



BU DEVELOPER'S SOCIETY
Bahria University, Karachi

TECHATHON 2026
Sponsorship Packages

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About Techathon 2026

Techathon 2026 is the flagship annual hackathon organized by the BU Developers Society (BUDS) at Bahria University, Karachi. This year's event brings together Pakistan's brightest student developers, designers, and innovators to compete, collaborate, and create impactful technology solutions.

The event draws participants from across Karachi's top universities, giving sponsors unparalleled access to a highly engaged, tech-savvy student audience. Techathon is more than a competition it's a platform for discovery, networking, and shaping the future of Pakistan's tech ecosystem.

200+ Participants	8hrs Non-Stop Coding	40+ Teams Competing	4 Award Categories
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About BUDS

The BU Developers Society (BUDS) is the premier student-led technology society at Bahria University, Karachi. With the motto "LearnToCode", BUDS fosters a culture of innovation, collaboration, and technical excellence among students. Through workshops, hackathons, and industry collaborations, BUDS bridges the gap between academic learning and professional industry demands.

Sponsorship Packages

Choose the package that best aligns with your brand goals and budget. Each tier is designed to maximize your visibility and impact at Techathon 2026.

SILVER SPONSORSHIP PACKAGE Investment: PKR 30,000	
Resources Covered	Sponsor Perks
<ul style="list-style-type: none"> • Official Certificates (printing & distribution) • Arm Bands / Badges / ID Cards 	<ul style="list-style-type: none"> • Company logo on event website • Logo on all participant certificates • Social media shout-outs (pre & post event) • Mention in all event communications
<p>Ideal For: <i>Startups and growing tech companies seeking campus visibility.</i></p>	

GOLD SPONSORSHIP PACKAGE Investment: PKR 60,000	
Resources Covered	Sponsor Perks
<ul style="list-style-type: none"> • Event Backdrop design & printing • Stage Decorations • Refreshments for participants • Standee Placement (branded) 	<ul style="list-style-type: none"> • Prominent logo on backdrop and standees • Dedicated social media mentions (before, during, after) • Logo on all promotional creatives • Brand visibility in hospitality area
<p>Ideal For: <i>Companies aiming for strong on-ground presence and student engagement.</i></p>	

PLATINUM SPONSORSHIP PACKAGE Investment: PKR 100,000	
Resources Covered	Sponsor Perks
<ul style="list-style-type: none"> • Event Banner & Premium Standees • Winner Prizes (1st, 2nd & 3rd Place) • 15 Winner Shields & Trophies • Full Meal (Khanna) for all participants • Premium Event Branding Materials 	<ul style="list-style-type: none"> • Exclusive Title Sponsor recognition • Event named: "Techathon 2026 presented by [Sponsor]" • Premium logo placement (stage, banners, website, certificates) • Speaking slot at the opening ceremony • Extensive digital marketing campaign • Direct access to top-performing participants for recruitment
Ideal For: <i>Enterprises seeking maximum brand impact and recruitment opportunities.</i>	

Flexible Sponsorship

We understand that every organization has unique goals and budgets. That's why we offer:

- Custom resource-based packages tailored to your specific goals
- Benefits and visibility adjustable according to your contribution level
- Open to in-kind sponsorships: printing, food, tech tools, equipment, and more
- Co-branding and collaborative event design opportunities

Let's build a partnership that creates real, lasting impact.

Why Sponsor Techathon 2026?

<p>Targeted Brand Exposure</p> <p>Reach 200+ tech-savvy students and professionals at one of Karachi's premier university hackathons.</p>	<p>Talent Pipeline Access</p> <p>Identify and connect with top-performing student developers ready for internships and full-time roles.</p>
<p>Multi-Channel Marketing</p> <p>Your brand featured across social media, digital banners, printed materials, and event communications.</p>	<p>Community Impact</p> <p>Invest in Pakistan's future tech leaders and strengthen your company's commitment to education and innovation.</p>

Contact Us

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