



NED University of Engineering & Technology

## **SPONSORSHIP PROPOSAL**

for the

# **Spring Festival**

on

Thursday, 27<sup>th</sup> February 2014

at

NED University of Engineering and Technology,  
Main Campus, Karachi

**CONTACT:**

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# **SPRING FESTIVAL**

## **INTRODUCTION:**

NED University is one of the oldest institutions in Pakistan having a benchmark of providing exceptional engineering graduates since 1922. NED has a strong organizational culture which doesn't limit its students to studies but also encourages healthy entertainment activities.

**SPRING FESTIVAL**, is a Mega Annual Event of NEDUET which is well attended by an audience over 15000 people comprising present Students, Faculty & Staff from 3 Campuses of the University, Alumni, Guests, Visitors, Media Personalities.

This year, the University has planned to organize the Spring Festival on Thursday, 27<sup>th</sup> February 2014 an event of festivity's & activities offering of number of stalls having food and beverages items, games and activities, handicrafts, consumer goods and lot more. This time NED is going to public this event through different sources of media related mediums so it will be an ideal opportunity for the brands to market their products/services among the youth.

## **STRUCTURE OF THE EVENT:**

It is an opportunity for the companies who are interested in attracting the youth towards their brands. We plan to conduct the event by joining hands with them and we take the responsibility for promoting their brands within the campus. These promotions will be in the form of banners, play cards and posters or by participating in different event activities. This will help in marketing your brand or products on the platform of our fashion show and throughout the whole project.

We have planned to organize this event by conducting following list of activities:

- Stalls with different items
- Performance by Students on Stage (Comedy Show)
- 15 seconds to fame
- Picture Corner
- Magic Show
- Girls Activity (Mehndi, face painting, Artificial Jewelry, etc.)
- Food
- And a lot more fun activities.

All These activities will be associated with different sponsors.

## **Means of Sponsorship**

### **Platinum Package (Rs.100,000/-)**

Our Platinum Sponsors will have the Following Privileges:

- Stall of size (approx.) 20feet x 10feet would be provided at a prominent location.
- Media Coverage will be provided.
- Four hanging banners of 1' broad x 4' long (Horizontal/Vertical) at specific location by the Sponsor.
- Two hanging banners of 1' broad x 4' long (Horizontal) at the Main Entrance of the University.
- One Standing banner of 2' broad x 5' long placed at specific location by the Sponsor.
- One Logo on the backdrop of stage.
- Logo on the Posters on each Notice Board of University (all campuses).
- Appraisal of the sponsor at the inauguration and closing of the event and announcements throughout the day and during the campaign.
- Mention as event sponsors in official magazines/ newsletter.
- Mention as event sponsor through event website prior and post event (archives).

### **Gold Package (Rs.75,000/-)**

Our Golden Sponsors will have the Following Privileges:

- Stall of size (approx.) 15feet x 10feet would be provided at a prominent location.
- Two hanging banner of 1' broad x 4' long (Horizontal/Vertical) at specific location by the Sponsor.
- One hanging banner of 1' broad x 4' long (Horizontal) at the Main Entrance of the University.
- One Standing banner of 2' broad x 5' long placed at specific location by the Sponsor.
- One Logo on the backdrop of stage.
- Logo on the Posters on each Notice Board of University (all campuses).
- Appraisal of the sponsor and announcements throughout the day and during the campaign.

- Mention as event sponsors in official magazines/ newsletter.
- Mention as event sponsor through event website prior and post event (archives).

## **Silver Package (Rs.50,000/-)**

Our Silver Sponsors will have the following Privileges:

- Stalls of size (10feet x 10feet) would be provided at a prominent location.
- Two hanging banner of 1' broad x 4' long (Horizontal/Vertical) at specific location by the Sponsor.
- One Standing banner of 2' broad x 5' long placed at specific location by the Sponsor.
- One Logo on the backdrop of stage.
- Announcements & mentions at the inauguration & closing ceremonies.
- Mention as event sponsors in official magazines/ newsletter.
- Mention as event sponsor through event website prior and post event (archives).

## **Bronze Package (Rs.30,000/-)**

Our Bronze Sponsors will have the Following Privileges:

- Stalls of size (5feet x 10feet) would be provided at a prominent location.
- A hanging banner of 1' broad x 4' long (Horizontal/Vertical) at specific location by the Sponsor.
- One Standing banner of 2' broad x 5' long placed at specific location by the Sponsor.
- One Logo on the backdrop of stage.
- Print media will be provided to the bronze sponsors through official Web Magazine and Newsletter (Scribe).

### **Other promotional options:**

- One large stall for selling your products. Rs.15,000/= (Size: 5 X 10) with Two Tables. (Banner Size 2<sup>1/2</sup> X 5)
- One small stall for displaying & promoting companies products / service. Rs.10,000/= (Size: 5 X 5) One Table.
- One banner displayed prominently near the entrance / stage area. Rs.7,000/= (Size: 6 X 3).
- T-Shirts/ Caps/ Pens/ Key-chains/ Car Stickers with your Company's Logo and Spring Festival Logo (modalities to be finalized after discussion).

## **TARGET AUDIENCE:**

Festival will be attended by more than 15000 people comprising of Students, Faculty and their Families, media celebrities, media representatives, guests & general visitors.

## **ACCOUNT INFORMATION:**

The official bank account that will be used for this event is:

Account Title: **Controller Student Affairs**

Account No: **179-1**

NBP (National Bank of Pakistan – NED Branch)