

SPONSORSHIP APPLICATION FORM

COMPANY/ ORGANIZATION NAME:	
MANAGER NAME:	
E-MAIL:	
CONTACT NUMBER:	
FAX:	
DESIRED PACKAGE:	
CONTRIBUTION:	

SPONSORSHIP DETAILS

S. #	PACKAGES	BANNER SIZE (ft)	RATES
1.	Gold	10 x 6	Rs. 100,000+
2.	Silver	8 x 4	Rs. 50,000+
3.	Bronze (Custom Made)	5 x 2	Rs. 10,000+

PACKAGE 1

- The sponsor will be allowed to advertise on KU Campus at Department Of Commerce for 5 days through the event banners and promotional material.
- The sponsor will be allowed to set up a stall one day before the event to publicize its products.
- The backdrop at the conference will mention the sponsor's name as the title sponsor of the event.
- Four product standees within the hall in which the event is taking place.
- The sponsor would be allowed to distribute literature on-campus regarding the services and products they offer.
- A logo will be put on all our promotional material.

PACKAGE 2

- The sponsor will be given the opportunity to put up two standees outside the venue.
- The sponsor would be allowed to distribute literature on-campus regarding the services and products they offer.
- A logo will be put on all promotional material.

S. #	OPTIONS	GOLD Rs.100,000	PARTNER	SILVER PARTNER Rs.50,000
1	Distribute Company Merchandise through on-campus company stall	X		

2	Banners with your company logo during the event	X (Venue & on Campus)	X (Only on Campus)
3	Add the logo\banner to the MC Website	X (Banner)	X (Campus)
4	Company Promotion in the Event Report	X	
5	Logo on the certificates given to all attendees	X	
6	Logos on Power Point presentation (10 minutes)	X	X
7	Standeers	X (6-Venue and on campus)	X (2-Venue and on campus)

PACKAGE 3

- Sponsorship for the conference can vary from Rs. 10,000 to Rs. 100,000. Other than the above-mentioned package, customizable options are also available which can be discussed. However just to present a bifurcation of cost in terms of sponsorship is mentioned as follows:

S. #	OPTIONS	COST (Rs.)
1	Distribution of sponsor's merchandise	10,000
2	Banners with sponsor's logo (1)	10,000
3	Sponsor's banner/advertisement on MC website	10,000
4	Standeers (2)	20,000

NOTE: Kindly return this form filled along with your cheque.

KUMCA would be readily available to cater to any queries which you might have in this regard.

Sincerely,

Zahra Rehan
Marketing Advisor – Karachi University Management Conference Association
Department of Commerce, University of Karachi
☎ + 92 334 3719 161
✉ zahra_bravo@yahoo.com

DETAILS OF THE EVENT:

Venue: Pool Marquee – Marriott, Karachi
Date: 13th August 2009
Time: 09:00 a.m. to 04:00 p.m.
Number of people expected: 400 (Approx.)
Target Audiences: B.Sc (Commerce) Students, M.Com Students, Delegations from Business Universities and Corporate Executives