



ST JOSEPH'S UNIVERSITY

A PUBLIC-PRIVATE-PARTNERSHIP UNIVERSITY UNDER
RUSA 2.0 OF MHRD (GOVERNMENT OF INDIA),
ESTABLISHED BY THE KARNATAKA GOVT. ACT NO 20 OF 2021
(ACCREDITED GRADE 'A++' BY NAAC)

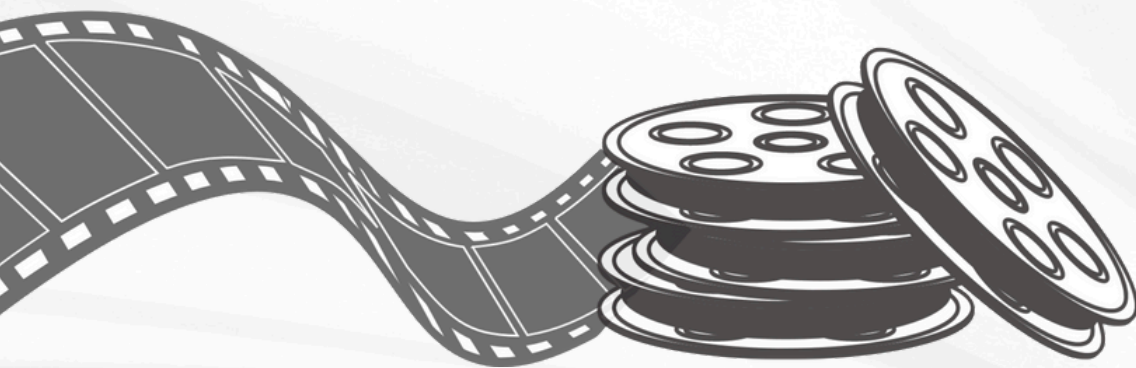


**SCHOOL OF COMMUNICATION AND MEDIA STUDIES
PRESENTS**

MEDIACON

AN INTERNATIONAL CONFERENCE ON

**CINEMATIC CROSSROADS
AND DIGITAL FRONTIERS**



SPONSORSHIP BROCHURE

JANUARY 30 & 31, 2025

St Joseph's University

St Joseph's University is a venerated Jesuit educational institution in Bengaluru. Tracing back its origins to 1882, St Joseph's College became the first affiliated college to offer postgraduate programmes and a research center in Karnataka. In 2005 the institution was awarded academic autonomy. Later, it was accredited a grade of 'A++' by the National Assessment and Accreditation Council (NAAC) for its educational excellence. On 27 September 2022, it was inaugurated as India's first Public-Private-Partnership University by the Honourable President of India, Smt. Droupadi Murmu.

School of Communication and Media Studies

The School of Communication at St Joseph's University was established in 2008. Since its inception, it has incessantly strived to equip students with the skills required to be modern media practitioners. It seeks to empower students to think critically and transform them into active participants and stakeholders in the world around them. The School currently offers the following undergraduate and postgraduate programmes.

- B.A. Visual Communication
- B.Voc. Visual Media & Filmmaking
- B.Voc. Digital Media & Animation
- M.A. Journalism & Mass Communication
- M.A. Advertising & Public Relations

MediaCon over the years...

MediaCon was organised for the first time in the year 2013. Since then, renowned journalists, and politicians have participated in both our national and international conferences and have delivered keynote speeches. We've had an over whelming response of participants in the realm of education and various media industries. The conference has encouraged budding researchers and students to present papers and collaborate with like-minded networkers for future prospects.



Keynote speakers from previous MediaCon



Rana Ayyub, (Journalist)

An investigative journalist, Sanskriti awardee for excellence in journalism.



Pradyot Bikram Manikya Deb Barma, (Political Activist)

Indian politician and the former president of the Tripura Pradesh Congress Committee.



Sevanti Ninan, (Journalist)

Journalist and media critic who has written extensively on media-related issues in India.



Sugata Srinivasaraju, (Journalist)

Journalist, author and columnist. He has editorially led behemoth regional-language print, television and digital news organizations in the last decade



Supriyo Sen, (Filmmaker)

Independent filmmaker from India. He produced and directed the film Tangra Blues. .



Paromita Vohra, (Filmmaker and writer)

Award-winning Indian filmmaker and writer. Known for her documentaries on subjects such as urban life, desire, pop culture and gender.



K P Jayashankar, (Filmmaker)

Documentary filmmaker and researcher. Has over 30 National and International awards in various different film festivals.



Somnath Waghmare (Filmmaker)

Documentary filmmaker. His prominent film, Battle of Bhima Koregaon, was critically received and screened in India and abroad.

Sponsorship Slabs

Title Sponsors – ₹ 1,00,000

Deliverables From MediaCon to Sponsors/Partners:

- Stature as Official Title Sponsor of MediaCon 2025.
- Emcee announcements during the event – before the event commences, during the break, and at the end of the event.
- Logo on all our event collaterals (print media, and digital)
- Standees displayed across the campus (Only eco-friendly material/cloth permitted).
- Offline Marketing wherein the logo of your company as our Sponsor/Partner will be on the posters we print for circulation amongst other colleges and universities
- Post and Pre-Media promotion will happen through all our social media collaterals where we will be tagging your company's name along with our official event posters. If the company has any hashtags or taglines of its own, it can also be promoted through the same.
- Campaign Participation by the attendees and organizing committee participating in MediaCon.
- We will promote a separate poster of MediaCon Partnership with Sponsor/ Partner.
- The social media coverage of Sponsor/Partners Through the medium of MediaCon's social media campaigns will be executed.
- Stall space will be provided on the day of the event in Campus.
- Memento of Sponsorship

Power Sponsors – ₹ 50,000

Deliverables From MediaCon to Sponsors/Partners:

- Stature as Official Power Sponsor of MediaCon 2025.
- Emcee announcements during the event – before the event commences, during the break, and at the end of the event.
- Logo on all our event collaterals (print media, and digital).
- Standees displayed across the campus(Only eco-friendly material/cloth permitted).
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- Campaign Participation by the attendees and organizing committee participating in MediaCon.
- We will promote a separate poster of MediaCon Partnership with Sponsor/Partner.
- Memento of Sponsorship.

Associate Sponsors/partners – ₹ 30,000

Deliverables From MediaCon to Sponsors/Partners:

- Stature as Official Associate Sponsor of MediaCon 2025.
- Emcee announcements during the event – before the event commences, during the break, and at the end of the event.
- Logo on our event collaterals (print media ,and digital).
- Offline Marketing wherein the logo of your company as our Sponsor/Partner will be on the posters we print for circulation amongst other colleges and universities.
- Post and Pre- Media promotion will happen through all our social media collaterals where we will be tagging your company's name along with our official event posters.
- Social media coverage of Sponsor/Partners Through the medium of Mediacon's social media campaigns will be execute.

Official Sponsors/partners– ₹ 15,000

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Contact us

School of Communication,
St Joseph's University,
36 Langford Road, Langford Gardens,
Bengaluru – 560027

For enquiries

Email: mediaconsponsorsinfo@gmail.com

Contact details: Srishti – 9611864134

Shoaib – 8748968460

Parvathi – 9957707468



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