

Showcase

your brand to a captive audience of
high net worth individuals

SPONSORSHIP BROCHURE



WELCOME TO

#TBQ26



We're delighted to welcome you as a valued partner for The Bharat Quiz 2026!

This marks the very first edition of a truly nationwide initiative, jointly hosted by AJ Smart Education Institute (AJSEI) and GyanVandan Institute.

With your support, we aim to inspire, unite, and empower minds from every corner of India—across all ages, backgrounds, and aspirations.

Together, we are set to engage over 20 lakh participants and reach a staggering audience of 50 crore people on a national scale.

Your partnership is the key to making knowledge, opportunity, and achievement accessible for millions.

WHAT'S IN IT FOR YOU

✓ UNMATCHED BRAND VISIBILITY:

Your brand will be showcased on all digital, print, and media assets related to the event, giving you nationwide recognition among one of the largest youth and adult audiences ever assembled.

✓ DIRECT ENGAGEMENT:

Experience direct interaction and brand activation opportunities with students, professionals, and families from every region—no age bar means truly diversified outreach.

✓ POSITIVE ASSOCIATION:

Partner with a premium educational cause that builds a lasting positive image for your brand, reflecting your commitment to learning, growth, and empowerment.

✓ EXTENSIVE MEDIA COVERAGE:

Benefit from prominent mentions in press releases, social media campaigns, and national-level PR, ensuring your brand is seen by millions before, during, and after the event.

✓ CONTENT CREATION:

Leverage co-branded content and event stories that enhance your marketing, PR, and digital presence throughout the campaign.

✓ EXCLUSIVE PARTICIPATION:

Enjoy VIP invitations to key ceremonies, networking sessions, and the chance to address participants and audiences directly.

✓ LEGACY OF IMPACT:

Contribute to a movement that changes lives, supports dreams, and builds future leaders and thinkers for India.



HIGHLIGHTS OF THE BHARAT QUIZ 2026



NATIONWIDE REACH

Expected participation of over 20 lakh students and quiz enthusiasts from all across India, spanning diverse age groups and regions.



INCLUSIVE AGE GROUPS:

Two special categories — under 18 for future engineering and medical aspirants, and 18+ for competitive exam preparation, with tailored syllabi and quizzes for each group.



MULTIPLE ROUNDS:

Structured in two challenging rounds allowing only the top 30% of candidates from each group to qualify for the next round, ensuring a competitive and rewarding experience.



COMPREHENSIVE SYLLABUS:

Custom-designed quiz content aimed at helping participants sharpen relevant knowledge for academic and competitive exams.



SKILL & KNOWLEDGE BUILDING:

Encourages critical thinking, retention, and confidence, supporting long-term educational goals.



EXTENSIVE DIGITAL PRESENCE:

Engages a large audience with quizzes accessible online, amplified by strong social media and digital marketing campaigns.



RECOGNITION & REWARDS:

Attractive prize packages and e-certificates acknowledging talents and motivating participation.



EMPOWERMENT OF FUTURE LEADERS:

Focuses on nurturing young minds to excel academically and professionally as part of India's growth story.



ORGANIZED BY TRUSTED INSTITUTES:

AJ Smart Education Institute (AJSEI) and GyanVandan Institute bring credibility and experience, ensuring a seamless and professional contest administration.



COMMUNITY & CULTURE:

Fosters a spirit of healthy competition, learning, and unity among participants from diverse backgrounds.

AUDIENCE PROFILE



DIVERSE PARTICIPANT BASE

- Over 20 lakh participants from across India, representing urban, semi-urban, and rural areas.
- Inclusive of all age groups with two key segments: under 18 (future engineering/medical aspirants) and 18+ (competitive exam aspirants).



EDUCATIONAL & ASPIRATIONAL AUDIENCE

- Primarily school students, college learners, and young professionals targeting academic and career advancement.
- Motivated by exam preparation, knowledge enhancement, and skill development.



PAN-INDIA GEOGRAPHICAL REACH

- Participants from all states and union territories, covering multiple languages and cultures.
- Broad digital footprint engaging users on online platforms and social media channels.



TECH-SAVVY & DIGITALLY ENGAGED

- Comfortable with mobile and web-based quiz formats, ensuring high digital participation rates.
- Active on social media, contributing to organic amplification and event virality.



MOTIVATED & RECOGNIZED LEARNERS

- Drawn by curated quiz content, certification, and prize incentives.
- Seek recognition to enhance their academic and professional portfolios.

AUDIENCE INTENT

Top 5 Reasons for Delegates to Participate in The Bharat Quiz

1

EFFECTIVE COMPETITIVE EXAM PREPARATION

The quiz provides a dynamic platform to rehearse and test knowledge related to key exam topics, helping participants build confidence and improve performance in exams like engineering, medical, and various competitive tests.

2

IDENTIFY STRENGTHS AND WEAKNESSES

Participation allows delegates to assess their knowledge gaps through quiz results, enabling focused improvement on weaker areas and reinforcing stronger topics for better overall preparation.

3

ENGAGING AND FUN LEARNING EXPERIENCE

Quizzes incorporate a stimulating and interactive approach that makes revising syllabus and general knowledge enjoyable, breaking the monotony of traditional study methods.

4

IMPROVE CRITICAL THINKING AND PROBLEM-SOLVING SKILLS

The quiz format encourages quick thinking, logical reasoning, and analytical skills which are essential for academic success and real-life problem solving.

5

EARN RECOGNITION AND REWARDS

Beyond intellectual growth, participants have the chance to win substantial prizes and earn official certificates, boosting motivation and adding value to their academic profile.

WHY SPONSOR

Sponsoring The Bharat Quiz 2026 is a unique opportunity to position your brand at the heart of a nationwide educational movement that empowers millions across India. Here's why your partnership matters:



1

UNRIVALED BRAND VISIBILITY AND REACH

With an expected participation of over 20 lakh individuals and a potential audience exceeding 50 crore across India, your brand will receive extensive exposure across digital, print, and event platforms, connecting you with a vast and diverse demographic.



2

ALIGN YOUR BRAND WITH EDUCATION AND SOCIAL IMPACT

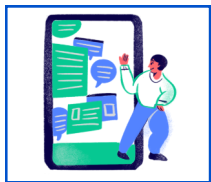
Supporting TBQ reflects your commitment to India's future by investing in knowledge, learning, and skill development. This association strengthens corporate social responsibility (CSR) branding and builds positive community goodwill.



3

ENGAGE DIRECTLY WITH TARGET AUDIENCES

The quiz's inclusive design connects your brand not only with students but also with young professionals and lifelong learners preparing for competitive exams, offering diverse engagement and lead generation opportunities.



4

LEVERAGE MEDIA COVERAGE AND DIGITAL CAMPAIGNS

Benefit from nationwide media attention, PR coverage, and targeted social media marketing campaigns that amplify your sponsorship impact far beyond the event's duration.



5

BUILD LASTING PARTNERSHIPS AND NETWORKS

Gain privileged access to keynote sessions, VIP gatherings, and collaborative forums, creating meaningful relationships with educators, industry leaders, and policymakers that can extend your brand influence and open new business avenues.

Sponsorship of The Bharat Quiz 2026 is more than visibility—it's about catalyzing a brighter, smarter India while elevating your brand's standing in one of the country's most impactful educational initiatives.

WHAT MAKES THE BHARAT QUIZ DIFFERENT?



The Bharat Quiz stands apart through its unparalleled inclusivity, scale, and dual-focus design, uniquely catering to both under-18 students gearing up for future engineering and medical challenges, as well as adults preparing for diverse competitive exams. Unlike many quiz platforms that target narrow demographics or test generic knowledge, TBQ offers a rigorously designed syllabus tailored to participants' specific academic and career goals, conducted in multiple rounds ensuring merit-based progression. Our hybrid approach combining education, competition, and community engagement fosters a nationwide knowledge movement spanning 20+ lakh participants and a reach exceeding 50 crore, creating a vibrant ecosystem of learners regardless of age or background. Moreover, the transparent prize structure, continuous media support, and strategic mentorship from credible institutions elevate this quiz into a landmark event that offers sponsors authentic association with India's educational future.

Your Big Advantage as a Sponsor

- **Massive Nationwide Reach:** Direct brand visibility to over 20 lakh active participants and an extended audience of 50 crore+ viewers spanning all states and demographics.
- **Diverse Demographic Engagement:** Connect with motivated youth and adult learners, future professionals, and aspirants across multiple sectors and competitive exams.
- **Tailored Brand Association:** Align your brand with a unique educational mission fostering skill development, critical thinking, and academic excellence.
- **Multi-Channel Exposure:** Benefit from extensive offline and online promotion including social media campaigns, national press, event material branding, and digital certificates.
- **Exclusive Networking Opportunities:** Access VIP events, leadership forums, and key ceremonies positioning your brand among other esteemed industry and educational leaders.

SPONSORSHIP TIERS & BENEFITS

TIER 1: TITLE SPONSOR (EXCLUSIVE)

TIER 2: POWERED BY SPONSOR

TIER 3: PLATINUM SPONSOR

TIER 4: GOLD SPONSOR

TIER 5: SILVER SPONSOR

TIER 6: PRIZE & E-CERTIFICATE SPONSOR

TIER 7: STRATEGIC/HYBRID PARTNERS



TITLE SPONSOR (EXCLUSIVE)

Your Brand = The Face of The Bharat Quiz (TBQ)

INVESTMENT: ₹1.5 CR – ₹3 CR

TITLE SPONSOR

- Exclusive Naming Rights: “[Sponsor Name] The Bharat Quiz 2026”
- Top logo placement on all digital, print, and event assets including banners, brochures, merchandise, and backdrops
- Exclusive homepage banner on The Bharat Quiz (TBQ) official website with clickable link
- Prime media & PR spotlight featuring your brand in national and regional outreach campaigns
- Opening address opportunity during the inauguration ceremony
- Exclusive branding on major prizes (1st, 2nd, 3rd place) and certificate designs
- Sponsored content feature during multiple quiz rounds
- Comprehensive social media domination: daily mentions, dedicated campaigns, stories, and highlights
- VIP Access for key company executives and guests with premium hospitality
- Inclusion in all event teasers, trailers, and video promotions
- Priority booth space at event venue for brand activation and experiential marketing
- Opportunity to distribute exclusive merchandise/gifts during event
- Post-event brand feature in The Bharat Quiz (TBQ) newsletters and partner communications
- Customized onsite branding opportunities (lounge, reception, stage)
- First right of refusal for next year's event sponsorship

POWERED BY SPONSOR (1–2 SPOTS)

Drive the Power. Shape the Quiz.

INVESTMENT: ₹75L TO ₹1.25 CR

POWERED BY SPONSOR

- High logo visibility on all internal event web pages and digital assets
- Secondary placement in press releases and media coverage
- Speaking opportunity at the prestigious closing ceremony
- Sponsored banners integrated on quiz interface during live rounds
- Exclusive social media posts highlighting the partnership
- Logo inclusion in event emailers, newsletters, and partner collaterals
- VIP invitations for select representatives with networking opportunities
- Opportunity for branded content pieces in event app or microsite
- Priority logo placement on secondary event merchandise and giveaways
- Co-branded content opportunities in pre/post event communications



PLATINUM SPONSOR (3-5 SPOTS)

Where Prestige Meets Participation.

INVESTMENT: ₹30L TO ₹60L

PLATINUM SPONSOR

- Prominent logo placement across all digital and printed platforms
- Dedicated sponsor listing including company profile on event website
- Logo featured in press and digital promotional campaigns
- Banner advertisements on quiz promotion channels
- Access to basic audience insights including demographics and engagement metrics
- Inclusion in group social media shoutouts and acknowledgement posts
- Opportunity for branded sessions or workshops during event
- Logo presence on selected event collateral such as posters, flyers, and newsletters
- Recognition in event recap video and thank-you messaging



GOLD SPONSOR (3–5 SPOTS)

Shining Bright—Spotlight on Your Brand.

INVESTMENT: ₹10L TO ₹25L

- Medium visibility logo placement across key touchpoints including event website and social media
- Listing on the official sponsor page with hyperlink to company site
- Group social media acknowledgments with tagging
- Small-sized digital advertisements on event platforms
- Logo presence on event stationery and participant kits
- Mention during opening and closing announcements
- Opportunity to share branded email communications pre/post event



GOLD SPONSOR

SILVER SPONSOR (3–5 SPOTS)

Amplifying Success, One Silver Step at a Time.

INVESTMENT: ₹2L TO ₹8L

- Logo inclusion in participant certificates, event posters, and press material
- Grouped listing on sponsor page with other Silver sponsors
- Group thank-you social media mentions on event channels
- Visibility on event newsletters and basic promotional materials
- Opportunity to provide branded goodies or collateral at registration
- Inclusion in event thank-you slide and post-event communication



SILVER SPONSOR

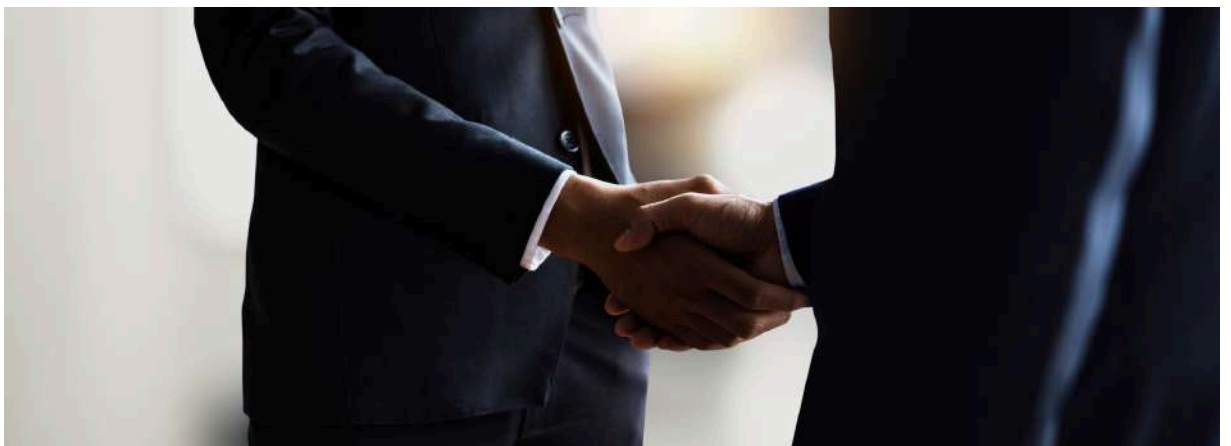
PRIZE & E-CERTIFICATE SPONSOR

Honoring Achievement, Empowering Participation.

INVESTMENT: ₹50L TO ₹1 CR

PRIZE & E-CERTIFICATE

- Exclusive “[Sponsor Name] First/Second/Third Prize” labeling during prize ceremony and on all prize-related visuals
- Logo featured prominently on all winners’ certificates and all participant e-certificates.
- Recognition as “Official Prize & E-Certificate Partner” across event communications
- Mention during prize distribution and certificate issuance ceremonies
- Dedicated logo placement on prize certificates, participant certificates, and prize announcement visuals
- Sponsor representative invited to present prizes and certificates during the ceremony
- Social media shout-outs highlighting the sponsor’s role in rewarding excellence and participation
- Inclusion in press releases, newsletters, and event recap featuring prize and certificate sponsorship
- Long-lasting brand exposure as certificates are shared and kept by participants post-event
- Opportunity for customized sponsor messaging included on certificates and prize announcements





We would be happy to customize a sponsorship package for you should you think the listed packages do not suit your needs. Please write to us at sponsor@ajsei.co.in or sponsor@gyanvandan.in and we shall get in touch with you.



ABOUT THE BHARAT QUIZ (TBQ)



- This is the inaugural edition of The Bharat Quiz, proudly organized by AJ Smart Education Institute (AJSEI) in collaboration with GyanVandan Institute.
- TBQ is designed as a unique, inclusive quiz competition welcoming participants of all ages, encouraging widespread knowledge and learning.
- The quiz features two distinct participant groups based on age:
 - Under 18 Group: Tailored to support young minds preparing for future engineering and medical entrance exams.
 - 18+ Group: Focused on aspirants gearing up for various competitive examinations across different fields.
- Each group follows a specially designed syllabus to ensure relevance and challenge appropriate to their academic and competitive goals.
- The competition unfolds in two rigorous rounds for each group, carefully crafted to test depth and breadth of knowledge.
- After the first round, the top 30% of candidates from each group qualify to advance to the next round, ensuring a competitive and merit-based progression.
- TBQ's mission is to motivate and prepare participants for their future academic and professional endeavors through a stimulating and enjoyable quiz platform.
- The quiz emphasizes not just competition, but also learning, critical thinking, and confidence-building among participants.
- By bridging age groups and educational levels, TBQ strives to be a celebration of intellect and perseverance that uplifts students across India.

For more information, contact us @ +91-8826185652 | +91-9997792588

ABOUT THE ORGANIZER



AJ Smart Education Institute (AJSEI) and GyanVandan Institute are proud to jointly organize The Bharat Quiz 2026, a landmark national educational initiative designed to foster knowledge, competitive spirit, and academic growth across India.

Both institutes bring years of expertise in educational content development, student skill enhancement, and competitive exam preparation. AJSEI is renowned for its innovative learning programs and digital education platforms, while GyanVandan Institute is respected for its commitment to holistic student empowerment and community outreach. Together, they aim to create a quiz competition like no other—one that not only challenges participants intellectually but also supports their long-term academic and career goals. The organizers focus on inclusivity, ensuring participation from diverse backgrounds, ages, and regions, and championing a culture of continuous learning and national unity. With the combined support of academic experts, technology partners, and education leaders, AJSEI and GyanVandan Institute guarantee The Bharat Quiz 2026 will set new standards in competitive quizzing, delivering an engaging, transparent, and impactful experience for all participants and sponsors.

The Bharat Quiz (TBQ)- 2026

Email us at sponsor@ajsei.co.in or sponsor@gyanvandan.in

The Bharat Quiz (TBQ)
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