

**MIT ART, DESIGN, AND TECHNOLOGY  
UNIVERSITY, PUNE**

A large, colorful geometric logo composed of various triangles in shades of yellow, orange, red, and purple, arranged in a stylized, abstract shape.

# MIT ADT UNIVERSITY **PERSONA FEST 2025**

**11th-13th March 2025**



[www.mituniversity.ac.in](http://www.mituniversity.ac.in)



# Persona Fest 2025

**BIGGER, BETTER, AND MORE ELECTRIFYING**

Persona Fest 2025, the flagship techno-cultural extravaganza of MIT ADT University, is a vibrant celebration of creativity, innovation, and talent. Uniting students, faculty, and industry professionals, the fest offers an exhilarating mix of live music, immersive workshops, high-energy competitions, and dynamic exhibitions across multiple domains. With its diverse lineup of events, Persona Fest 2025 guarantees an unforgettable experience, making it the ultimate hub for entertainment, learning, and inspiration.

**25000+**

FOOTFALL

**200+**

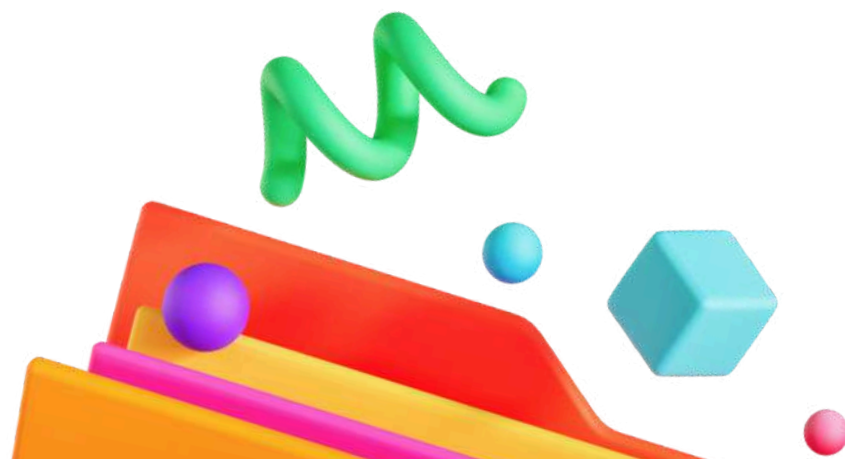
UNIVERSITIES & INSTITUTES

**250+**

EMINENT SPEAKERS

**100+**

TECHNO CULTURAL EVENTS







# Eminent Celebrity Guests





# Eminent Celebrity Guests

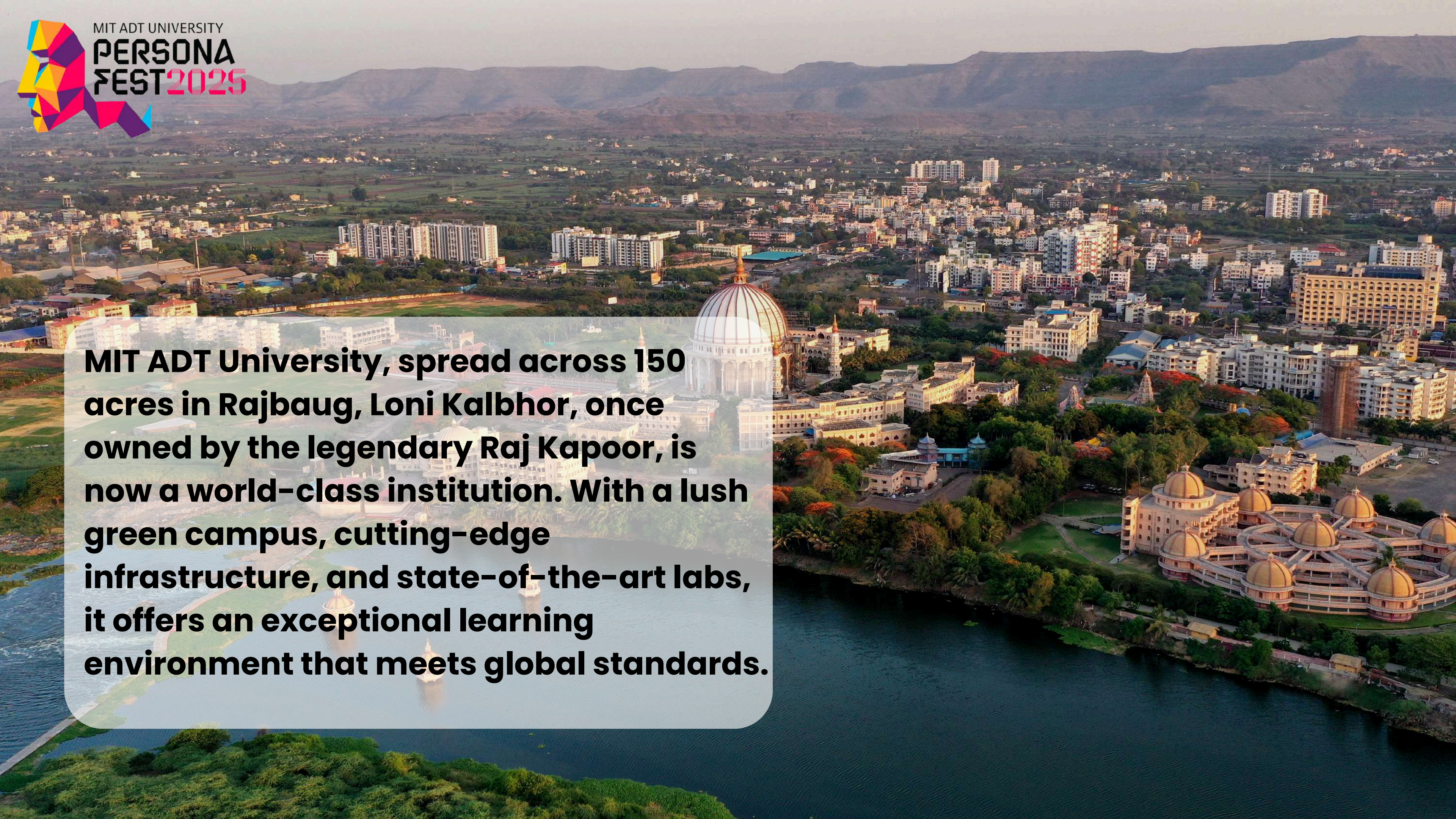




# Glimpses







**MIT ADT University, spread across 150 acres in Rajbaug, Loni Kalbhor, once owned by the legendary Raj Kapoor, is now a world-class institution. With a lush green campus, cutting-edge infrastructure, and state-of-the-art labs, it offers an exceptional learning environment that meets global standards.**





# Media Deliverables

MEDIA PLANS	SOCIAL MEDIA PLANS
<ul style="list-style-type: none"><li>• <b>PRINT MEDIA ADVERTISEMENT</b>– advertisement and news</li><li>• <b>RADIO</b> – prior to PERSONA and during PERSONA 2025</li><li>• <b>TELEVISION</b> – ABP MAZA/ ZEE 24 TASS/ SAAM/ AajTak</li><li>• <b>OUTDOOR</b> – 20+hoardings</li></ul>	<ul style="list-style-type: none"><li>• <b>Brand Presence of PERSONA 2025 in videos across all media platform</b></li><li>• <b>Logo present in social media post during main events of PERSONA 2025</b></li><li>• <b>Logo presence on website of PERSONA 2025 I</b></li></ul>



# Social Media Impact and Outreach



/mitadtuniversity  
**112K**



/mitadtpune  
**3825K**



/mitadtuniversity  
**101K**



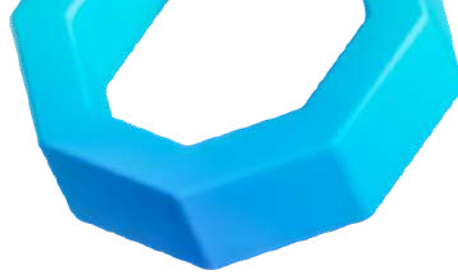
MITADTUniversityPune  
**5661K**



/mitadtuniversity  
**56.14K**







# Glimpses of Previous Media Coverage

Scan QR For Videos



**/mitadtpersonafest**



**/mitadtuniversity**



**/arv\_vlogs**



**/mitadtuniversity**



**/mitadtuniversity**





# Sponsorship Deliverables

	Presenting	Powered-by	Associate	Event Partners	Other Partners
DIGITAL CAMPAIGN ON SOCIAL MEDIA NETWORK OF THE PERSONA 2025 (LOGO PRESENCE ON ALL SOCIAL MEDIA PLATFORMS)	✓	✓	✓	✓	✓
BRAND STANDEE AT MAIN VENUE	✓	✓	✓	✓	✓
ANCHOR MENTIONS	✓	✓	✓	✓	✓
BRAND AV TO BE PLAYED	✓	✓	✓	✗	✗
BRAND LOGO PRESENT ON MAIN BACKDROP	✓	✓	✓	✗	✗
BRANDING ON ALL GATES (INSIDE CAMPUS)	✓	✓	✗	✗	✗
BRAND MENTIONED DURING RADIO PROMOTIONS	✓	✗	✗	✗	✗
BRAND STALL AT THE MAIN VENUE	✓	✗	✗	✗	✗
BRAND LOGO ON T-SHIRT	✓	✗	✗	✗	✗
PRODUCT SAMPLING IN GOODIE BAG	✓	✗	✗	✗	✗
BRAND LOGO IN THE BRANDING COLLATERALS-ON-GROUND PROMOTION	✓	✗	✗	✗	✗
LOGO PRESENCE IN OUT DOOR HOARDINGS	✓	✗	✗	✗	✗
BRAND LOGO ON THE CERTIFICATE	✓	✓	✗	✗	✗
BRAND LOGO ON THE VENUE BRANDING COLLATERALS	✓	✓	✓	✗	✗
	2000K INR	1500K INR	1100K INR	700K INR	500K INR



# Custom Sponsorship Package

If none of the aforementioned sponsorship packages suit your need, we are also open to ideas of tailoring sponsorship packages that may meet the need of your company or organization subject to clearance by PERSONA FEST 2025 authorities

Event sponsorship, if your company wants to sponsor any particular event, exclusive event sponsorships may be made available

Feel free to get in touch with us regarding the same

Email your proposal to : [studentsuccess@mituniversity.edu.in](mailto:studentsuccess@mituniversity.edu.in)





# Our Esteemed Associates





# Your Brand, Our Stage Limitless Impact!

Let us provide an opportunity  
to help the brand

For inquiry contact:

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**MIT-ADT**  
**UNIVERSITY**  
PUNE, INDIA

A Leap Towards World Class Education



**MIT ART, DESIGN, AND TECHNOLOGY UNIVERSITY, PUNE**  
**VISHWARAJBAUG, LONI KALBHOR PUNE - 412201**

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