

PMUN '25
4th Edition



Sponsorship Prospectus

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A Letter from the Executive Council

Respected Sponsor,

We are delighted to inform you about the commencement of the fourth annual debating conference, Potohar Model United Nations 2025 (PMUN '25), hosted by Beaconhouse College Programme Potohar Campus.



The 3 day event is scheduled to be conducted on the 14th, 15th, and 16th of February 2024. The Potohar MUN, inaugurated in the winter of 2021, is one of the most awaited events of the twin cities as it proudly carries the prestigious legacy of 4 years of successful debating, exhilarating evening socials and a continually expanding audience. This year, we extend a glorious opportunity for you to invest in our esteemed event as we believe that it will prove beneficial in achieving both of our aims.



Since its inception, Potohar MUN has been a platform for students to step into the roles of diplomats and world leaders, simulating the United Nations to address pressing global issues. Each year, hundreds of participants from across Pakistan represent diverse nations, presenting their policies and engaging in rigorous debates centered on cooperation, justice, and moral responsibility. PMUN fosters essential skills like diplomacy, critical thinking, and leadership while promoting intellectual growth and global citizenship.

With 1000-1500 expected attendees, including students, educators, and young leaders, PMUN attracts notable chief guests such as professionals and academics, enhancing its prestige. The event's dynamic environment offers valuable networking opportunities for participants and sponsors, making it a hub for meaningful interaction and learning.

Sponsorship Benefits

The benefits of sponsorship extend beyond the event itself, establishing a mutually beneficial relationship for both sponsors and the educational community. As a partner of PMUN 2025, you are not just a sponsor—you are a catalyst for progress and inspiration, leaving an indelible mark on the minds of the future leaders who will shape our world.

Enumerated below are the advantages of funding PMUN'25:

1. Unparalleled Exposure on Campus

In continuation of our esteemed legacy, PMUN'25 aspires to attract a diverse audience, encompassing participants from the various schools of the Twin Cities. This heightened visibility, in addition to logo placements, mentions, and promotional materials associated with the event, will significantly contribute to augmented brand exposure and recognition.

2. Unparalleled Exposure Online

It is a widely acknowledged fact that events of the caliber of PMUN garner substantial media attention. Our preceding event, PMUN'23, received coverage across multiple news channels, specifically 92 News. Sponsors stand to gain from this press coverage and media mentions linked to the event, thereby amplifying their brand presence and extending reach to a broader audience.

3. Networking Opportunities

PMUN offers unmatched visibility through its extensive marketing campaigns, both online and offline, ensuring your brand stands out to a demographic that values authenticity, leadership, and global impact. The event provides a dynamic environment filled with high-energy debates, workshops, and keynote addresses from influential thought leaders. These interactions amplify your brand's prestige and create tangible opportunities for networking with students, educators, and community leaders.

This networking may pave the way for future business opportunities and, by interacting with students participating in PMUN, sponsors can proactively identify and connect with talented individuals early in their academic pursuits.



4. Positive Brand Image

Sponsoring PMUN 2025 is more than a branding opportunity—it is an investment in the leaders of tomorrow. This premier event brings together a diverse, high-caliber audience of students, educators, and professionals from top-tier institutions. It is the perfect platform to position your brand as a champion of education, innovation, and global progress. By aligning with PMUN, your organization gains a unique opportunity to influence and engage with the next generation of decision-makers, innovators, and influencers while fostering an image of forward-thinking corporate responsibility.



Sponsorship Packages

Rs. 800,000 - 1,000,000: Platinum Package

Stall Location:

- Prime Stall Location for 3 days at the event venue and customized according to the sponsor's requirements.

Logo Placement:

Your logo on:

- Social Media (Facebook, Twitter, Instagram)
- Certificates and Shields
- Delegate Handbook, Pads, and Pens
- Panaflexes
- Full Page Event Brochure
- Posters, Dropdown, Backdrop, and Website
- SMD
- Shields and Standees
- Prime Enlarged Photo on Panaflex
- Invites sent to other institutions
- ID Cards (Delegates, Observers, and Host Team) to be used throughout the event

Advertisement:

- Advertisement in the Daily Newsletter
- Committee presentation
- Teasers on Digital Screens
- Sample Products
- Advertisement Throughout Social Media (Facebook, Twitter, Instagram)

Announcements:

- Honorable mention during announcements

Hospitality:

- Commemorative Shield
- 8-10 guests invited to All Socials
- Decor help with Booth space

Rs. 500,000 - 700,000: Gold Package

Stall Location:

- Prime Stall Location for 3 days at the event venue and customized according to the sponsor's requirements

Logo Placement:

Your logo on:

- Social Media (Facebook, Twitter, Instagram)
- Certificates
- Delegate Handbook
- Panaflexes
- Posters, Dropdown, Backdrop, and Website
- SMD
- Shields and Standees
- Prime Enlarged Photo on Panaflex

Advertisement:

- Advertisement Throughout Social Media (Facebook, Twitter, Instagram)

Announcements:

- Honorable mention during announcements

Hospitality:

- Commemorative Shield
- 6 guests invited to All Socials

Rs. 300,000 - 500,000: Silver Package

Stall Location:

- Prime Stall Location for 3 days at the event venue and customized according to the sponsor's requirements

Logo Placement:

Your logo on:

- Social Media (Facebook, Twitter, Instagram)
- Delegate Handbook
- Panaflexes
- Posters, Dropdown, Backdrop, and Website
- Full Page Event Brochure

Advertisement:

- Advertisement Throughout Social Media (Facebook, Twitter, Instagram)

Hospitality:

- 2 guests invited to All Socials

Rs. 80,000 - 150,000: Bronze Package

Stall Location:

- Prime Stall Location for 3 days at the event venue and customized according to the sponsor's requirements

Logo Placement:

Your logo on:

- Social Media (Facebook, Twitter, Instagram)
- Delegate Handbook
- Panaflexes

Conclusively, beyond the aforementioned advantages, PMUN'25 promises to provide exclusivity and priority to your brand in our succeeding events as well, should you opt to sponsor us. We hope to strengthen our relationship with your esteemed brand and fortify our collaboration in the future as well.

Your prompt response is eagerly anticipated as we enthusiastically look forward to the prospect of working closely with you.

Regards,
Executive Council & Marketing Team, Potohar MUN '25

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