

# PARAGON 2021



AIESEC  IN UNIVERSITY OF COLOMBO



# WHAT IS AIESEC?

AIESEC is a global platform for young people to develop their leadership potential through international internships and volunteer opportunities. Founded in 1948, AIESEC is a non-governmental, and not-for-profit organization entirely run by youth for youth.



39,171+  
Members worldwide



120+  
Countries & territories



7,521+  
Partner Organizations



89,923+  
Last year experiences



1,000,000+  
AIESEC Alumni

## AIESEC IN SRI LANKA

8 State and non-state  
Universities

1300+ Active members

30,000+ Followers on Social media



# AIESEC IN UNIVERSITY OF COLOMBO

AIESEC Colombo Central Local Committee is a part of AIESEC in Sri Lanka that is working towards realizing the AIESEC goals and providing leadership opportunities to the undergraduates in the University of Colombo so that they could make a positive impact on the Sri Lankan community as well as the world

**9** Faculties

**200+** Active Members

**12** Projects

**1200+** Life Changing Experiences

[LEARN MORE ABOUT WHAT WE DO](#)



# OUR PAST EVENT PARTNERS



# FORTE 10.0

**Targeted Sustainable Development Goal – 5:Gender Equality and Women Empowerment.**



One of the 12 projects that AIESEC in University of Colombo focuses on, Project Forte is driven towards promoting a healthy environment where women are respected, valued and provided with equal opportunities for leadership at all levels of decision-making in political, economic and public life. The project aims to empower Sri Lankan women, challenge discrimination and actively shed light to the number of issues circling gender equality in Sri Lanka.

We continue to impact lives by spreading awareness among school children and the general public in collaboration with foreign exchange participants.



# PARAGON 2021

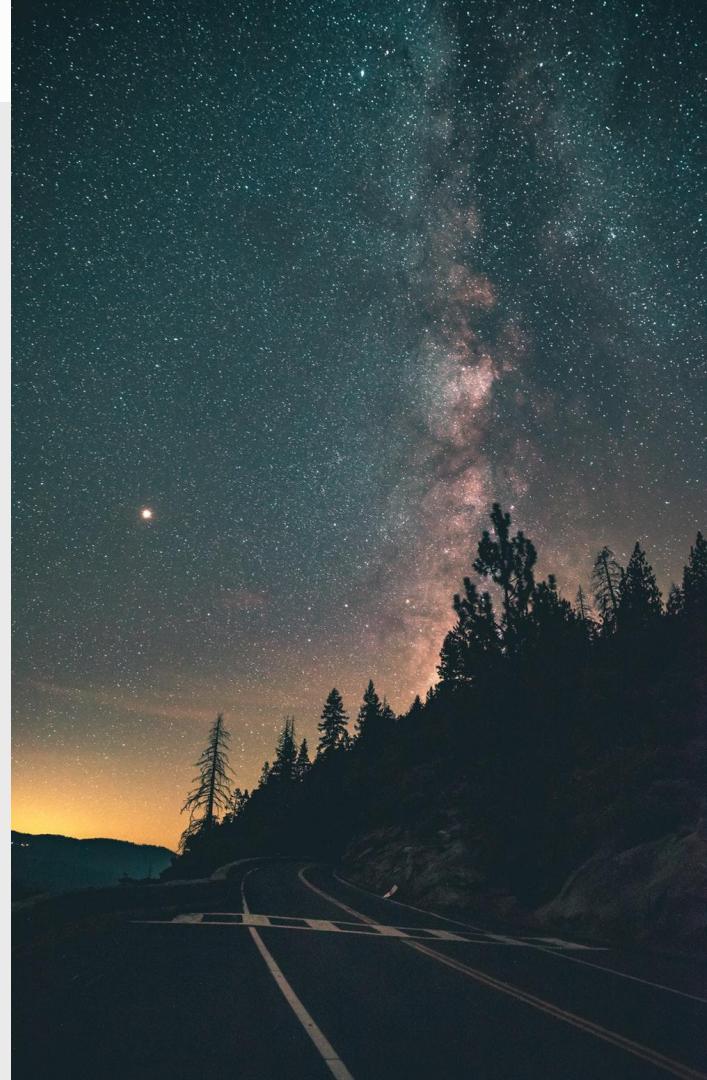
As the project event of Forte 10.0, Paragon 2021 curates an exciting line of debating, featuring schools from Western and Central provinces. Focusing on SDG 5 - **“Gender Equality & Women Empowerment”**, the goal of this event is to create an impact and spread awareness among the citizens, especially the young generation .

**Tentative date** - February 2021

**Platform** - Zoom [Final round will be live streamed on Facebook]

**Expected delegation** - 150+

Comprising preliminary rounds, quarter finals and semi finals, followed by a grand finale, PARAGON 2020 is designed to give school children a platform to voice their opinions on equal opportunities for men and women.



# EXPECTED OUTCOMES

The main objective of the project revolves around generating an impact by spreading the social message Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

PARAGON 2020 aims at:

- Creating a platform where the young generation can voice their opinion on the pertinent topic gender equality and women empowerment
- Spreading awareness among school children about creating a gender equal society
- Initiating a project that will continue to create an impact into the future

The debate is specially designed to suit the current situation and make an influence like none other

*“Creating a younger generation with gender equality”*



# Partnerships

IF YOU PARTNER WITH US  
COMPANY BRANDING WILL BE GIVEN VISIBILITY VIA



**32,000+**  
FOLLOWERS



**3,800+**  
FOLLOWERS



**3,700+**  
FOLLOWERS



**2,100+**  
FOLLOWERS  
(AIESEC IN UOC  
INSTAGRAM)

**PARAGON**

PARTNER WITH

AIESEC



The Platinum partnership  
of Paragon 2021 will be  
offered for

**50,000 LKR**

## PLATINUM PARTNER - DELIVERABLES



### Company Logo & Branding

- Opportunity to display the company logo in promotional posts in the official Facebook page of the Paragon 2021, and other social media platforms of AIESEC in University of Colombo.
- Opportunity to include the company logo in the certificate presented to the participants
- Company logo visibility during commencement of each round and during entertainment breaks.



### Promotional Opportunities

- Opportunity to display a company video on the official event page.
- Opportunity to display a company video during the breaks of semi finals and finals
- Inclusion of link to website and/or social media pages with all promotional posts

The Platinum partnership  
of Paragon 2021 will be  
offered for

**50,000 LKR**

## PLATINUM PARTNER - DELIVERABLES



### Digital Media Advertising

- Appreciation poster at the end of the project on social media platforms.



### Other Opportunities

- Opportunity to share/ livestream the final debate in official social media pages of the company
- The company name will be announced at the awards ceremony as the Platinum Partner
- 10 minute speaker time to address the audience during the final round hosted live on Facebook

## GOLD PARTNER - DELIVERABLES

The Gold partnership of  
**Paragon 2021** will be  
offered for

**35,000 LKR**



### Company Logo & Branding

- Opportunity to display the company logo in promotional posts in the official Facebook page of the Paragon 2021, and other social media platforms of AIESEC in University of Colombo.
- Company logo visibility during commencement of each round and during entertainment breaks.



### Promotional Opportunities

- Opportunity to display a company video on the official event page.
- Inclusion of link to website and/or social media pages with all promotional posts

## GOLD PARTNER - DELIVERABLES

The Gold partnership of  
Paragon 2021 will be  
offered for

**35,000 LKR**



### Digital Media Advertising

- Appreciation poster at the end of the project on social media platforms.



### Other Opportunities

- Opportunity to share/ livestream the final debate in official social media pages of the company
- The company name will be announced at the awards ceremony as the Gold Partner

The Silver partnership of  
Paragon 2021 will be  
offered for

**20,000 LKR**

## SILVER PARTNER - DELIVERABLES



### Company Logo & Branding

- Opportunity to display the company logo in promotional posts in the official Facebook page of the Paragon 2021, and other social media platforms of AIESEC in University of Colombo.
- Company logo visibility during commencement of each round and during entertainment breaks.



### Promotional Opportunities

- Inclusion of link to website and/or social media pages with all promotional posts

The Silver partnership of  
**Paragon 2021** will be  
offered for

**20,000 LKR**

## SILVER PARTNER - DELIVERABLES



### Digital Media Advertising

- Appreciation poster at the end of the project on social media platforms.



### Other Opportunities

- The company name will be announced at the awards ceremony as the Silver Partner

# PAYMENT REGULATIONS

- 75% of the payment has to be made within a period of one week's time from the point of time the MOU is signed.
- The remaining 25% has to be settled within a period of one week's time from the point of time the event is held.
- The above mentioned packages are merely a starting offer. These offers can be customized according to your preference with a possibility of substitution from other packages or your own ideas.
- If your company has any other promotional requirement, feel most welcome to negotiate



# CONTACT US

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**THANK YOU!**