

Zero Ping 2026 — Event Administration Draft

Organized by Clique — The IT & Analytics Club, Institute of Management, Nirma University (IMNU), Ahmedabad. A scaled, professional 3-day college esports festival with competitive titles, a VR experience zone, and community activations — campus-hosted, open to students from all colleges (valid student ID required).

Event Overview & Objectives

Primary Goals

Run a large-scale, professionally managed collegiate esports event; position Clique as IMNU's flagship tech & gaming club; create sponsor and industry engagement opportunities.

Format & Scale

3 days (Saturday start), on-campus LAN arena/auditorium, 400+ registered competitors, open to students across Ahmedabad colleges. High-end rigs provided; BYOG optional.

Featured Experiences

Competitive titles (Valorant, CODM, FIFA/EA FC, Battle Royale) + VR Experience Zone (casual/exhibition, safety briefing required).

Estimated Budget (Assumption-Based)

Note: figures are provisional. Sponsorship is the key lever — adjust prize pool or rentals if sponsorship falls short.

Assumed 400 regiserations based on previous performance of same event.

Income (₹)

- Registration fees (400 × ₹300 avg) — 1,20,000
- Sponsorship (title + co-sponsors) — 1,50,000
- College/club allocation — 50,000

Total Income: ₹3,20,000

Expenses (₹)

- Prize pool — 90,000
- Peripherals rental — 40,000
- Internet / LAN setup — 15,000
- Venue setup (seating, staging, lighting) — 35,000
- Branding & signage — 5,000
- Marketing & media — 5,000
- Refreshments — 25,000
- Photography/streaming — 5,000
- Contingency (10%) — 21,500

Total Expenses: ₹2,41,500

Projected Surplus: ₹78,500 — Adjust prize pool or rentals if sponsorship reduces.

Sponsorship Strategy & Prospect List



Gaming Peripherals

Targets: Redgear, Cosmic Byte, Zebronics. Rationale: product-audience fit; contribution: ₹40k cash or gear-in-kind (title or gaming partner).



Energy & F&B

Targets: regional energy drinks or campus cafés. Rationale: classic college-fest category; contribution: ₹25k or product barter.



Connectivity Partner

Targets: local ISP / national telco. Rationale: critical technical sponsor — can provide connectivity & PR; expected support ₹20k or in-kind bandwidth.

Contact status: all prospects **not yet approached**. Prioritise gaming peripherals and connectivity early — they materially reduce cash outlay.

Operations & Day-wise Plan



Pre-Event Timeline

- T-6 weeks: Sponsor outreach and budget finalisation
- T-4 weeks: Registrations open & marketing launch
- T-2 weeks: Bracket seeding + volunteer briefing
- T-1 week: Venue plan sign-off; equipment confirmed
- T-1 day: Full setup, tech rehearsal, LAN test

Day-Wise Focus

- **Day 1:** Registration, ID checks, Valorant & CODM prelims
- **Day 2:** FIFA knockouts, Battle Royale prelims, VR zone open all day
- **Day 3:** Finals across titles, prize distribution, closing photo session

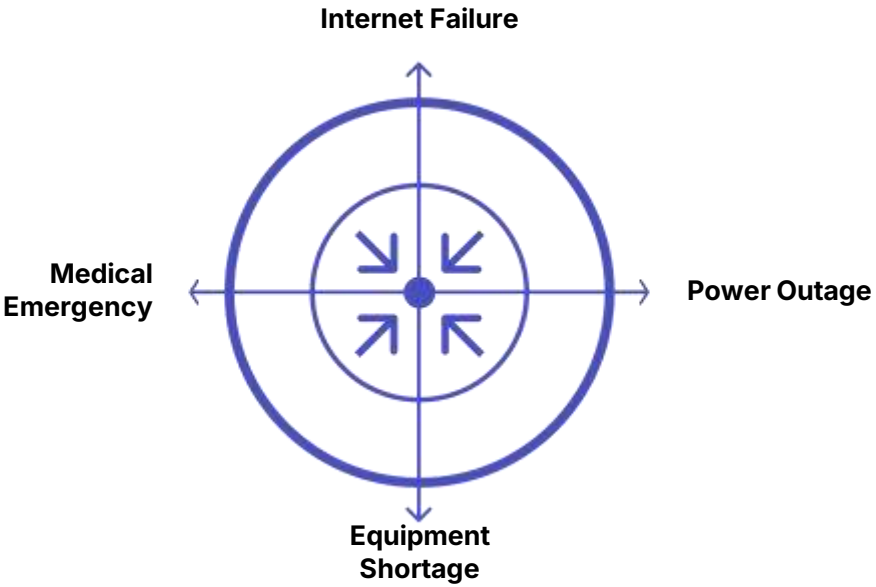
Volunteer Roles

Registration desk, game marshals (per title), tech support, logistics, hospitality, media, support stalls for sponsors.

Logistics Notes

Seating flow, clear signage, separate competitor/ spectator lanes, designated media area for streaming.

Risk Management & Contingency



Key controls: pre-tested wired LAN, secondary ISP, 2–3 spare peripherals per station, trained marshals + recorded footage for dispute review, volunteer-managed crowd control, sponsor deliverables confirmed in writing one week prior.



Rules, Eligibility & Next Steps

Registration & Eligibility

- Open to currently enrolled college students only — valid student ID at check-in
- Team registration via official form; late registration closes 48 hours prior
- Up to 2 substitutes per team for squad games (no extra registeration cost)

General Rules

- Zero tolerance for smurfing, account-sharing, or cheats
- 15-minute match check-in grace; no-show = default loss
- BYOG allowed but must be declared and inspected

Game-Specific Notes

- Valorant/CODM: standard competitive ruleset, admin-assigned lobbies
- FIFA/EA FC: 1v1 on standard settings
- Battle Royale: points = placement + kills; squad check-in mandatory
- VR Zone: exhibition; mandatory safety briefing

Disputes & Prize Payout

Marshal decision is first-level; escalations to admin panel — panel decision final. Prize split announced before finals; payouts within X days post-event subject to winner verification.

Before finalising the deck: confirm definitive event dates (must start on a Saturday), lock sponsor commitments and exact prize split, and validate budget line items with finance lead.

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About

Zero Ping & Clique

Zero Ping is Clique's flagship gaming and esports event, proudly hosted on the **IMNU** campus. It is a genuine inter-college gaming meet, open to students from all institutions to encourage broader participation and engagement.
Clique, IMNU's IT & Analytics Club, has a strong track record of successfully organising large tech and gaming events, including previous editions of **Ignus**, **Excavate**, and **Zero Ping**.

- **3-day format** for 2026
- Expected participation: **400+** students
- Designed to drive broader inter-college engagement

Event Banner from last Year :





Why Sponsor Zero Ping

Targeted Audience Access

Directly engage with a concentrated, high-engagement demographic of college students (18-24 age group).

Extensive Visibility

Secure high visibility through on-ground branding and broad social media reach across the entire 3-day event.

Positive Brand Association

Align your brand with a growing, youth-facing tech and gaming property in the Ahmedabad region.

Direct Product Trial

Gain unique opportunities for product trials (peripherals, F&B, connectivity) with your exact target demographic.

Low-Clutter Environment

Ensure your brand stands out more effectively in a focused setting, unlike larger, more cluttered commercial esports events.

Event Snapshot



Duration

A thrilling three-day event, packed with competitive esports and engaging activities.



Venue

Hosted at the state-of-the-art Nirma University Campus in Ahmedabad, offering excellent facilities.



Format

A fully offline, immersive experience with high-end gaming rigs provided for all competitors (BYOG optional).



Expected Footfall

Anticipating over 400 competitors and a substantial number of enthusiastic spectators.



Games

Featuring popular titles like Valorant, Call of Duty Mobile, FIFA/EA FC, Battle Royale, and a dedicated VR Zone.



Audience

Primarily college students from IMNU and various educational institutions across Ahmedabad.

Audience & Reach

Zero Ping provides unique access to a highly engaged demographic via diverse touchpoints.

Target Demographic

Our core audience comprises competitive and casual college student gamers, primarily aged 18-24 years old.

Multi-College Draw

Sponsors gain reach beyond the IMNU campus, connecting with students from various educational institutions across the region.

Pre-Event Promotion

Significant registration traffic is driven by targeted promotion via `@clique_imnu` on Instagram and our dedicated Unstop listing.

On-Ground & Digital Footprint

High footfall over three days is amplified by digital reach through live event coverage, engaging reels, and real-time updates across platforms.

12K

Impressions on Unstop

Over 12,000 impressions on Unstop last year

450+

Registrations

450+ registrations last year, projected to increase this year

Sponsorship Tiers

Explore our tiered sponsorship opportunities, designed to provide various levels of engagement and brand visibility, with both financial and in-kind options available.

Tier	Investment (indicative)	Slots
Title Sponsor	₹75,000+ or equivalent in kind	1
Gaming Partner	₹40,000+ / peripheral & gear support	1-2
Co-Sponsor	₹20,000-25,000	2-3
Associate Sponsor	₹10,000-15,000	2-3
Refreshment Partner	In-kind (F&B)	1-2

Sponsor Benefits by Tier

Explore the comprehensive benefits associated with each sponsorship tier, designed to maximise your brand's exposure and engagement with our audience.

Sponsorship Tier	Key Benefits
Title Sponsor	• Event named "Zero Ping 2026, powered by [Sponsor]" • Largest logo placement on all banners, backdrop, jerseys/ID cards for staff. • Dedicated social media shoutouts + on-stage mentions • Exclusive stall/booth space for all 3 days
Gaming Partner	• Prominent branding on gaming stations and peripherals • Logo inclusion on match broadcast overlays / live stream (where applicable) • Dedicated product demo/trial zone for attendees
Co-Sponsor / Associate Sponsor	• Logo visibility on event banners, standees, and digital creatives • Inclusion in social media mention packages • Stall space for Co-Sponsor tier only
Refreshment Partner	• Branding presence at refreshment counters throughout the event • Mentions in hospitality-related posts and announcements

Marketing & Promotion Plan

Our comprehensive plan ensures maximum visibility for Zero Ping and its sponsors across all key phases of the event lifecycle.

Pre-Event Hype

Building anticipation through Instagram countdowns, engaging reels, and targeted registration pushes on our Unstop event page.

Live Event Engagement

Dynamic coverage with real-time match updates, prominent sponsor shoutouts, and exclusive behind-the-scenes reels to capture the excitement.

Post-Event Momentum

Sustaining engagement with winner highlights, dedicated sponsor thank-you posts, and a captivating recap reel/video.

Integrated Cross-Promotion

Guaranteeing sponsor visibility with tags in all relevant posts and consistent logo placement across all event creatives and digital assets.

Partner with Zero Ping 2026 — reach Ahmedabad's most engaged college gaming audience.

Join us in creating an unforgettable experience and connect directly with the next generation of tech and gaming enthusiasts.

Contact Us

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Point of Contact: Rahul Sharma



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Potential Sponsor Targets

Our initial prospect list for Zero Ping 2026 sponsorship outreach focuses on brands with strong alignment to our audience and event theme. None have been approached yet, providing a clean slate for first-outreach strategies.

Gaming Cafés & Lounges (Ahmedabad)

These local businesses represent strong "Gaming Partner" fits due to their proximity to campus and direct audience overlap. They offer unique opportunities for on-ground activations.

Gaming Hub & Cafe 4.9★

Located in Bodakdev, this well-reviewed spot with PC/PS5 setups is an ideal gaming-lounge partner.

Console Gaming Cafe 4.7★

Also in Bodakdev, offering consoles & PC gaming with a food/drink counter — a potential dual tie-in for refreshments.

AUG - Arena of Undefeated Gamers 4.7★

A Navrangpura establishment known for Valorant and high-refresh-rate setups, perfectly aligning with our esports crowd.

Gamers Arena 4.8★

Popular with students in Memnagar (near Gurukul), featuring PS5, PC, and even pool tables for a broader appeal.

Potential Sponsor Targets: Hardware & Esports

Expanding our prospect list to include key hardware providers and established esports communities within Ahmedabad, offering diverse collaboration avenues.

Gaming PC & Hardware Partners

These brands are crucial for delivering the high-performance equipment essential for competitive gaming events.

- TLG Gaming India
- VIPER PC
- Kryptonite Microsystems
- MOON COMPUTER
- Silicon Computers

Potential Support

- High-end Gaming PCs & components
- Tournament-grade hardware for event use
- Prize sponsorship (peripherals, upgrades)
- Product demo setups for attendees
- Exclusive product showcases

Gaming Cafés & Esports Communities

Beyond physical venues, these communities are vital for grassroots engagement and expanding our reach among student gamers.

- Gaming Hub & Cafe
- Console Gaming Cafe
- AUG – Arena of Undefeated Gamers
- Gamers Arena
- PS Gaming
- GodGreek Gaming

Potential Support

- Cross-promotional community outreach
- Hosting qualifier events or bootcamps
- Prize vouchers & discounts for winners
- Co-branded merchandise & content
- Collaboration on practice venues or tournaments

Connectivity & Tech Partners (Tier 3)

These partners are crucial for ensuring seamless event operations and providing a high-quality experience for participants and viewers.

Prospects

- Airtel Xstream Fiber
- GTPL Broadband
- JioFiber
- Simform
- Tatvic
- Hidden Brains

Potential Support

- High-speed internet infrastructure
- Reliable event Wi-Fi for attendees
- Livestreaming technical support
- General technical assistance
- Cash sponsorship contributions

Gaming, Lifestyle & Refreshment Brands (Tier 4)

These brands resonate directly with our audience, offering products and services integral to the gaming lifestyle and event enjoyment.

Gaming Brands

- ASUS ROG
- MSI
- Corsair
- Cosmic Byte
- Redgear

Food & Beverage

- Red Bull
- Monster Energy
- Sting Energy
- Domino's
- La Pino'z Pizza
- Ajay's Cafe (most likely to accept)

Potential Support:

- Latest gaming peripherals for competition
- Branded merchandise & giveaways
- Exciting tournament prizes
- Complimentary refreshments for participants
- On-ground branding & activation opportunities