



Rajarata
Career Week '22

PARTNERSHIP PROPOSAL

Organized by
AIESEC in Rajarata University of Sri Lanka



ON THIS

PROPOSAL



- ↳ What is AIESEC ?
- ↳ AIESEC Sri Lanka
- ↳ AIESEC in Rajarata
- ↳ What is Career Week ?
- ↳ Event Timeline
- ↳ Partnership Opportunities



WHAT IS

AIESEC?

We are a global, youth-led organization that strives to achieve Peace and Fulfilment of Humankind's Potential by engaging and developing every young person in the world with our unique Leadership Development Model.

We develop the leadership potential of youth through,



Team Experiences



Global Internships

Present in
107+

Countries

Experiences delivered to
3 people/ Hr

Already Developed
1M+

Since 1948

Active Members
40,000+

Around the world



AIESEC in Sri Lanka was established in 1995, as a member chapter of AIESEC International which has been creating positive impact through international experience centered leadership development to drive this country for the betterment of youth in the future.

In Sri Lanka, we have an active membership of more than 1600 university students representing 15 universities. The organization is entrusted by many national and multinational organizations to help them gain access to youth opinion, approach top-talents for future recruitment, strengthen their image among youth and position themselves as socially responsible businesses by investing in youth leadership development.

Present in

19

Universities

Active Members

1.6k+

Nation Wide

Exchange Experiences

1.5k+

Annually

Social Projects

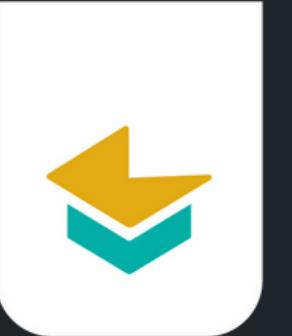
100+

Annually

Social Media Engagement

50k+

REACH



The channels that reach AIESEC membership and external audiences



45k+ followers



2.3k+ followers



5.9k+ followers

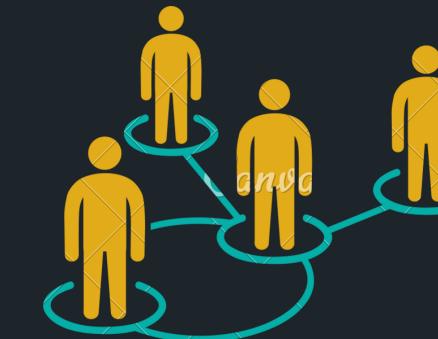


9.3k+ followers

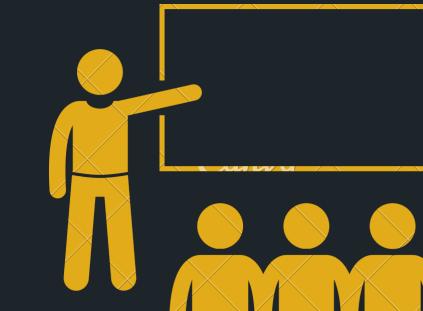
Benefits Received Through Social Media Platform



Promote
the Company Brand



Receive insights from a wider
youth audience and engage
with Sri Lankan youth



Showcase
the Brand Identity



Ensure
your Brand Presence

RAJARATA



AIESEC in Rajarata is established from 2020.

AIESEC in Rajarata currently has nearly more than 65 members who are actively involved in providing incoming and outgoing exchange opportunities to local students by giving internship opportunities at various companies through AIESEC platform and also, we provide webinars on soft skills development to undergraduates.



WHAT IS

CAREER WEEK

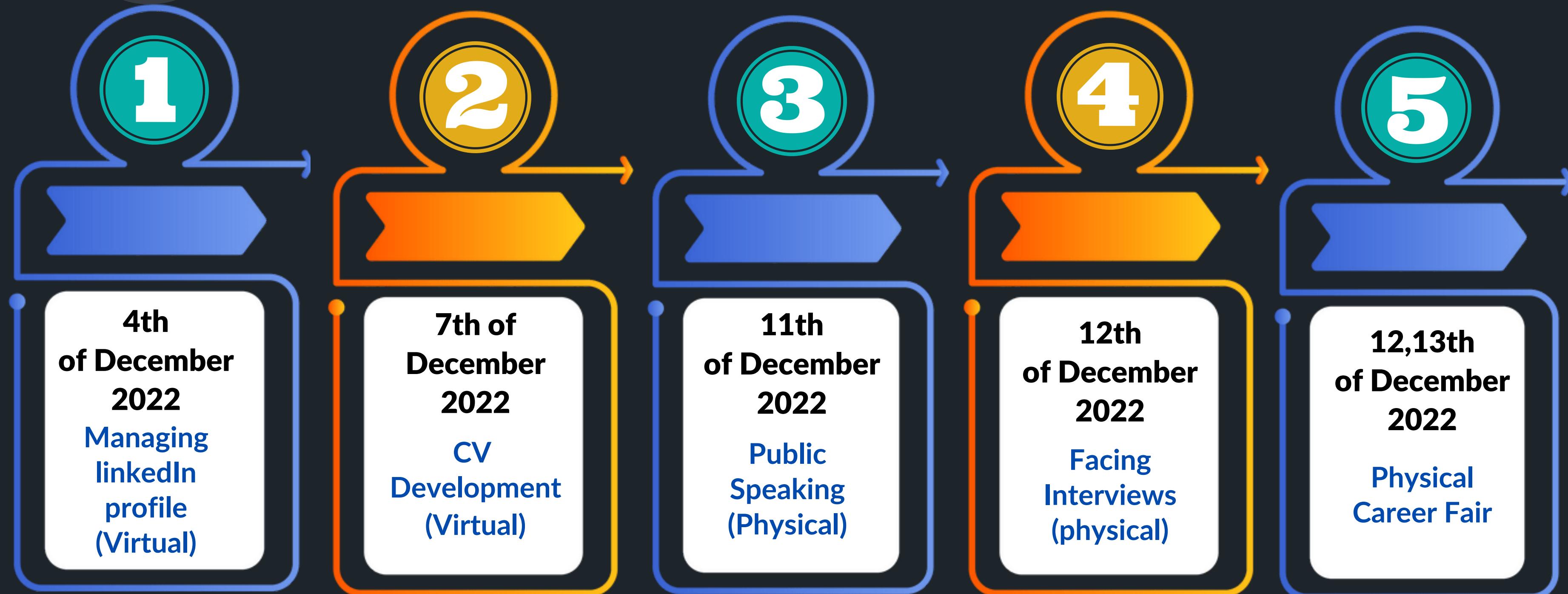


Career Week '22 is an initiative event organized by AIESEC in Rajarata that intends to boost the exposure of talented young pool of graduates and final year undergraduates from all the faculties and prepare them for the corporate world. The event will be executed in two phases. The first phase will be virtual which has sessions to improve the skills of graduates and undergraduates. The second phase will be seminars to improve students' skills and a career fair which will be held physically in the university premises for two days.



Rajarata
Career Week '22

TIMELINE



WHY

PAETNER WITH US?



Can reach talented group of people



Reach through campaigns on Facebook, Youtube, linkedin and Instagram.



Get opportunity to promote product and brand among undergraduates and graduates.



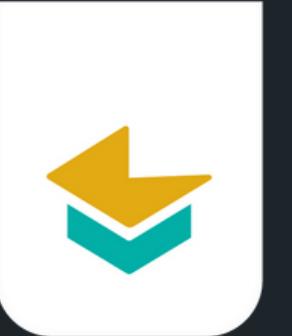
Opportunity to be a part in one of the most prominent event which is going to happen for the first time in Rajarata University of Sri Lanka.



Chance to market and do promotional activities by displaying logos on promotional material.



PACKAGES



TITLE PARTNER

- LKR 300,000

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PREMIUM PARTNER

- LKR 250,000

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GOLD PARTNER

- LKR 200,000

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SILVER PARTNER

- LKR 150,000

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BRONZE PARTNER

- LKR 100,000

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SUMMARY OF BENIFITS	TITLE PARTNER LKR 300,000	PREMIUM PARTNER LKR 250,000	GOLD PARTNER LKR 200,000	SILVER PARTNER LKR 150,000	BRONZE PARTNER LKR 100,000
Company name recognized along with the Event name	✓				
Opportunity to address the participants at the OPENING	10 Min				
Company's customized video on AIESEC Sri Lanka Facebook event page and AIESEC Sri Lanka LinkedIn event page.	✓				
Company logo in the T-Shirts	✓	✓			
Company Logo in the E-certificate	✓	✓	✓		
Company logo displayed in the AIESEC Sri Lanka Facebook event page and AIESEC Sri Lanka LinkedIn event page	✓	✓	✓	✓	✓
Company can promote their products and services.	✓	✓	✓	On one virtual session	
Company can have details of participants' list.	✓	✓			

SUMMARY OF BENIFITS	TITLE PARTNER LKR 300,000	PREMIUM PARTNER LKR 250,000	GOLD PARTNER LKR 200,000	SILVER PARTNER LKR 150,000	BRONZE PARTNER LKR 100,000
Partnership announcement made on the AIESEC Sri Lanka Facebook event page, AIESEC Sri Lanka LinkedIn event page and AIESEC Sri Lanka Instagram page.	✓	✓	✓	✓	✓
Partnership announcements made by the moderator during all the virtual sessions and in opening ceremony.	✓	✓	✓	✓	✓
Company can post company website link and social media account link under announcement post.	✓	✓	✓		
promotional video will be played during all the virtual sessions, social media and physical events.	✓		1 min	45 Sec	30 Sec
Mode of conduct a session on career opportunity	Physical or Virtual	Virtual			
Opportunity to conduct a survey through google form	✓				

SUMMARY OF BENIFITS	TITLE PARTNER LKR 300,000	PREMIUM PARTNER LKR 250,000	GOLD PARTNER LKR 200,000	SILVER PARTNER LKR 150,000	BRONZE PARTNER LKR 100,000
Company can distribute products/leaflets to the participants during the physical event.	✓	✓	✓	✓	✓
No of banners display on physical event	Can Decide	10	5	4	3
The company logo will be placed on the Photos and Videos uploaded on our Social Media platforms	✓	✓	✓	✓	✓
Company will get the chance to put a stall at physical career fair.	✓	✓	✓	✓	✓
Company logo will be included in the event day brochure	✓	✓	✓	✓	✓
Company logo will be included in the event backdrop	✓	✓	✓	✓	✓



TITLE PARTNER



LKR 300,000



TITLE PARTNER

Company will be recognized as Official Title Partner of Rajarata Career Week '22.

The company will be recognized as Rajarata Career Week '22 powered by [company name].

Company will get the opportunity to address the participants at the Opening Ceremony.

Company's customized video on AIESEC Sri Lanka Facebook event page and AIESEC Sri Lanka LinkedIn event page.

Company logo will be printed on event T Shirt .

Logo of the Company will be included in the E-certificate of Rajarata Career Week '22.

The company logo will be displayed in the AIESEC Sri Lanka Facebook event page and AIESEC Sri Lanka LinkedIn event page.

Partnership announcement will be made on the AIESEC Sri Lanka Facebook event page, AIESEC Sri Lanka LinkedIn event page and AIESEC Sri Lanka Instagram page.

Partnership announcements will be made by the moderator during all the virtual sessions and in opening ceremony.

Company will get the chance to post company website link and social media account link under announcement post.

LKR 300,000

TITLE PARTNER

Promotional video will be played during all the virtual sessions, social media and physical events.

The company will get the opportunity to conduct a session on career opportunities physically or virtually.

Company will get a chance to promote their products and services.

Company can get a copy of details of participants' list.

Opportunity to conduct a survey through google form among participants about company's products and services.

Company would be given the opportunity to distribute company products/leaflets to the participants during the physical event.

Company can decide how many banners they want to display at physical event.

The company logo will be placed on the Photos and Videos uploaded on our Social Media platforms

Company will get the chance to put a stall at physical career fair.

Company logo will be included in the event day brochure.

Company logo will be included in the event backdrop





PREMIUM PARTNER



LKR 250,000



PREMIUM PARTNER

Company will be recognized as Official Premium Partner of Rajarata Career Week '22.

Company logo will be printed on event T Shirt.

Logo of the Company will be included in the E-certificate of Rajarata Career Week '22.

The company logo will be displayed in the AIESEC Sri Lanka Facebook event page and AIESEC Sri Lanka LinkedIn event page.

Partnership announcement will be made on the AIESEC Sri Lanka Facebook event page, AIESEC Sri Lanka LinkedIn event page and AIESEC Sri Lanka Instagram page.

Company will get the chance to post company website link and social media account links under announcement post.

Partnership announcements will be made by the moderator during all the virtual sessions and in opening ceremony.

promotional video will be played during all the virtual sessions, social media and physical event for 1 minute.

Company will get a chance to promote their products & services.

The company will get the opportunity to conduct a session on career opportunities virtually.

LKR 250,000



PREMIUM PARTNER

Company can get a copy of details of participants' list.

Company would be given the opportunity to distribute company products/ leaflets to the participants during the physical event.

Company can display 10 banners at physical event.

The company logo will be placed on the Photos and Videos uploaded on our Social Media platforms

Company will get the chance to put a stall at physical event.

Company logo will be included in the event day brochure.

Company logo will be included in the event backdrop.



GOLD PARTNER



LKR 200,000



GOLD PARTNER

Company will be recognized as the Official Gold Partner of Rajarata Career Week 22.

Logo of the Company will be included in the E-certificate of Rajarata Career Week.

The company logo will be displayed in the AIESEC Sri Lanka Facebook event page and AIESEC Sri Lanka LinkedIn event page.

Partnership announcement will be made on the AIESEC Sri Lanka Facebook event page, AIESEC Sri Lanka LinkedIn event page and AIESEC Sri Lanka Instagram page.

Company will get the chance to post company website link and social media account link under announcement post.

promotional video will be played during all the virtual sessions,social media and physical event for 45 sec.

Company will get a chance to promote their products in all sessions.

Company would be given the opportunity to distribute company products/ leaflets to the participants during the physical event.

Company can display five banners at physical event.

Partnership announcements will be made by the moderator during all the virtual sessions and in opening ceremony.

LKR 200,000

GOLD PARTNER



The company logo will be placed on the Photos and Videos uploaded on our Social Media platforms.

Company will get the chance to put a stall at physical event.

Company logo will be included in the event day brochure.

Company logo will be included in the event backdrop.



SILVER PARTNER



LKR 150,000

SILVER PARTNER

Company will be recognized as the Official Silver Partner of Rajarata Career Week 22.

The company logo will be displayed in the AIESEC Sri Lanka Facebook event page and AIESEC Sri Lanka LinkedIn event page.

Partnership announcement will be made on the AIESEC Sri Lanka Facebook event page, AIESEC Sri Lanka LinkedIn event page and AIESEC Sri Lanka Instagram page.

promotional video will be played during all the virtual sessions,social media and physical event for 30sec.

Company will get a chance to promote their products on one virtual session.

Company would be given the opportunity to distribute company products/ leaflets to the participants during the physical event.

Company can display four banners at physical event.

Partnership announcements will be made by the moderator during all the virtual sessions and in opening ceremony.

The company logo will be placed on the Photos and Videos uploaded on our Social Media platforms.

Company will get the chance to put a stall at physical event.

Company logo will be included in the event day brochure.

Company logo will be included in the event backdrop.





BRONZE PARTNER



LKR 100,000



BRONZE PARTNER

Company will be recognized as the Official Bronze Partner of Rajarata Career Week 22.

The company logo will be displayed in the AIESEC Sri Lanka Facebook event page and AIESEC Sri Lanka LinkedIn event page.

Partnership announcement will be made on the AIESEC Sri Lanka Facebook event page, AIESEC Sri Lanka LinkedIn event page and AIESEC Sri Lanka Instagram page.

promotional video will be played during all the virtual sessions,social media and physical event for 30sec.

Company would be given the opportunity to distribute company products/ leaflets to the participants during the physical event

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Company can display three banners at physical event.

Partnership announcements will be made by the moderator during all the virtual sessions and in opening ceremony.

The company logo will be placed on the Photos and Videos uploaded on our Social Media platforms.

Company will get the chance to put a stall at physical event.

Company logo will be included in the event backdrop.

Company logo will be included in the event day brochure.

PACKAGES



DELUXE PARTNER

- LKR 50,000

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ELITE PARTNER

- LKR 25,000

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CORPORATE PARTNER

- LKR 20,000

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CLASSIC PARTNER

- LKR 10,000

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SUMMARY OF **BENIFITS**

	DELUXE PARTNER LKR 50,000	ELITE PARTNER LKR 25,000	CORPORATE PARTNER LKR 20,000	CLASSIC PARTNER LKR 10,000
Company will be recognized with its package name.	✓	✓	✓	✓
The company logo will be displayed in the event facebook page and AIESEC in Rajarata Instagram.	✓	✓	✓	✓
Partnership announcement will be made on AIESEC in Rajarata Instagram and Event page on Facebook.	✓	✓	✓	✓
Duration of promotional video will be played during all the virtual sessions, social media and physical event.	45 Sec	30 Sec	15 Sec	
Company would be given the opportunity to distribute company leaflets to the participants during the physical event.	✓	✓	✓	✓
No of banners display in final event.	3	2	2	1
Company can promote their products and services.	✓	✓	✓	✓

SUMMARY OF **BENIFITS**

	DELUXE PARTNER LKR 50,000	ELITE PARTNER LKR 25,000	CORPORATE PARTNER LKR 20,000	CLASSIC PARTNER LKR 10,000
Partnership announcements will be made on opening ceremony	✓	✓	✓	✓
The company logo will be placed on the Photos and Videos uploaded on our Social Media platforms.	✓			
Company will get the chance to put a stall at physical event.	✓	✓	✓	✓
Company logo will be included in the event day brochure.	✓	✓	✓	✓
Company logo will be included in the event backdrop.	✓	✓	✓	✓



DELUXE PARTNER



LKR 50,000



DELUXE PARTNER

Company will be recognized as Deluxe Partner of Rajarata Career Week 22.

The company logo will be displayed in the event facebook page and AIESEC in Rajarata instagram.

Partnership announcement will be made on AIESEC in Rajarata instagram and Event page on Facebook.

promotional video will be played during all the virtual sessions,social media and physical event for 45sec.

Company would be given the opportunity to distribute company leaflets to the participants during the physical event.

Company can display three banners at physical event.

Partnership announcements will be made on opening ceremony.

The company logo will be placed on the Photos and Videos uploaded on our Social Media platforms.

Company will get the chance to put a stall at physical event.

Company logo will be included in the event day brochure.

Company logo will be included in the event backdrop.



ELITE PARTNER



LKR 25,000



ELITE PARTNER

Company will be recognized as Elite Partner of Rajarata Career Week 22.

The company logo will be displayed in the event facebook page and AIESEC in Rajarata instagram.

Partnership announcement will be made on AIESEC in Rajarata instagram and Event page on Facebook.

promotional video will be played during all the virtual sessions,social media and physical event for 30 sec.

Company would be given the opportunity to distribute company leaflets to the participants during the physical event.

Company can display two banner at physical event.

Partnership announcements will be made on opening ceremony.

Company will get the chance to put a stall at physical event.

Company logo will be included in the event backdrop.

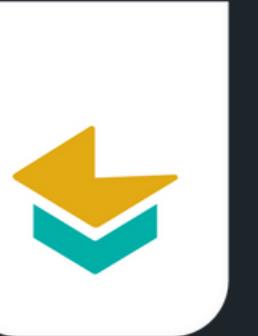
Company logo will be included in the event day brochure.



CORPORATE PARTNER



LKR 20,000



CORPORATE PARTNER

Company will be recognized as Corporate Partner of Rajarata Career Week 22.

The company logo will be displayed in the event facebook page and AIESEC in Rajarata Instagram.

Partnership announcement will be made on AIESEC in Rajarata instagram and Event page on Facebook.

Company would be given the opportunity to distribute company leaflets to the participants during the physical event.

promotional video will be played during all the virtual sessions,social media and physical event for 15 sec.

Company can display two banner at physical event.

Partnership announcements will be made on opening ceremony.

Company will get the chance to put a stall at physical event.

Company logo will be included in the event backdrop.

Company logo will be included in the event day brochure.



CLASSIC PARTNER



LKR 10,000

CLASSIC PARTNER

Company will be recognized as Classic Partner of Career Week 22.

The company logo will be displayed in the event facebook page and AIESEC in Rajarata Instagram.

Partnership announcement will be made on AIESEC in Rajarata instagram and Event page on Facebook.

Company would be given the opportunity to distribute company leaflets to the participants during the physical event.

Company can display one banner at physical event.

Partnership announcements will be made on opening ceremony.

Company will get the chance to put a stall at physical event.

Company logo will be included in the event backdrop.

Company logo will be included in the event day brochure.





BANKING PARTNER



BANKING PARTNER | LKR 100,000



DELIVERABLES

Company will be recognized as Banking Partner of Rajarata Career Week 22.

The company logo will be displayed in the event facebook page and AIESEC in Rajarata Instagram.

Partnership announcement will be made on AIESEC in Rajarata instagram and Event page on Facebook.

Company will get the chance to post company website link and social media account link under announcement post.

promotional video will be played during all the virtual sessions,social media and physical event for 1 min.

Opportunity to conduct a survey through Google forms among the participants of career week to identify the payment methods they prefer/ necessity of an educational loan.

Company will get a chance to promote their products on one virtual session.

Company would be given the opportunity to distribute company products/ leaflets to the participants during the physical event.

Company can display four banners at physical event.

Partnership announcements will be made by the moderator during all the virtual sessions and in opening ceremony.

BANKING PARTNER | LKR 100,000



DELIVERABLES

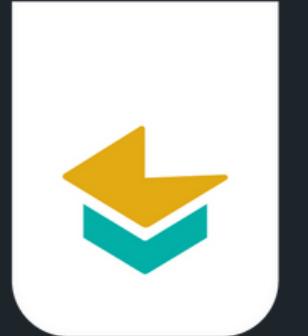
The company logo will be placed on the Photos and Videos uploaded on our Social Media platforms.

Company will get the chance to put a stall at physical event.

Company logo will be included in the event backdrop .

Company logo will be included in the event day brochure.

GIFT PARTNER



- ●
- ●
- ●
- ●
- ●
- ●

What Offer

The company will be recognized as a gift partner of Rajarata career week 22

A digital flyer will be shared on social media platforms.

A flyer/banner will be displayed at Final event.

Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at virtual sessions.

What We Expect

The company will be expected to provide a gift pack or a voucher to be sent to the engaging participants and monetary partners.

OFFICIAL HEALTH & SAFETY PARTNER



What Offer

The company will be recognized as a health & safety partner of Rajarata career week 22

A digital flyer will be shared on social media platforms.

A flyer/banner will be displayed at Final event.

Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at virtual sessions.

The company logo will be displayed on the partnership strip during the virtual events and the Career Week website.

The company is expected to provide masks for the participants at the Final Event.

What We Expect

Company is expected provide hand sanitizers and hand wash bottles.



OFFICIAL KNOWLEDGE PARTNER

- ●
- ●
- ●
- ●
- ●
- ●

What Offer

The company will be recognized as the Knowledge partner of Rajarata career week 22

A digital flyer will be shared on social media platforms.

A flyer/banner will be displayed at Final Event.

The Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at all virtual sessions.

What We Expect

The company is expected to conduct a knowledge session to the participants in Career Week virtual or physical event.



OFFICIAL MEDIA PARTNER

What Offer

The company will be recognized as a official media partner of Rajarata career week 22

A digital flyer will be shared on social media platforms.

A flyer/banner will be displayed at all virtual sessions and Final event.

Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at virtual sessions.

The company logo will be displayed on the partnership strip during the virtual events and the Career Week website.

What We Expect

Company is expected to make Media support



OFFICIAL PHOTOGRAPHY PARTNER

What Offer

- ●
- ●
- ●
- ●
- ●
- ●

The company will be recognized as a photography partner of Rajarata career week 22

A digital flyer will be shared on social media platforms.

A flyer/banner will be displayed at Final event.

Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at virtual sessions.

What We Expect

- ●

The company is expected to cover the three day final event photography.



OFFICIAL REFRESHMENT PARTNER

What Offer

The company will be recognized as a refreshment partner of Rajarata career week 22

A digital flyer will be shared on social media platforms.

A flyer/banner will be displayed at all virtual sessions and Final event.

Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at virtual sessions.

The company logo will be displayed in all the photos and videos uploaded in our social media platforms

What We Expect

The company is expected to provide refreshments to the OC members and partners in the final event.



OFFICIAL T-SHIRT PARTNER

What Offer

The company will be recognized as the T-shirt partner of Rajarata career week 22

A digital flyer will be shared on social media platforms.

A flyer/banner will be displayed at Final event.

Partnership announcement will be made on the Facebook and LinkedIn event page and by the moderator at virtual sessions.

The company logo will be displayed on the partnership strip during the virtual events and the Career Week website.

What We Expect

Provide T-shirts for the OC members and Participants (Appro. 300)



THANK YOU!

