

SPONSORSHIP PROPOSAL

Young Pakistan Challenge 2018 is a 2-day event organized by the Youth for Pakistan.

The Hon'ble Founder of Youth for Pakistan, Mr. Riaz Ahmed's mission is to:

"Develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regard for human values, nurture leadership, foster tolerance, pride in their heritage and culture, a sense of right and wrong, and learning for perfection".

Background:

Pakistan is among countries with the largest youth populations in the world. Youth comprise around 63% of the country's population, meaning three out of every five Pakistanis fall in the youth category, while 15 per cent of the youth is unemployed.

The majority has neither discovered its human potential due to low quality education (or none at all), nor can it participate in the process of the cultural, social and economic development of the country.

Young Pakistan Challenge (YPC'18) is an invite-only transformational event that gathers the top young minds from across the country to innovate, connect and challenge themselves where they energize their leadership growth, empower their creative vision. This tribe comprises of people who want to turn their passion into a successful career that will enrich the student's experiences during the program, enhance future opportunities for them to succeed as productive citizens. We encourage positive change in Pakistani Youth.

YPC'18 will be a perfect platform for all young students, invited from all over the country to display their talent & participate in various technical and cultural challenges, to have an experience of a lifetime.

YPC'18 is providing a host of opportunities for brand promotions, brand/consumer research, brand/product launch/display.

YPC will bring heightened visibility and increased exposures for your company to a variety of audiences' due to positive publicity through the (social) media with broad marketing and advertising opportunities and a large number of website visitors to reach youth in Pakistan. These participants will carry message of the sponsors. The Young Pakistan Challenge requires funds for execution of its first YPC for youth of the country. The YPC bears a portion of it and expects the industry to sponsor the event. Various options are available starting from platinum to silver for the sponsoring organizations/companies that are mentioned below.

Opportunities are available on first come, first served basis.

SPONSORSHIP TYPES

Partner Title	Deliverables	Tariff (Rs.)
Platinum Sponsor	<ul style="list-style-type: none"> Corporate/Brand logo on all YPC'18 communications-website, social media, backdrop/signage's, invitations. Brand promotions in the all campus by YPC'18 student promotional team. 6 standees for display to be provided by the sponsor for the event days. AV (1-5 minute) to be provided by Sponsor, will be run on YPC'18 LCD screens in the event. Guests of Sponsor will be invited for both days of the event. Sponsor will be honored on stage during YPC'18 days. 	5 lakhs
Gold Sponsor	<ul style="list-style-type: none"> Corporate/Brand logo on all YPC'18 communications-website, social media, backdrop/signage's, invitations. Brand promotions in the all campus by YPC'18 student promotional team. 4 standees for display to be provided by the sponsor for the event days. AV (1-3 minute) to be provided by Sponsor, will be run on YPC'18 LCD screens in the event. Guests of Sponsor will be invited for both days of the event. Sponsor will be honored on stage during YPC'18 days. 	4 lakhs
Silver Sponsor	<ul style="list-style-type: none"> Corporate/Brand logo on all YPC'18 communications-website, social media, backdrop/signage's, invitations. Brand promotions in the all campus by YPC'18 student promotional team. 2 standees for display to be provided by the sponsor for the event days. AV (1 minute) to be provided by Sponsor, will be run on YPC'18 LCD screens in the event. Guests of Sponsor will be invited for both days of the event. Sponsor will be honored on stage during YPC'18 days. 	3 lakhs
In-kind Sponsor (Hospitality Partner, Digital Media Partner, Print Media Partner, Radio Partner, Beverage Partner)	<ul style="list-style-type: none"> Corporate/Brand logo on all YPC'18 communications-website, social media, backdrop/signage's, invitations. 2 standees for display to be provided by the sponsor for the event days. Guests of Sponsor will be invited for both days of the event. Sponsor will be honored on stage during YPC'18 days. 	2 lakhs