



LEGACY 2024

PARTNERSHIP PROPOSAL

WHAT IS AIESEC

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

Our **values** guide us in our everyday behavior to encourage finding new solutions and ideas for current world issue. We believe that young people learn best by doing and reflecting. AIESEC enables young people to learn the most from every experience.



WHY

WE STRIVE TO ACHIEVE

peace & fulfillment
OF HUMANKIND'S
potential.



AIESEC IN SRI LANKA

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

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 *your leadership development*

**PRESENCE IN
19 UNIVERSITIES**

**EXCHANGE EXPERIENCE
1500+
ANNUALLY**

**SOICAL PROJECTS
100+ ANNUALLY**

**ACTIVE MEMBERS
1500+
NATIONWIDE**

**SOCIAL MEDIA
ENGAGEMENT
50K+ OUTREACH**



OUR VISIBILITY

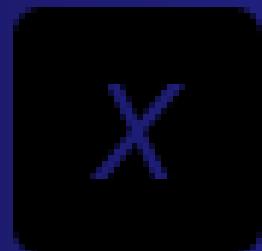
The channels that reach AIESEC membership and external audiences



49K +
Followers



8.4K +
Followers



2.2K +
Followers



16K +
Followers



Promote the
Company Brand



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

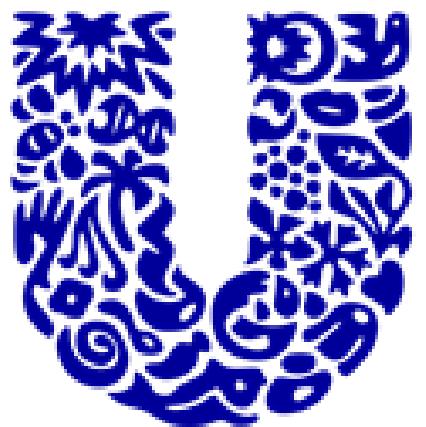


Showcase
the Brand Identity



Ensure
your Brand Presence

OUR NATIONAL PARTNERS



Unilever



AIESEC IN SLIIT

AIESEC in SLIIT was established in 2012. Since then SLIIT has been contributing to AIESEC's vision by creating opportunities for the youth to engage and get involved in global leadership experiences. Today, AIESEC in SLIIT has 300+ active members working for outgoing and incoming talent, teacher and volunteer programs.

Currently, AIESEC in SLIIT has expanded within all over campus branches at Colombo SLIIT city uni, SLIIT Metro campus, SLIIT Jaffna and Matara Campus.



BENCHMARK 2.0



IntelliCon'24



CATALYST 5.0

LEGACY 2024

The LEGACY'24 the third actual AIESEC Annual Award Ceremony in SLIIT will take place in 2024. An amazing event where outstanding individuals will receive rewards and recognition for their contributions to AIESEC in SLIIT.

In front of a large number of parents, undergraduates, and other stakeholders, this is the most glitzy event that AIESEC has hosted at SLIIT.

Date: 18th of January 2025

venue: SLIIT Campus, Malabe Main Auditorium

Delegate Count: 200+ of Undergraduates, Partners, Alumnus



LEGACY'23 AFTER MOVIE

WHY PARTNER WITH US



Partner with an event which celebrates exceptional individuals, Become locally recognized as a partner of a globally acknowledged youth led organization.



Enhance your brand, Partner with one of the world's largest youth-run NGO and enhance your brand



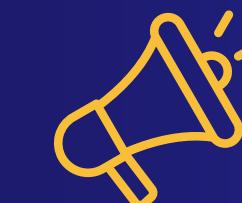
Exposure to the AIESEC talent pool consisting of highly skilled young leaders, where the company will have the opportunity to reach over 200+ undergraduates



Access to the view of youth to bring new solutions and innovative ideas through youth engagement surveys and product reviews



Create an impact on society and brand the company as a socially responsible organization by supporting youth empowerment



Digital Marketing, Promote your brand and logo on social media platforms and other digital media platforms

PARTNERSHIP PACKAGE SUMMARY - LEGACY '24

	Premium 250,000 LKR	Platinum 200,000 LKR	Gold 100,000 LKR	Silver 50,000 LKR
Deliver a keynote speech on 'Youth leadership' & partner spaces through workshops	✓	✗	✗	✗
Receive customized marketing campaign for partner recognition among youth	✓	✓	✗	✗
Email marketing to over 200+ undergraduates	✓	✓	✗	✗
Conduct a promotional session at legacy event premises to an audience of 200+	40 Mins	20 Mins	✗	✗
Opportunity to put up a stall at the event and directly interact with the delegates	✓	✓	✓	✗
Access to the student database and CV collection	200 records	125 records	75 records	✗
Rename awards after company name and handover awards at the ceremony	3 awards	2 awards	1 award	✗
Headhunt top talent Promote job/internship openings/ promote services by company	✓	✓	✓	✓
Displaying Promotional videos at the event premises	1 minute x 3	30s x 3	30s x 2	15s x 2
Display promotional banners and distribute promotional materials among delegates	✓	✓	✓	✓
Logo promotion on social media event content and on other physical event materials (backdrop/ T-shirts/ certificates)	✓	✓	✓	✓

OFFICIAL PREMIUM PARTNER | LKR 250,000



PRE-EVENT DELIVERABLES

1. Partnership posts will be **circulated through all social media platforms** both in AIESEC in Sri Lanka and AIESEC in SLIIT (Facebook, Instagram, LinkedIn, WhatsApp communities)
2. Include the rebranded event logo with tagline of company name in officially Facebook event page, social media posts and email invitations
3. A **message from the head of the company** will be published in the delegates booklet
4. A **dedicated page in the delegates booklet** with company links attached with additional full page advertisement
5. Display company logo and tagline on the **backdrop, digital banner and other advertisement materials**
6. Opportunity to include company logo incorporated in all **event promotional materials/ social media posts and videos**
7. Circulate company promotional videos in AIESEC in SLIIT social media platforms

EVENT DAY DELIVERABLES

1. Ability to install a stall space at event premises allowing direct engagement with delegates and potential clients and to distribute company products/ have delegates receive company services
2. Opportunity to deliver a keynote speech on “Youth Leadership” at legacy 2024 for 40 minutes, live broadcasted on AIESEC in SLIIT Instagram

OFFICIAL PREMIUM PARTNER | LKR 250,000



2. Opportunity to feature in 2 award titles and present awards at the ceremony
3. Carry out on-spot physical workshops/activities based on leadership development featuring the company's preference
4. Execute mentoring spaces and conduct activities for undergraduates according to the company's preference and Interact with 200 undergraduates at the ceremony
5. Ability to headhunt top talent into the workforce based on the organization's projected labor demand
6. Opportunity to conduct/distribute surveys and receive survey reports
7. Include the company logo on the main digital screen of the event
8. Include the company logo on the certificates
9. Display company promotional videos/advertisements/posts at the award ceremony premises
10. Display the 7 company banners at the event premises
11. Opportunity to include company logo on the delegate name tags named as Premium Partner
12. Partner acknowledgment by event compere

POST EVENT DELIVERABLES

1. Receive a customized marketing campaign uniquely catered to the current requirements of the company
2. Receive digital partner space on AIESEC in Sri Lanka & SLIIT's Instagram Feed mentioning the nature of the company and its contribution toward youth up to 2 posts

OFFICIAL PREMIUM PARTNER | LKR 250,000



POST-EVENT DELIVERABLES

1. Have AIESEC in SLIIT conduct an exclusive **email marketing campaign** targeting the entity membership of 250+
2. Opportunity to obtain a database of 200 records of delegates to carry out marketing campaigns
3. Opportunity to receive CVs of all the LEGACY 2024 delegates
4. Have an **Instagram story highlight** created and dedicated for the company with a view reach of 500+ per week
5. Promotions through **organizing committee email signatures and follow-up emails to delegates**
6. An **event report** with photos and videos of the event is provided after the event for future marketing and requirements.
7. **Feature in LEGACY 2024 after-movie** which will be shared across all AIESEC in Sri Lanka social media platforms
8. The **delegate thank you email will feature the company** and include company branding materials
9. Include the **company logo in the event photo album logo bar**
10. An **appreciation post** will be circulated after the event in all social media platforms

OFFICIAL PLATINUM PARTNER | LKR 200,000



PRE-EVENT DELIVERABLES

1. The will be recognized as the **Official Platinum Partner of LEGACY 2024**
2. Partnership posts will be **circulated through all social media platforms** both in AIESEC in Sri Lanka and AIESEC in SLIIT (Facebook, Instagram, LinkedIn, WhatsApp communities)
3. **A dedicated page in the delegates booklet** with company links attached
4. Display company logo and tagline on the **backdrop, digital banner and other advertisement materials**
5. Opportunity to include company logo incorporated in all **event promotional materials/ social media posts and videos**
6. Circulate **company promotional videos** in AIESEC in SLIIT **social media platforms**

EVENT DAY DELIVERABLES

1. Ability to install a **stall space** at event premises allowing direct engagement with delegates and potential clients and to distribute company products/ have delegates receive company services
2. Receive a dedicated **promotional speaking slot** of 20 minutes, live broadcasted on AIESEC in SLIIT Instagram
3. Opportunity to feature in **2 award titles and present awards at the ceremony**
4. Carry out **on-spot physical workshops**/conduct activities with undergraduates according to the company's preference and Interact with 200+ undergraduates at the ceremony
5. Ability to **headhunt top talent** into the workforce based on the organization's projected labor demand

OFFICIAL PLATINUM PARTNER | LKR 200,000



1.
-
3.

4. Opportunity to conduct/distribute surveys and receive survey reports
5. Include the company logo on the main digital screen of the event
6. Include the company logo on the certificates
7. Display company promotional videos/advertisements/posts at the award ceremony premises
8. Display the 5 company banners at the event premises
9. Opportunity to include company logo on the delegate name tags
10. Partner acknowledgment by event compere

POST EVENT DELIVERABLES

1. Receive a customized marketing campaign uniquely catered to the current requirements of the company
2. Receive digital partner space on AIESEC in Sri Lanka & SLIIT's Instagram Feed mentioning the nature of the company and its contribution toward youth up to 2 posts
3. Have AIESEC in SLIIT conduct an exclusive email marketing campaign targeting the entity membership of 250+
4. Opportunity to obtain a database of 125 records of delegates to carry out marketing campaigns
5. Opportunity to receive CVs of all the LEGACY 2024 delegates
6. An event report with photos and videos of the event is provided after the event for future marketing and requirements.
7. Feature in LEGACY 2024 after-movie which will be shared across all AIESEC in Sri Lanka social media platforms
8. Include the company logo in the event photo album logo bar
9. An appreciation post will be circulated after the event in all social media platforms

OFFICIAL GOLD PARTNER | LKR 100,000



PRE-EVENT DELIVERABLES

1. The will be recognized as the **Official Gold Partner of LEGACY 2024**
2. Partnership posts will be **circulated through all social media platforms** both in AIESEC in Sri Lanka and AIESEC in SLIIT (Facebook, Instagram, LinkedIn, WhatsApp communities)
3. **A dedicated page in the delegates booklet** with company links attached
4. Display company logo and tagline on the **backdrop, digital banner and other advertisement materials**
5. Opportunity to include company logo incorporated in all **event promotional materials/ social media posts and videos**
6. Circulate company promotional videos in AIESEC in SLIIT social media platforms

EVENT DAY DELIVERABLES

1. Ability to install a **stall space** at event premises allowing direct engagement with delegates and potential clients and to distribute company products/ have delegates receive company services
2. Opportunity to feature in **1 award title and present awards at the ceremony**
3. Ability to **headhunt top talent** into the workforce based on the organization's projected labor demand
4. Opportunity to **conduct/distribute surveys** and receive survey reports
5. Display company promotional videos/advertisements/posts at the award ceremony premises
6. Display the **3 company banners** at the event premises
7. Partner acknowledgment by event compere

OFFICIAL GOLD PARTNER | LKR 100,000



POST EVENT DELIVERABLES

1. Receive digital partner space on AIESEC in Sri Lanka & SLIIT's Instagram Feed mentioning the nature of the company and its contribution toward youth up to 1 post
2. Opportunity to obtain a database of 75 records of delegates to carry out marketing campaigns
3. Opportunity to receive CVs of all the LEGACY 2024 delegates
4. An event report with photos and videos of the event is provided after the event for future marketing and requirements.
5. Feature in LEGACY 2024 after-movie which will be shared across all AIESEC in Sri Lanka social media platforms
6. Include the company logo in the event photo album logo bar
7. An appreciation post will be circulated after the event in all social media platforms

OFFICIAL SILVER PARTNER | LKR 50,000



PRE-EVENT DELIVERABLES

1. The company will be recognized as the **Official Silver Partner of LEGACY 2024**
2. Partnership posts will be **circulated through all social media platforms** both in AIESEC in Sri Lanka and AIESEC in SLIIT (Facebook, Instagram, LinkedIn, WhatsApp communities)
3. Receive a **half page in the delegates booklet** with company links attached for promotional purposes
4. Opportunity to include company logo incorporated in all **event promotional materials/ social media posts and videos**

EVENT DAY DELIVERABLES

1. Ability to **headhunt top talent** into the workforce based on the organization's projected labor demand
2. Display company promotional videos/advertisements/posts at the award ceremony premises
3. Display the 2 company banners at the event premises

POST EVENT DELIVERABLES

1. Opportunity to receive CVs of all the LEGACY 2024 delegates
2. An event report with photos and videos of the event is provided after the event for future marketing and requirements.
3. Feature in LEGACY 2024 after-movie which will be shared across all AIESEC in Sri Lanka social media platforms
4. Include the company logo in the event photo album logo bar

BANNER PARTNERSHIP PACKAGES

LKR 20,000

1. Prominent logo placement on all event banners
2. On-site and WhatsApp advertisements
3. Social media stories on AIESEC platforms
4. Logo in Delegate Booklet
5. Promotional materials at registration desk
6. Complimentary tickets to two representatives to attend the event.

LKR 10,000

1. Prominent logo placement on all event banners
2. On-site and WhatsApp advertisements
3. Social media stories on AIESEC platforms
4. Logo in Delegate Booklet
5. Branded merchandise display
6. Sponsor acknowledgment

LKR 5,000

1. Prominent logo placement on all event banners
2. On-site and WhatsApp advertisements
3. Social media stories on AIESEC platforms
4. Name in Delegate Booklet
5. Roll-up banner display
6. Public thank-you mention

CONTACT US



Yasasvi Ediriweera

Organizing Committee Vice President
Partnership Development
AIESEC in SLIIT
yasasviediriweera@aiesec.net
+94773595962



Pethara Ranasinghe

Organizing Committee Vice President
Partnership Development
AIESEC in SLIIT
pethara21@aiesec.net
+94741993650



Dahamya Ranasinghe

Organizing Committee Vice President
Partnership Development
AIESEC in SLIIT
dahamyavinradi@aiesec.net
+94703810059



Oshadi Fonseka

Organizing Committee Vice President
Partnership Development
AIESEC in SLIIT
oshadifonseka@aiesec.net
+94789368145

We would like to thank you for taking the time to go through the details. We understand the needs of every company are different, thus we are open to different proposals and ideas. Let's work together to create a long lasting partnership.



THANK YOU!