



## World Peace City Lumbini, Nepal International Conference

**May 4-5, 2015**

**Bedford Hotel and Congress Centre Brussels  
Rue Du Midi 135, Brussels, 1000, Belgium**

## Sponsorship Proposal

### International Conference Snapshot

- ✓ World Peace Rally in the heart of Brussels on 4<sup>th</sup> of May 2015
- ✓ Historic Buddha Jayanti in Europe on 4<sup>th</sup> of May 2015
- ✓ Lumbini Peace Marathon on 4<sup>th</sup> of May 2015
- ✓ International Conference on World Peace City Lumbini, Nepal on 4<sup>th</sup>/ 5<sup>th</sup> May, 2015.
- ✓ Papers by world class UNESCO archeologist Prof. Robin Coningham and Lumbini World Peace Master Plan developer through UN Prof. Kwaak Young Hoon and Rinpoche and other renowned persons.
- ✓ Publicity through electronic and print media
- ✓ Broadcasting of sponsors advertisement on a large display.

### Organised by



**Lumbini-Kapilvastu  
Day Movement**

### In Association with



**Belgium-Nepal  
Friendship Association**

**Nepalese Embassy  
Brussels, Belgium**

## GLIMPSES OF THE MOVEMENT



Submitting letter to that time Prime Minister Madhav Kumar Nepal in his office



Submitting letter to Prime Minister Sushil Koirala in Belgium



Submitting Movement letter to that time Australian PM Julia Gillard while presenting Buddha statue



Felicitating former Prime Minister Puspa Kamal Dahal Prachanda



Felicitating former Minister Deep Kumar Upadhyay



Felicitating former ambassador Kamal P Koirala





Appointing Bhikshhu Magar as Movement  
Peace Ambassador



Appointing Teriya Magar as Movement Girl  
Peace Ambassador



Movement Peace Rally by thousands in Kathmandu



Movement initiation for diplomatic process  
to correct in Sweden course books



Buddha statue present to the Nobel Prize  
Institute Director through Chief Administrator

## 1. **About Lumbini-Kapilvastu Day Movement**

Lumbini-Kapilvastu day Movement is a Global Movement institutionalized in the mid of 2010 to spread Buddha's peace and nonviolence messages and promote Buddha's birthplace Lumbini, Nepal all over the world. Despite the Global Committee, the Movement has already 19 National committees and local and professional committees. As part of the objective of the Movement, it is going to organize an International Conference on **World Peace City Lumbini, Nepal** where world class archeologist Prof. Robin Coningham and Lumbini World Peace City Master Plan developer through UN Prof. Kwak Young Hoon and other renowned persons will present their papers.

## 2. **About the International Conference**

**SLOGAN: WORLD PEACE THROUGH LOVE, COMPASSION  
AND REINFORCED DEMOCRACY**

The main objective of the conference is to highlight **World Peace City Lumbini, Nepal**. In 1999 UNDP commissions a Vision and Scoping Mission led by Young Hoon Kwaak for developing the idea of Lumbini as the "Fountain of World Peace" and Prof. Kwaak has already developed **Lumbini World Peace City Master Plan** and he himself will present paper on this topic.

One of the co-directors of the UNESCO project at Lumbini excavations and one of the international experts on the larger UNESCO projects Prof Robin Coningham is another key speaker of the conference. He has conducted extensive field work in Bangladesh, Iran, Nepal, Pakistan and Sri Lanka, and was part of an original UNESCO team that worked at Lumbini in 2001/2. His latest research finding was highlighted by most of the world's biggest media and National Geography is making documentary on it.

Every single day our world spends more than \$4 billion on war. However everyday, 20,000 children die of hunger, poverty and a lack of treatment and medicines and millions of people are suffering a lack of their basic needs like food, clean water, clothes and shelter. If only a certain percentage of these funds were used for the benefit of the people worldwide, struggling to have an education, minimum health care, food and housing a lot could be done.

Basis of World Peace is the individual. We can give others only the values that we possess. World Peace is possible only when everybody loves each other. The present world situation is the result of our way of thinking. If everybody thinks about each other we would not have problems, but we are habitual in our thinking and define everything according to ourselves or group or community or country. Religious persons are also dividing people in the name of religion. The basic of every religion is the same – love. Religion is religion if it unites people and not if divides people. We therefore, need conversation from leaders to masters, religious persons to spiritual persons to achieve a level of World Peace.

Over the past few years, the "right to information" has gained increasing prominence in the human rights and the democratic discourses. The right to information does not make any sense without having right information, however; many countries citizens are getting

erroneous information on World Peace Messenger Buddha's birthplace because textbooks present incorrect information in this regard due to some technical reasons. We are optimistic that this conference will be very important medium to reinforce world democracy by changing erroneous information in textbooks in different countries as we will send special report to head of the state and the head of the government of some countries.

### **3. Conference Objectives**

- ✓ To promote World Peace City Lumbini, Nepal – the birthplace of Lord Buddha.
- ✓ Promote Nepal's tourism industry.
- ✓ Show solidarity with World Peace Movement,
- ✓ Bring the spirit of unity among the community members from different countries and provide networking opportunities.
- ✓ Provide opportunity to the business community to their product and services

### **4. Sponsor opportunity**

This is an opportunity to be part of an International event organised in the capital of European Union Brussels by Lumbini-Kapilvastu Day Movement. Lumbini Peace marathon, World Peace Rally and historic Buddha Jayanti in Europe and opening ceremony of the International Conference will be on 4<sup>th</sup> of May 2015. On 5<sup>th</sup> of May 2015, the whole day will be for International Conference.

We are expecting participation from many countries and organizations in World Peace Rally. World class archeologist Prof. Robin Coningham, who is leading UNESCO project in Lumbini excavation and also led lots of UNESCO projects in many countries, and Prof. Kwaak Young Hoon, who developed Lumbini World Peace City Master Plan through United Nations, will present valuable papers. Few more renowned persons will also present papers in the conference.

Sponsors will have an opportunity to promote and expose their brand, product and services to the large number of visitors at this unique event at a relatively low cost compared to other promotional activities. We will ensure that all our sponsors get the maximum value out of the contribution to the International event. In addition to getting the business value from this event, your support is also a contribution towards community cause in an international level.

### **5. Event activities**

- ✓ World Peace Rally in the heart of Brussels on 4<sup>th</sup> of May 2015
- ✓ Historic Buddha Jayanti in Europe on 4<sup>th</sup> of May 2015
- ✓ Lumbini Peace Marathon on 4<sup>th</sup> of May 2015
- ✓ International Conference on World Peace City Lumbini, Nepal opening on 4<sup>th</sup> of May, 2015.

- ✓ International Conference on World Peace City Lumbini, Nepal on 5<sup>th</sup> of May, 2015.
- ✓ Paper presentation by world class archeologist and UNESCO Lumbini excavation research project team leader Prof. Robin Coningham and Lumbini World Peace Master Plan developer through United Nations Prof. Kwak Young Hoon and other renowned persons.
- ✓ Official opening and attendance of the event by high level government officials, diplomats from different countries, UN representatives, community leaders from different countries.
- ✓ Felicitation to ambassadors and international personnel.
- ✓ Publicity through electronic and print media
- ✓ Broadcasting of sponsors advertisement on a large display.

## **6. Sponsorship opportunities**

This is an opportunity to be part of an International event being organised in the headquarters of European Union Brussels by the Nepalese Community. Lumbini Peace Marathon, World Peace Rally and historic Buddha Jayanti in Europe and an International Conference with the active participation by World class personnel, participation by high level government officials, diplomats from different countries, United Nations representatives and community leaders from different countries are the attraction of the program.

Sponsors will have an opportunity to promote and expose their brand, product and services to the large number of visitors at this unique event at a relatively low cost compared to other promotional activities. We will ensure that all our sponsors get the maximum value out of their contribution to the Event. In addition to getting the business value from the event, your sponsor is also a contribution towards Global Community Cause.

## **7. Benefits of sponsorship**

- Association with an event of Global Community importance
- Publicity through electronic and print media
- Opportunity to expose your products and services
- To reach out to the wider community across the Globe.

### **Do you have any special requirements?**

As a sponsor we clearly understand that your sponsorship requirement might be different from what we have offered. If you have any special need or requirements regarding your sponsorship or promoting your products and services at the event, we are happy to discuss further to accommodate them.



## **8. Benefits of sponsorship**

### **EVENT PARTNER: US\$ 15,000.00**

- ✓ Introduction in the stage in both days' program
- ✓ Display of the name and logo in the back of the t-shirts of Lumbini Peace Marathon.
- ✓ Display larger size of the name and logo at the venue in the form of banners to be placed around the stage.
- ✓ Display of your 1 minute 30 seconds video advertisement at regular interval. The video will be in the Movement site as well for 1 year. (Video should be provided by the sponsor)
- ✓ Acknowledgement of your sponsorship through stage announcement.
- ✓ Special trophy and certificate of appreciation.
- ✓ Either signature or logo in the voluntary contributors' appreciation certificates.
- ✓ Display of the name and logo in following official publications and promotional materials to be distributed during the festival:
  - Electronic poster
  - Printed poster
  - Festival program booklet
  - Festival flyers
  - Festival report
  - Newspaper advertisements
  - Email advertisements from different countries
  - Display of the name and logo in the back of the t-shirts of Lumbini Peace Marathon.

### **PLATINUM PARTNER US\$ 10,000**

- ✓ Introduction in the stage in both days' program
- ✓ Display of the name and logo in the back of the t-shirts of Lumbini Peace Marathon.
- ✓ Display larger size of the name and logo at the venue in the form of banners to be placed around the stage.
- ✓ Display of your 1 minute video advertisement at regular interval. The video will be in the Movement site as well for 1 year. (Video should be provided by the sponsor)
- ✓ Acknowledgement of your sponsorship through stage announcement.
- ✓ Special trophy and certificate of appreciation.
- ✓ Display of the name and logo in following official publications and promotional materials to be distributed during the festival:
  - Electronic poster
  - Printed poster
  - Festival program booklet
  - Festival flyers
  - Festival report

- Newspaper advertisements
- Email advertisements from different countries
- Display of the name and logo in the back of the t-shirts of Lumbini Peace Marathon.

### **GLOD PARTNER US\$ 5,000**

- ✓ Introduction in the stage in both days' program
- ✓ Display of the name and logo in the back of the t-shirts of Lumbini Peace Marathon.
- ✓ Display larger size of the name and logo at the venue in the form of banners to be placed around the stage.
- ✓ Display of your 30 seconds video advertisement at regular interval. The video will be in the Movement site as well for 1 year. (Video should be provided by the sponsor)
- ✓ Acknowledgement of your sponsorship through stage announcement.
- ✓ Special trophy and certificate of appreciation.
- ✓ Display of the name and logo in following official publications and promotional materials to be distributed during the festival:
  - Electronic poster
  - Printed poster
  - Festival program booklet
  - Festival flyers
  - Festival report
  - Newspaper advertisements
  - Email advertisements from different countries
  - Display of the name and logo in the back of the t-shirts of Lumbini Peace Marathon.

### **SILVER PARTNER US\$ 2,500**

- ✓ Introduction in the stage in both days' program
- ✓ Display larger size of the name and logo at the venue in the form of banners to be placed around the stage.
- ✓ Display of your 15 seconds video advertisement at regular interval. The video will be in the Movement site as well for 1 year. (Video should be provided by the sponsor)
- ✓ Acknowledgement of your sponsorship through stage announcement.
- ✓ Certificate of appreciation.
- ✓ Display of the name and logo in following official publications and promotional materials to be distributed during the festival:
  - Electronic poster
  - Printed poster
  - Festival program booklet
  - Festival flyers
  - Festival report



- Newspaper advertisements
- Email advertisements from different countries
- Display of the name and logo in the back of the t-shirts of Lumbini Peace Marathon.

### **SUPPORTER US\$ 1,000**

- ✓ Display larger size of the name and logo at the venue in the form of banners to be placed around the stage.
- ✓ Display of your 5 seconds video advertisement at regular interval. The video will be in the Movement site as well for 1 year. (Video should be provided by the sponsor)
- ✓ Acknowledgement of your sponsorship through stage announcement.
- ✓ Certificate of appreciation.
- ✓ Display of the name and logo in following official publications and promotional materials to be distributed during the festival:
  - Electronic poster
  - Festival program booklet
  - Festival report

### **VOLUNTARY CONTRIBUTION**

We will accept any amount of voluntary contribution. It will be acknowledged and will be provided with certificate of appreciation if the amount is of or more than US\$ 500.00 and will be provided free pass to participate in the program.

## **9. CONTACT DETAILS**

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## Lumbini-Kapilvastu Day Movement

A Global Movement to spread Buddha's messages and promote Buddha's birthplace Lumbini, Nepal

Sites: [www.worldamity.net](http://www.worldamity.net) [www.worldamity.wordpress.com](http://www.worldamity.wordpress.com)

ABN: 58 785 670 488

An International Conference on 4<sup>th</sup> and 5<sup>th</sup> of May, 2015  
in Brussels, Belgium

### Sponsorship Form

#### Your Details:

Name of the  
company/sponsor: \_\_\_\_\_

Address: \_\_\_\_\_

Contact person: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

Email address: \_\_\_\_\_

Website: \_\_\_\_\_

#### Sponsorship Details:

I/we would like to sponsor an International Conference that is going to be held on 4<sup>th</sup> and 5<sup>th</sup> of May, 2015 in Brussels, Belgium with the sponsorship packages:

- ☐ Event Partner US\$ 15,000.00
- ☐ Platinum Partner US\$ 10,000.00
- ☐ Gold Partner US\$ 5,000.00
- ☐ Silver partner US\$ 2,500.00
- ☐ Event Supporter US\$ 1,000.00

#### Payment Options:

I/we would like to make a payment by

- ☐ Cash
- ☐ Cheque. Please make your cheque payable to Lumbini-Kapilvastu Global Campaign
- ☐ Direct Deposit/EFT. Please make a deposit with the following reference into the account below:

Name of Account: Lumbini-Kapilvastu Global Campaign

**SWIFT CODE:** CTB AAU 2S

**BSB:** 063-871

**Account:** 1024 8110

If IBAN necessary: Same as Account number

**Bank:** Commonwealth Bank

**Reference:** [Company Name] ICBB2015

## Sponsorship Agreement:

I have read, understood and agreed to all the term and conditions included in the sponsorship packages and agreed to indemnify an International Conference Brussels, Belgium 2015 Organizing Committee for any actions arising from failure to comply with these terms and conditions. I acknowledge that this application will not be considered approved until a written confirmation is received from the International Conference Brussels, Belgium 2015 Organizing Committee.

_____	_____	_____
Name of person representing sponsor	Signature	Date

_____	_____	_____
Name of person representing Int'l Conference OC	Signature	Date