



Member Recruitment for the term 2024/25 of
AIESEC in Rajarata University of Sri Lanka

INDUCTION 2024

PARTNERSHIP PROPOSAL



Organized by
AIESEC in Rajarata University of Sri Lanka



What's Inside

Page Number

- What is AIESEC? 3
- AIESEC in Sri Lanka 4
- AIESEC in Rajarata University 6
- Partnership Opportunities 9

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
120+

Countries

Experiences delivered to
3 people/ Hr

Already Developed
1M+

Since 1948

Active Members
35,000+

Around the world

AIESEC in SRI LANKA

AIESEC in Sri Lanka was established in 1995 as a member chapter of *AIESEC International*, which has been creating a positive impact through international experience-centred 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 2000 university students* representing 21 *universities*. Many national and multinational organizations entrust the organization 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

21

Universities

Active Members

2k+

Nation Wide

Exchange Experiences

8k+

from 1995

Social Projects

100+

Annually

Social Media Engagement

67.5k+

Our Visibility

The channels that reach AIESEC membership and external audiences



47k+ followers



2.5k+ followers



7.5k+ followers



13k+ followers

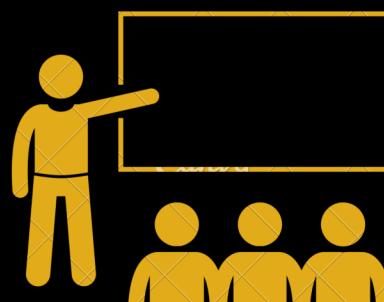
Benefits Received Through Social Media Platform



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

AIESEC in Rajarata

AIESEC in Rajarata, which was established in 2020, represented AIESEC in Colombo South which has *440+ members out of which 100+ represent from AIESEC in Rajarata* who are actively involved in facilitating outgoing exchange opportunities to local students by giving internship & volunteering opportunities and partnering up with various companies & organizations through our global platforms.



AIESEC in Rajarata University of Sri Lanka won the *Most Outstanding Initiative Group Award* for the *2nd consecutive time* (both 2021 & 2022), Best Performing Initiative Group President Award and Best Performing Initiative Group Vice President Award at the CS Eminence'22, which is the annual award ceremony of AIESEC in Colombo South.

Follow us for more information: https://instagram.com/ig_rajarata



What is Induction?

Induction 2024 is one of the most important events of AIESEC in Rajarata University of Sri Lanka in which we welcome the *newly recruited members to the membership*. This would be the ideal place to get to know about the AIESEC values and our operations. Moreover, the current membership, alumnus of the entity can network and share their experience. *More than 100* AIESEC members will be participating from *1st year to 4th year* from *6 faculties*, which are Applied Sciences, Management Studies, Social Sciences & Humanities, Agriculture, Technology and Medicine and Allied Sciences.



2022©Flaming Moments

Why partner with us?



Can reach talented group of enthusiastic people from one of the Sri Lanka's best research universities.



Reach through campaigns on Facebook and Instagram.



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



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



Can interact with diverse people from six different faculties.

Partnership Opportunities

We believe that Induction 2024 will be a good opportunity for your company to position your brand among undergraduates from six different faculties. Following are the partnership schemes available for the event.

****Benefits and sponsorship amounts are negotiable.**

Partnership Type	Partnership Value
Title	LKR 50,000
Elite	LKR 35,000
Banner	LKR 10,000

Title | 50 000

- The company will be recognized as the official Title partner of the induction.
- The partnership announcement will be shared in AIESEC in Rajarata social media & within AIESEC in Rajarata Membership internal communication channels.
- Opportunity for employer branding activities among undergraduates.
- The company will get a chance to conduct a 15 mins partnership space during the event to promote their products.
- A three minute promotional video will be played during the physical induction.
- Company can put two physical banners in the induction ceremony venue.
- Partnership announcement will be made by the moderator during the induction.
- The company logo will be placed on the Photos and Videos uploaded on AIESEC in Sri Lanka Social Media platforms. (Facebook - 47k followers, Instagram - 7.5k followers)

Elite | 35 000

- The company will be recognized as the official Elite partner of the induction.
- The partnership announcement will be shared in AIESEC in Rajarata social media & within AIESEC in Rajarata Membership internal communication channels.
- Opportunity for employer branding activities among undergraduates.
- A one minute promotional video will be played during the physical induction.
- Company can put one physical banners in the induction ceremony venue.
- Partnership announcement will be made by the moderator during the induction.

Banner Partner | 10 000

- The company will be recognized as the official Banner partner of the induction.
- The partnership announcement will be shared in AIESEC in Rajarata social media & within AIESEC in Rajarata Membership internal communication channels.
- Company can put one physical banners in the induction ceremony venue.
- Partnership announcement will be made by the moderator during the induction.

Summary

Summary of Benefits	Title LKR 50,000	Elite LKR 35,000	Banner LKR 10,000
The partnership announcement will be shared in AIESEC in Rajarata social media & within AIESEC in Rajarata Membership internal communication channels.	✓	✓	✓
Opportunity for employer branding activities among undergraduates.	✓	✓	-
The company will get a chance to conduct a partnership space during the event to promote their products.	15 mins	-	-
Partnership announcement will be made by the moderator during the induction.	✓	✓	✓
A promotional video will be played during the physical induction.	3 mins	1 min	-
No of banners can be displayed	2	1	1
The company logo will be placed on the Photos and Videos uploaded on AIESEC in Sri Lanka Social Media platforms.	✓	-	-



Disala Arandarage

Official Expansion Vice President
Business Development
Term 24.25
077-2380304



Sampavie Janahan

Initiative Group Vice President
Term 23.24
sampavie.janahan@aiесec.net
077-0801730



THANK YOU!

Organized by
AIESEC in Rajarata University of Sri Lanka

