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**BIMS**  
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# Sponsorship Proposal

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# BIMS Expo

## Sponsorship Proposal

### Executive Summary

The **BIMS Expo 2026** (Business, ICT, Mathematics, and Science) is the premier one-day educational and innovation exhibition organized by the **Interact Club of Matribhumi Baluwatar (ICMB)**, a highly active youth-led organization chartered in 2020 in Zone VI, Interact District 3292 (Nepal & Bhutan).

Scheduled for **mid-February 2026** at a Sunway College in Kathmandu, this brand-new event is designed to become Nepal's leading student-driven platform for turning classroom theory into real-world application across **Business, Information & Communication Technology (ICT), Mathematics, and Science**.

Participants will experience hands-on learning through:

- **High-impact student-led innovation zones** showcasing creative projects, especially in Science and cutting-edge ICT
- **Live interactive demonstrations** of emerging technologies and industry applications
- **Expert-led workshops** delivering practical skills and insights
- **Engaging competitions** that ignite creativity, problem-solving, financial literacy, and entrepreneurial thinking

Primarily aimed at **high school students** (open to learners up to **Bachelor's level**), the expo will also bring together educators, parents, industry professionals, business leaders, and ICT experts—creating strong opportunities for mentorship, networking, and knowledge sharing.

We expect **25+ competing teams, 100+ active participants, and ~500+ spectators** (total **~600+ attendees**), drawing a motivated crowd genuinely interested in education, innovation, technology, and career paths.

As the **first edition** of **BIMS Expo**, this event is positioned to launch a credible annual national platform that inspires Nepal's young talent, builds analytical thinking, technological fluency, financial awareness, and an entrepreneurial mindset, and connects school learning to real-world STEM and business opportunities.

Sponsorship of the maiden **BIMS Expo 2026** provides early mover visibility for your brand, direct access to talented students and influencers in education, and the opportunity to position your brand as a key facilitator for the development of innovation and skills among the country's youth from day one, thus building long-term awareness and association with Nepal's emerging generation of leaders and professionals.



## Introduction

The **Interact Club of Matribhumi Baluwatar (ICMB)**, chartered in 2020 and sponsored by the Rotary Club of Matribhumi Baluwatar, is a distinguished youth-led organisation in Zone VI, Interact District 3292 (Nepal & Bhutan). Since its establishment, ICMB has actively contributed to community service, youth leadership development, and cultural initiatives, earning a reputation for excellence and impact. The club has participated in and hosted major Interact events, notably serving as one of the host clubs for the Annual Zonal Convention, an achievement featured in *The Kathmandu Post*.

ICMB is committed to empowering young individuals through mentorship, skill-building programs, and service-oriented projects that address educational, social, and community needs. The club fosters a culture of collaboration and inclusivity, engaging Rotary mentors, partner schools, and community stakeholders to ensure meaningful and sustainable outcomes. Through these initiatives, students develop leadership, innovation, and social responsibility, preparing them to make tangible contributions to society.

Guided by the presidential theme, “Home Grown Hope,” ICMB continues to extend the values of care, growth, and responsibility into the wider community. Through inclusive service projects, cultural initiatives, and leadership development opportunities, the club nurtures future leaders while reinforcing a culture of innovation, social responsibility, and community impact.



## Event Overview

The **BIMS Expo** (Business, ICT, Mathematics, and Science) is the flagship **educational and innovation exhibition** organized by ICMB. Scheduled as a one-day event, the expo bridges the gap between theoretical learning and practical application, providing students with a hands-on platform to explore real-world applications of Business, ICT, Mathematics, and Science.

Through student-led projects, interactive demonstrations, workshops, and competitions, the BIMS Expo transforms abstract concepts into tangible learning experiences. While the primary audience is high school students, the event also engages educators, parents, and professionals, creating a collaborative environment for knowledge sharing, mentorship, and innovation. Participants gain exposure to emerging technologies, analytical frameworks, financial literacy, and entrepreneurial practices, preparing them for academic and career pathways in STEM and business-driven sectors.

The expo is structured into dedicated innovation zones, highlighting student-led solutions in Science and ICT, alongside areas emphasizing financial literacy, problem-solving, and entrepreneurship. Real-world technology demonstrations illustrate how modern tools are applied in industry and daily life, complemented by expert interactions and focused workshops to ensure sustained engagement throughout the event. By fostering practical learning and cross-disciplinary collaboration, the BIMS Expo aims to establish a national platform that nurtures innovation, equips youth with essential skills, and contributes to the development of a future-ready generation in Nepal.

## Event Details

- **Event Name:** BIMS Expo 2026 (Business, ICT, Mathematics, and Science)
- **Date:** February 7, 2026
- **Venue:** Sunway College
- **Duration:** One-day event
- Format:
  - Dedicated innovation zones for student projects in Science and ICT
  - Workshops and live demonstrations
  - Competitions showcasing problem-solving and creativity
  - Expected Participation: Active involvement from students across the region, providing opportunities for recognition and collaboration

### Estimated number of event attendees:

- **Teams:** 25+
- **Participants:** 100+
- **Spectators:** 500+
- **Total:** ~ 600+



## Event Objectives

The primary objective of BIMS Expo 2026 is to bridge the gap between theoretical education and practical application by empowering students to apply concepts from Business, ICT, Mathematics, and Science to real-world challenges. The expo aims to cultivate innovation, analytical thinking, financial awareness, and technological literacy among Nepali youth, while also educating the broader community and fostering a future-ready mindset.

- To translate classroom learning into **practical, hands-on projects and solutions**.
- To provide high school students with a **credible platform** to showcase innovation and talent in BIMS fields.
- To enhance **financial literacy, entrepreneurial thinking, and analytical skills** among students and visitors.
- To promote awareness of **modern technologies and scientific applications** used in real-world industries.
- To facilitate **knowledge sharing between students, educators, professionals, and the general public**.
- To inspire youth to pursue careers and initiatives in **STEM and business-driven sectors**.
- To strengthen a culture of **problem-solving, creativity, and responsible economic decision-making**.

## Target Audience

The BIMS Expo is designed for students currently studying in Nepal and is open to learners up to the Bachelor's level. The primary target audience is high school students, as the expo serves as a platform to help them explore their interests, understand career pathways, and make informed decisions about their future fields of study.

In addition to students, the BIMS Expo also aims to engage the following groups:

- Educational Institutions
- Teachers and Mentors
- Business Leaders and Entrepreneurs
- ICT Professionals



# Why Sponsor BIMS Expo 2026?

- **Strong Brand Visibility**

- Gain exposure across ICMB's digital platforms, including Instagram, Facebook, and YouTube.
- Over 80,000+ organic views on Instagram in the last 90 days alone
- Active Facebook page reaching students, parents, and educators
- Growing YouTube presence featuring event highlights, promos, and post-event content

- **Direct Access to Future Talent**

- Engage with high school and undergraduate students interested in Business, ICT, Mathematics, and Science through exhibition stalls, live demonstrations, and interactive sessions.

- **Targeted Audience Reach**

- Connect with a focused audience of students, teachers, parents, and academic institutions, ensuring your brand reaches individuals involved in education and career decision-making.

- **Meaningful CSR Impact**

- Demonstrate commitment to youth empowerment, education, innovation, and skill development by supporting a student-led, purpose-driven educational initiative.

- **Positive Brand Association**

- Align your organisation with the values of innovation, leadership, learning, and social responsibility, enhancing brand credibility and public trust.

- **Multi-Channel Recognition**

- Receive brand acknowledgment through:
  - Event-stage mentions and on-ground branding
  - Logos on banners, certificates, and promotional materials
  - Social media shout-outs and post-event appreciation posts

- **Interactive Engagement Opportunities**

- Showcase products, services, or initiatives through stalls, workshops, or demonstrations, enabling two-way engagement rather than passive advertising.

- **Long-Term Partnership Potential**

- BIMS Expo is planned as an annual educational platform, offering sponsors early association and continued recognition in future editions.

- **Support a National Vision**

- Contribute to building a future-ready, skilled, and informed youth community aligned with Nepal's educational and technological growth.



## Sponsorship Packages:

### Cash Sponsorship Packages:

- **Title Sponsor-** NPR 1,00,000
  - **Exclusive Title Sponsor recognition:** “BIMS Expo 2026 presented by [Company Name]”
  - **Prominent name and logo placement:** Featured on all banners, posters, backdrops, certificates, and official event collaterals
  - **Main stage brand dominance:** High-visibility logo placement on the main stage, and presentation backdrops
  - **Dedicated premium expo space:** Priority stall location with enhanced visibility and branding opportunities
  - **Brand mentions during key moments:** Acknowledgement during the opening and closing ceremonies by event hosts
  - **Keynote speaking opportunity:** Opportunity to deliver a keynote address during the opening or closing ceremony
  - **Comprehensive digital and social media promotion:** Brand promotion across ICMB social media platforms before, during, and after the event
  - **Official website presence:** Featured logo placement on the official BIMS Expo website homepage with brand description and backlink
  - **Promotional material distribution:** Opportunity to distribute brochures, merchandise, and branded materials to participants and visitors
  - **Media and official communications recognition:** Recognition in official communications, press releases, and post-event reports
  - **Exclusive category rights:** Sole Title Sponsor status with category exclusivity (no competing brands)
  - **Post-event legacy recognition:** Featured acknowledgment in the official event recap, photographs, and highlight video
  - **Token of Appreciation:** On-stage presentation of a framed certificate and commemorative memento
- **Gold Sponsor –** NPR 75,000
  - **Gold Sponsor recognition:** “Gold Sponsor of BIMS Expo 2026”
  - **Brand visibility on event collaterals:** Name and logo featured on selected banners, posters, and backdrops
  - **Stage presence:** Logo placement on the main stage backdrop and presentation screens (secondary placement)
  - **Expo stall allocation:** Standard stall/expo space for brand promotion and interaction
  - **Ceremony mentions:** Brand acknowledgement during the opening or closing ceremony
  - **Digital and social media promotion:** Brand mentions on official social media platforms before and during the event



- **Official website presence:** Logo placement on the official BIMS Expo website sponsor section with backlink
- **Promotional material distribution:** Opportunity to distribute brochures and promotional materials at the event
- **Token of Appreciation:** On-stage presentation of a framed certificate and commemorative memento
- **Silver Sponsor – NPR 50,000**
  - **Silver Sponsor recognition:** “Silver Sponsor of BIMS Expo 2026”
  - **Limited brand visibility:** Logo featured on selected event banners and posters
  - **Shared stage recognition:** Logo displayed on a shared sponsor slide during ceremonies
  - **Shared expo space:** Access to a shared or smaller stall space (subject to availability)
  - **Social media acknowledgment:** Brand mention in pre-event or event-day social media posts
  - **Website listing:** Logo listed on the official BIMS Expo website under Silver Sponsors
  - **Token of Appreciation:** On-stage presentation of a framed certificate and commemorative memento
- **Supporting Sponsor – NPR 20,000+ (negotiable)**
  - **Supporting Sponsor recognition:** “Supporting Sponsor of BIMS Expo 2026”
  - **Basic brand visibility:** Logo included on a common sponsor banner or poster
  - **Website acknowledgment:** Name listed on the official BIMS Expo website under Supporting Sponsors
  - **Social media thank-you mention:** Mention in a consolidated sponsor appreciation post
  - **Token of Appreciation:** On-stage presentation of a framed certificate and commemorative memento

## Media Partner

- **Official Media Partner recognition:** Logo and name featured as the Official Media Partner of BIMS Expo 2026
- **Brand visibility on event materials:** Logo placement on promotional materials, digital creatives, and selected event backdrops
- **On-stage and media acknowledgements:** Media shout-outs and acknowledgements during key event moments
- **Content creation and event coverage:** Opportunity to cover the event, conduct interviews, and create co-branded media content
- **Post-event recognition:** Credits in official post-event communications and recap materials



- **Token of Appreciation:** On-stage presentation of a framed certificate and commemorative memento

### Refreshment Partner

- **Refreshment Partner recognition:** Recognition as the Official Refreshment Partner of BIMS Expo 2026
- **On-ground branding at refreshment zones:** Branding at refreshment and hydration areas throughout the venue
- **Product distribution opportunity:** Opportunity to distribute branded refreshments to participants and visitors
- **Logo placement on refreshment signage:** Logo featured on refreshment counters, standees, and related signage
- **Social media acknowledgement:** Brand mention in event-related social media posts
- **Token of Appreciation:** On-stage presentation of a framed certificate and commemorative memento

### In-Kind / Support Partner

- **In-Kind / Support Partner recognition:** Recognition as an Official Support Partner of BIMS Expo 2026
- **Contribution-based brand visibility:** Logo placement on event materials based on the value and nature of contribution
- **Event and communication recognition:** Acknowledgement during the event and in official communications
- **Social media appreciation:** Mention in consolidated partner appreciation posts
- **Token of Appreciation:** On-stage presentation of a framed certificate and commemorative memento

### Custom Partnership Opportunities

**Tailored sponsorship solutions:** Custom sponsorship packages can be designed to align with the partner's branding objectives, audience engagement goals, and contribution capacity.



## Budget Overview

The estimated total budget for BIMS Expo 2026 is **NPR 2,63,000**, planned to ensure effective organisation and successful execution of the event.

Budget allocation includes:

1. Marketing and Promotion:
  - a. Press Releases and Media Coverage: Rs. 20,000
2. Event Logistics:
  - a. Event Materials: Rs. 36,000
  - b. Decoration: 8,900
  - c. Participants & Hospitality: 97,600
  - d. Total Event Logistics: 1,42,500
3. Prizes and Awards:
  - First Position: Rs. 15,000
  - First Runner-Up: Rs. 10,000
  - Second Runner-Up: Rs. 7,000
  - Trophies and Medals: Rs. 8,000
  - Certificates: Rs. 6,000
  - Total: Rs. 80,000
4. Miscellaneous:
  - Miscellaneous & Contingency: 30,000

### Revenue Streams:

1. Sponsorships (Target Goal):
  - a. Title Sponsor: Rs. 1,00,000
  - b. Gold Sponsor: Rs. 75,000
  - c. Silver Sponsor: Rs. 50,000
  - d. Supporting Sponsor: Rs. 20,000
2. Registration Fees: Rs. 2,000 per Team

All expenditures will be monitored to ensure transparency, efficiency, and accountability. A detailed budget breakdown can be provided upon request.



## Conclusion

With your support, BIMS Expo 2026 aims to inspire, empower, and prepare young minds for the future. We would be honoured to discuss this proposal further at your convenience.

Thank you for your time and consideration. We look forward to the opportunity to collaborate and make BIMS Expo 2026 a meaningful success.

## Contact Information

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