**Subject:** Invitation for Radio Media Coverage of SOFTEC 2020 for CityFM89

Dear Sir/Madam,

SOFTEC, the **Soft**ware **E**xhibition and **C**ompetition, is the biggest IT event in Pakistan happening at **FAST National University (FAST-NU) Lahore** for the past 24 years. It is a platform to bridge the gap between industry and academia. This I.T. extravaganza has enriched the awareness amongst students and professionals alike, providing a forum for the exchange of ideas, an environment for the showcase of exceptional professional skill and a platform for innovation.

SOFTEC arranges 10+ competitions in which participants from all over Pakistan are eager to attend. We also conduct Software and Engineering Exhibition and I.T conferences. Moreover, we have Software House Enclosure where we have leading IT companies sponsoring our event by becoming a partner in SOFTEC. In addition to that we have high profile people attending our event, such as Shafqat Mehmood who was our chief guest for SOFTEC’19. SOFTEC’20 is scheduled to happen on **28th-29th March 2020**, and we would like to invite your company to become a radio media partner for SOFTEC’20. The perks your company will get by becoming our radio media sponsors are numerous.

* Your company will get on-event day publicity through multiple banners, flexes and standees placed around the campus that are observed by the 1600+ participants and 6000+ footfall at the two-day event.
* Companies also get yearlong publicity through SOFTEC website and sponsor board.
* In addition, there will also be publicity of your company through SOFTEC’s various media pages.
* Your company will get the chance to meet its potential future clients as SOFTEC attracts leading I.T companies and big software houses who sponsor the event.
* As it is a national event, your company as our radio media partner will be responsible for making videos for our sponsors and for promoting the event. In addition, your company will be covering our two-day event as well.

If your company is interested, SOFTEC team is interested in discussing this in detail. Looking forward to hearing from you.

Sincerely,

**Mehar Fatima Khan**

**Director Media & Promotions**

**0324-4429111**