



SPONSORSHIP PROPOSAL 2026

TECH FUSION 2026

Empowering Pakistan's Next Generation of Innovators



Organized by AI Club | Bahria University Islamabad

A Movement, Not Just an Event

Bridging the gap between classroom learning and industry-ready talent. What started as a campus hackathon is now a premier student tech festival featuring **13 competition tracks**, **hundreds of participants**, and **top industry mentors**.

For a sponsor, that means a concentrated, high-intent technical audience, a visibility platform built for impact, and a direct pipeline into Pakistan's next generation of talent.

500+

PARTICIPANTS

15+

UNIVERSITIES

13

COMPETITION TRACKS



About AI Club — Bahria University

● Mission

Making AI and emerging tech accessible, practical and exciting for every student.

● Vision

Pakistan's leading student-run technology community — a launchpad for founders and engineers.

● Community

A growing network of student developers and AI enthusiasts, active year-round.

● Leadership

A dedicated student executive team that plans, funds and delivers every initiative.

● Innovation

Regular hackathons, bootcamps and speaker sessions on AI, software and product.

● Industry Collaboration

Active partnerships that bring mentorship, sponsorship and hiring pipelines to campus.

Our Past Events



AI Innofest 2025



Tech Fusion 2025



AI & Machine Learning Session



A Full House, Every Year

THE EVENT

About Tech Fusion

A multi-track technology festival bringing together programmers, designers, hardware builders and entrepreneurs for a weekend of competition, learning and networking 13 tracks, from AI hackathons to startup pitches.

500+

PARTICIPANTS

15+

PARTNER
UNIVERSITIES

Rs 150K

PRIZE POOL

8+

SPONSORS &
PARTNERS

SUCCESS STORY

2025 alumni have gone on to internships and full-time roles at leading tech companies, launched two campus startups, and returned this year as mentors and judges.



Event Overview 2026

LOCATION

Bahria University,
Islamabad Campus

AUDIENCE

CS, Engineering, Design &
Business Students

PARTICIPANTS

800+ Expected

UNIVERSITIES

15+ Institutions Across
Pakistan

PRIZE POOL

Rs 150,000+ Across All
Tracks

COMPETITIONS

13 Tracks - AI, Dev, Design &
Business

EXHIBITION

Startup & Project Showcase
Floor

CAREERS

On-Site Resume Drops &
Recruiter Sessions

Our roadmap: from a flagship campus festival to a nationwide, multi-city platform by 2028.

13 Competition Tracks

- Early Age Programming

- Speed Programming

- Bug Hunting

- Solve on the Go

- AI Hackathon

- Logical Race

- UI/UX Design Challenge

- Game Arena

- Design Sprint

- Startup Pitch Challenge

- Cyber Escape

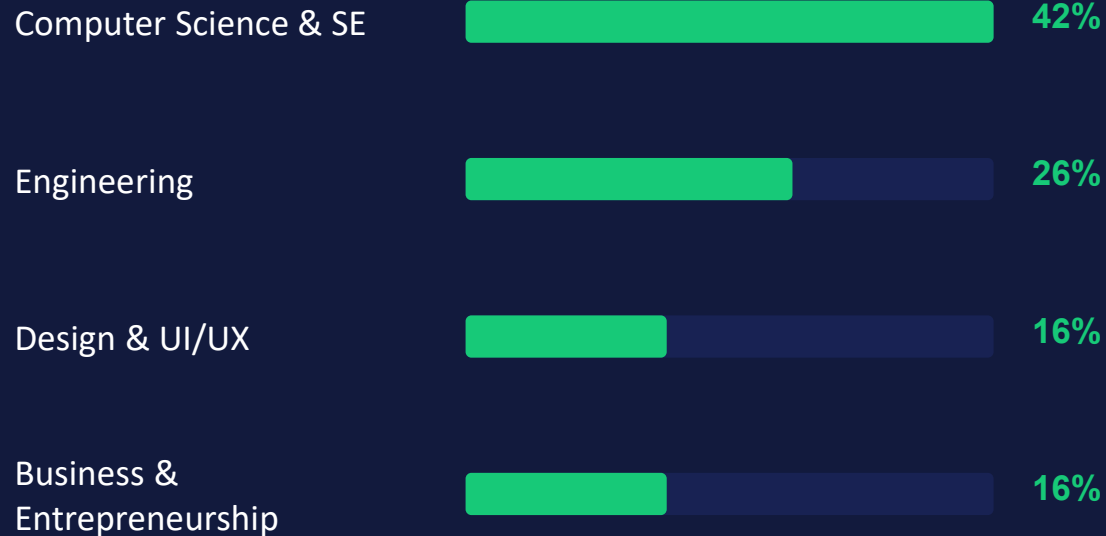
- Robotics & Innovation

WHO YOU'LL REACH



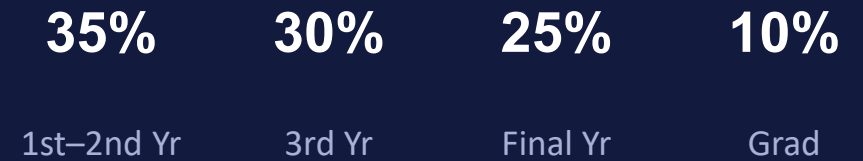
Audience Demographics

FIELDS OF STUDY



15+ Partner Universities across Islamabad, Rawalpindi and beyond

YEAR OF STUDY



↑ 38%

YEAR-OVER-YEAR ATTENDANCE GROWTH

Marketing Strategy

Every partner's brand is woven into the full lifecycle of Tech Fusion — before, during and after the event.

Digital & Social

- Instagram, Facebook & LinkedIn
- Reels & short-form video
- Ambassador program

On-Campus

- Standees at partner universities
- Class-to-class promotion
- University page collabs

Owned Channels

- Event website & registration portal
- Email campaigns
- Livestream coverage

Content & Media

- Event photography
- Official aftermovie
- Highlight content across channels

Why Sponsor Tech Fusion

Employer Branding

Be the destination employer for Pakistan's rising tech talent.

Recruitment

Meet hundreds of pre-screened, competition-tested candidates.

Talent Pipeline

Build a direct pipeline into internships and graduate hiring.

Product Awareness

Introduce your product to an engaged, technical audience.

Lead Generation

Capture qualified leads through booths and branded challenges.

Innovation Exposure

Early visibility into the ideas shaping tomorrow's tech.

Youth Engagement

Build affinity with Gen Z's most technically fluent talent.

Brand Trust

Association with a respected, growing university platform.

Community Impact

Demonstrate real investment in education and youth in Pakistan.

Sponsorship Packages

TITLE SPONSOR

Rs 150,000

Exclusive top-tier co-branding across the entire event.

-
- ✓ Logo Placement
 - ✓ Social Media
 - ✓ Booth Space
 - ✓ Resume Access
 - ✓ Speaking Slot

PLATINUM

Rs 100,000

Premium visibility with speaking rights & top booth.

-
- ✓ Logo Placement
 - ✓ Social Media
 - ✓ Booth Space
 - ✓ Resume Access
 - ✓ Speaking Slot

GOLD

Rs 75,000

Strong presence with a dedicated track or session.

-
- ✓ Logo Placement
 - ✓ Social Media
 - ✓ Booth Space
 - ✓ Resume Access

SILVER

Rs 50,000

Solid visibility across digital and on-site channels.

-
- ✓ Logo Placement
 - ✓ Social Media

Prefer non-cash support? Ask about our Community Partner (In-Kind) tier — tailored recognition for product, service or venue contributions.



Sponsorship Comparison

BENEFIT	TITLE	PLATINUM	GOLD	SILVER
Logo on Main Stage Banner	✓	✓	✓	—
Logo on Website & Socials	✓	✓	✓	✓
Speaking Opportunity	✓	✓	—	—
Exhibition Booth	Premium	Standard	Standard	Shared
Resume Book Access	✓	✓	—	—
Branded Competition Track	✓	✓	—	—
Social Media Mentions	8+	5	3	2
Certificate Co-Branding	✓	✓	✓	—

Custom Partnership Add-Ons

Prefer a targeted association? These bespoke sponsorships put your brand at the center of a specific experience.

● AI Challenge Sponsor

● Gaming Arena
Sponsor

● Prize Sponsor

● Internet Partner

● Food Partner

● Photography Partner

● Lanyard Sponsor

● Badge Sponsor

● Merchandise Sponsor

● Startup Partner

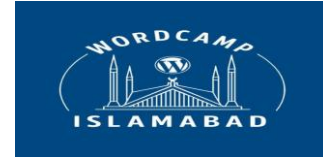
● Innovation Partner

● Media Partner

TRUSTED BY



Previous Sponsors & Community Partners



"Partnering with Tech Fusion gave us direct access to some of the sharpest student talent we've seen — the energy and quality of ideas were outstanding."

— Previous Sponsor, Tech Fusion 2025

Welcoming Our Newest Sponsors

Ready to see your brand alongside industry leaders? Let's secure your spot.



Google Developer Groups
Islamabad

GDG Islamabad



**SOCIETY
CIRCLE**

Society Circle



Your Brand Here

LET'S TALK



Partner With Us

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Scan to view the full sponsorship deck or register your interest

Let's Build the Future Together.