one of the Pronites will be dedicated to the Theme Sponsor. The Theme Sponsor attracts maximum publicity as every nook and corner of the college is decorated as per the Sponsor's theme. Every media and print coverage covering the campus, publicizes the theme and the Theme Sponsor. The Theme Sponsor can setup 2 stalls on the festival ground. The Theme Sponsor can display banner and banner sized hoarding at prominent locations during the festival. Link to the theme sponsor will be provided on the fest website. A separate place in the sponsorship brochure will be dedicated to the Theme Sponsor. The cover page of the brochure will contain the logo of the Theme Sponsor.



# T - SHIRT SPONSOR

The sponsor will be declared as the T - Shirt Sponsor of Synapse 2020 under the following two conditions: If the sponsor gives monetary support equivalent to cover the fest T-shirt costs to Synapse or if the sponsor supplies a minimum of 1,000 T - Shirts, printed according to the print given by the Synapse organizing committee and of acceptable quality.

- The T - Shirt will bear the logo of the Sponsor on one of the sleeves/back
- All publications leading up to the festival will carry name and logo of the T - shirt Sponsor
- All posters & banners issued by Synapse that form a part of Synapse publicity campaign will carry the name & logo of the sponsor.
- The sponsor can display banners at prominent locations during the festival.
- The Synapse website will feature both the logo and the name of the sponsor.
- The sponsor can setup 1 stall of approximately 8ft x 8ft on the festival grounds to display the products of the sponsor & distribute publicity material.





# CAREER SPONSOR

The sponsor will be declared the Career Sponsor of Synapse 2021.

- All publications issued by Synapse 2020 leading up to the festival will carry the name and logo of the Career Sponsor.
- All posters and banners issued by Synapse that form a part of Synapse publicity campaign will carry the name and logo of the Career Sponsor
- The Career Sponsor can carry out two seminars (online or offline) with the DA-IICT students regarding their institution and courses.



- The Career Sponsor will find a mention in the newspaper articles, advertisements, and other promotional material of Synapse.
- The Career Sponsor can display the banners at prominent locations during the festival.
- The Synapse website will carry the name and logo of The Career Sponsor.
- The Career Sponsor can setup a stall of approx. 8 ft. X 8 ft. on the festival grounds to display their products and to distribute publicity materials during the course of the festival.
- The Career Sponsor would have to pay a sum of Rs. 25,000 - towards the installation charge of the stall.

- All publications issued by Synapse 2020 leading up to the festival will carry the name and logo of the Travel Sponsor.
- All posters and banners issued by Synapse that form a part of Synapse publicity campaign will carry the name and logo of the Official Travel Sponsor.
- The Official Travel Sponsor will find a mention in the newspaper articles, advertisements and other promotional material of Synapse.
- The Official Travel Sponsor can display the banners at prominent locations during the festival.
- The Synapse website will carry the name and logo of the Official Travel Sponsor.

- The travel sponsor would fly eminent personalities and celebrated guests of Synapse to and from Ahmedabad during the course of the event

- The Official Travel Sponsor can setup a stall of approx. 8 ft. X 8 ft. on the festival grounds to display their products and to distribute publicity materials during the course of the festival.
- The Official Travel Sponsor would have to pay a sum of Rs. 25,000 - towards the installation charge of the stall.

# TRAVEL SPONSOR





# CAMPUS BRANDING

# CAMPUS BRANDING





# PREVIOUS SPONSORS





# PREVIOUS SPONSORS



GUJARAT MARITIME BOARD  
Government of Gujarat Undertaking



Gujarat  
Pollution Control  
Board



# PREVIOUS SPONSORS





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