



SOUNDX



RISE AND CELEBRATE LAHORE

OFFICIAL SPONSORSHIP PROPOSAL 2026

POWERED BY: SOUNDX



ABOUT THE EVENT

Udaan Fest is conceived as Lahore's flagship cultural and music institution. We are reviving the city's most iconic tradition, Basant, as a contemporary, inclusive, and world-class festival that unites families, youth, and corporate leaders in one powerful, shared celebration.

This is more than an event, it's a cultural catalyst where entertainment becomes an economy and scale becomes an opportunity.

SCALE THAT MOVES

60,000+
ATTENDEES

3 DAYS
6,7,8 FEB
2026

EXPO
CENTER

MAJOR ACTIVITIES



CONCERT



CULTURAL
DANCES



FOOD
STALLS



FASHION
SHOW



THE GRAND CONCERT

We are taking things to the next level with our Grand Concert Nights! We've built a massive, state-of-the-art stage designed for one thing only high-energy performances.

Prepare to see top-tier artists like never before. The sound, the lights, and the vibes are going to be unmatched. Stay tuned for the lineup drop!

DAY 1 ARTIST LINEUP



HAVI
RDB SURJ
RAMEET SANDHU
MUSTAFA ZAHID

DAY 2 ARTIST LINEUP



AIMA BAIG

ASIM AZHAR

SAHIR ALI BAGGA

DAY 3 ARTIST LINEUP



NIMRA MEHRA

HASSAN RAHEEM

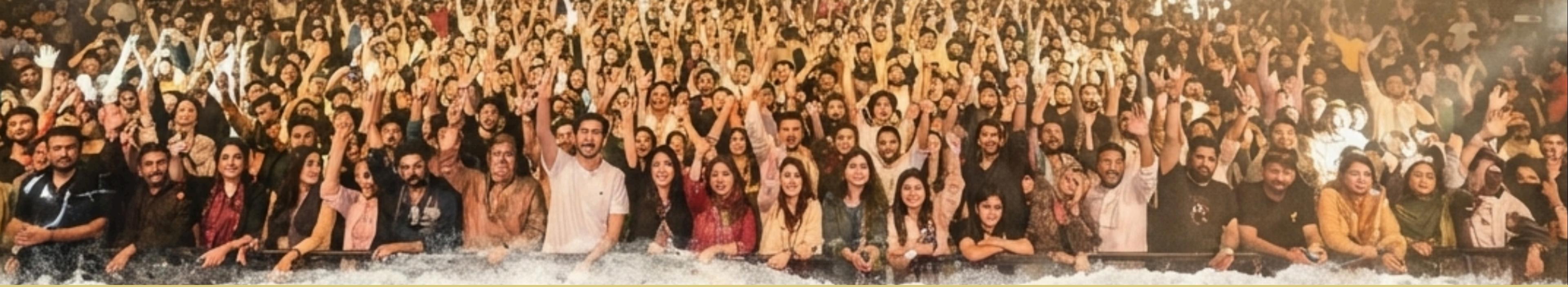
ATIF ASLAM

ALI ZAFAR

TRIBUTE TO PAF



In a breathtaking fusion of technology and national pride, the Lahore night sky will transform into a canvas for a synchronized Light & Drone Show dedicated to the heroes of the Pakistan Air Force. This spectacular display will create formations of iconic PAF aircraft and national symbols — a patriotic tribute that aligns with our name "Udaan" (Flight) and will serve as the festival's most memorable, shareable moment.

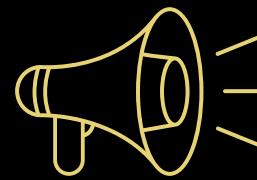


CONNECT WITH CULTURE. ENGAGE YOUR AUDIENCE. GROW YOUR BRAND.



MASSIVE AND DIVERSE REACH

Connect with over 60,000+ attendees a premium mix of families, affluent youth, and corporate decision-makers.



UNMATCHED BRAND VISIBILITY

Benefit from a high-impact marketing campaign, extensive media coverage, and prominent on-site branding at Lahore's premier venue.



BUILD BRAND LOYALTY

Foster deep emotional connections by associating your brand with a positive, family-friendly, and culturally significant experience.



EXPERIENTIAL INTEGRATION

Move beyond passive placement. We offer a platform for high-impact activations, allowing you to engage audiences directly and create lasting memories.

A SCALABLE PARTNERSHIP PLATFORM FOR EVERY OBJECTIVE

Udaan Fest offers a multi-tiered sponsorship ecosystem designed for high visibility and direct audience engagement. From title partnership to targeted activations, find the perfect opportunity to meet your brand's goals.

PARTNERSHIP TYPES

PLATINUM DIAMOND EMERLD

GOLD SILVER

PACKAGES

PLATINUM SPONSOR

- NAMING ASSOCIATION WITH THE FESTIVAL
- HIGHEST VISIBILITY ACROSS STAGE, MEDIA, AND DIGITAL PLATFORMS
- EXCLUSIVE, LARGE-SCALE BRAND INTEGRATIONS
- LEADERSHIP PRESENCE WITHIN THE UDAAN ECOSYSTEM

DAIMOND SPONSOR

- PREMIUM BRAND PROMINENCE ACROSS KEY FESTIVAL ZONES
- HIGH-IMPACT EXPERIENTIAL ACTIVATIONS
- STRONG MEDIA AND CONTENT INTEGRATION
- DIRECT ASSOCIATION WITH THE CORE AUDIENCE JOURNEY THROUGHOUT THE FESTIVAL

EMERALD SPONSOR

- STRONG VISIBILITY WITHIN ALL HIGH-TRAFFIC ZONES
- CURATED EXPERIENTIAL TOUCHPOINTS WITH HIGHLY ENGAGED AUDIENCES
- INTEGRATED PRESENCE ACROSS SELECTED PROGRAMMING AND ACTIVITIES

PACKAGES

GOLD SPONSOR

- CONSISTENT ON-GROUND VISIBILITY ACROSS DESIGNATED AREAS
- DIRECT AUDIENCE INTERACTION THROUGH ACTIVATIONS AND STALLS
- ASSOCIATION WITH A LARGE-SCALE, FAMILY-DRIVEN CULTURAL PLATFORM

SILVER SPONSOR

- ON-GROUND BRAND PRESENCE WITHIN CURATED ZONES
- DIRECT AUDIENCE INTERACTION THROUGH STALLS OR ACTIVITIES
- INCLUSION WITHIN A LARGE-SCALE, FAMILY-DRIVEN CULTURAL PLATFORM
- ASSOCIATION WITH THE UDAAN ECOSYSTEM AT AN ACCESSIBLE ENTRY POINT

OTHER ACTIVITIES



LUCKY DRAW



SELFIE BOOTH



MAGIC/PUPPET SHOW



TALENT SHOW



LIVE COOKING



STORY TIME FOR KIDS



CONTACT US

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