

Date: November 10th, 2012  
Venue: NFC-IET Multan



## Event: CULTURAL FEST 2012

### SPONSORSHIP PROPOSAL & PACKAGE



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# Overview

Dear Friends and Patrons,

On behalf of NFC-IET Cultural Festival, please accept this invitation to be a recognized sponsor of our event. There are numerous prospects and opportunities to be explored with great benefits. Cultural Festival ensures to bring innovative new programs and promises an even greater turnout than previous events held in this region. An event with something for EVERYONE; for the young ones and even for those YOUNG at heart.

We invite you to review our Sponsorship Package for the 2012 Cultural Festival. Kindly support us and brand your business while creating a positive social impact. Sponsors will have an exclusive on-site presence supported by event promotional materials, event day exposure, media coverage, publicity and promotion to a targeted audience. Become a partner in making Cultural Festival the most fun-filled weekend event yet!

Regards,  
Dr. M. Kamran Liaquat Bhatti  
Head (Department of Electrical Engineering)  
Mentor (Cultural Fest, 2012)

# About Us

NFC-IET is a subsidiary of National Fertilizer Corporation which is a state enterprise established by the chairman of Pakistan People's Party Shaheed Zulfiqar Ali Bhutto in 1973. With its head office in Lahore, it works under the Ministry of Industries and Production, Government of Pakistan. NFC at its inception was given the task to establish fertilizer industry to overcome the shortage of fertilizers in the country and to minimize the dependence of imported fertilizers. It is the pioneer of dedicated engineering education in Southern Punjab.

The degree Program at NFC-IET was initially affiliated with Bahauddin Zakariya University Multan but recently, it has got the status of degree awarding institute. All our programmes have been accredited by Pakistan Engineering Council .Over the years, the institute has produced more than 1200 bright, innovative graduates employed at some of the most respectable firms all over the world. The practical engineering education facilities which are available in the Institute, such as (DCS), (PLC) and Miniature Plant along with a coal research centre established at a cost of Rs.80 million, caters for coal gasification and combustion and provide added benefits to students in learning actual plant operation. These facilities are in no parallel with other engineering institutions/ universities of Pakistan.

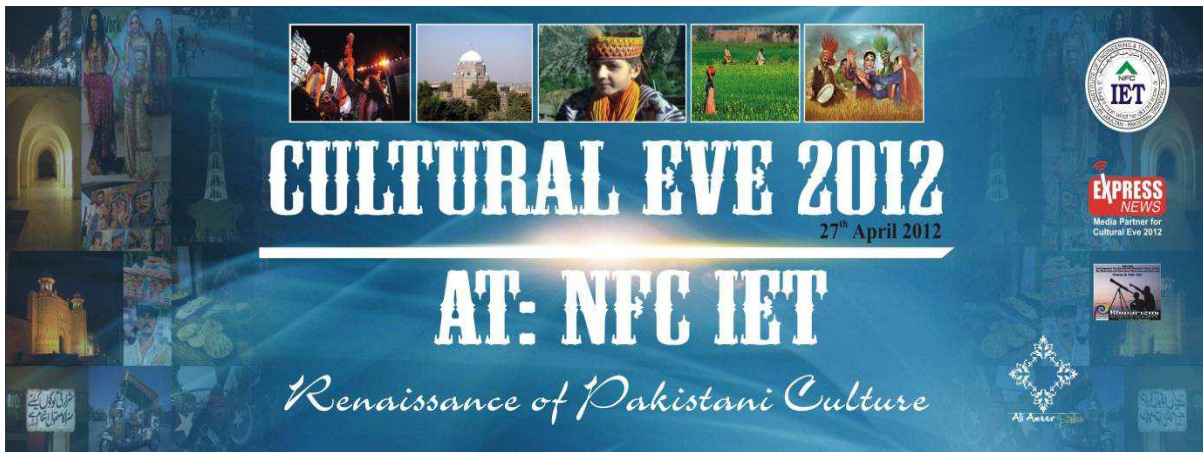
In today's competitive marketplace, NFC-IET is not only envisaged to grow as a modern centre of excellence in science and technology but also take heed in providing its students with industrial and science exposure .Our aim is to build graduates with the right knowledge, skills and attitude. We also believe in the harmony of academic and personal growth. Our societies have been vividly playing their role in providing the students with various opportunities to indulge in their aesthetic interests and experience working in a professional environment. Moreover, these societies instil in their members the priceless qualities of teamwork and leadership.

# Background of Cultural Festival

## Objective

- Cultural Festival is an extension to the environment that exists at our institute in promoting aesthetics, creativity and art. It is a joint effort of our societies and Electrical Department.
- The event is further aimed at promoting cultural awareness, national integrity, harmony and inculcating a sense of pride amongst youth. It is our collective wish that the event enable our youth to gain a deeper understanding of our cultural values.
- To improve liaison among institutes.
- To provide a platform for students to showcase their talent.
- To compensate previous catastrophic event.

## History



Concept of an open for all Cultural Festival was introduced by Department of Electrical Engineering .Due to weather severity, it was restricted to an evening programme. Therefore, on 27 April 2012.....NFC-IET organized a Cultural Eve

Cultural Eve 2012 was a platform for students to exhibit their inner talent. With traditional and lips-smacking Pakistani cuisines, it also featured a variety of activities for the students to showcase their talents like cultural houses, cultural ramp walk, art exhibition, , T-shirt designing, Mehndi competition, photography competition, dramatic and singing talent expo and a special Astro Fest extravaganza organized in collaboration with Khwarizmi Science Society first time ever in this region; all attracting a wide public that is curious about arts, science and culture.

## HIGHLIGHTS OF LAST CULTURAL EVE:

- Our main sponsors for cultural Eve were: **Express & Osaaf, Makkays, Bank of Punjab, Caravan, FKPCL, Care Cosmetics and C.Co motors.**
  - We got a tremendous participation response within and outside institute like BZU ,IMS, fine arts, BZU Textile, Air University, ISB, British University, Beacon house etc. More than 100 students within and outside IET participated in the event. More than 1000 tickets were sold prior to the event.
  - Exemplary Cultural houses were arranged by students who represented different provinces at the festival .Audience rejoiced on the beat of dhol group.
  - Express provided media coverage for the event.
  - The students were dressed in tasteful traditional dresses of Pakistan, reflecting the fashion of different provinces.
  - A baggi was arranged for the arrival of special guests.
- Cultural Eve** was highly appreciated by all those who attended, though the program could not last long due to severe thunderstorm and rain. Administration ensured the event to be rescheduled in the month of Nov with suitable environmental conditions and as a full day activity.

## Cultural Eve at Pictorial Glance:



**PUNJABI HOUSE**



**MUGHAL HOUSE**



**JOY LAND**



**CHOLISTAN HOUSE**



**SHOPPING STALLS**



# Event outline

## New features

This year's revamped cultural festival features the best of our talents and promising **full day activities** with a thrilling **concert** in the end. While preserving history and tradition, Cultural Festival strives to stimulate local economy, entertain and involve the community and visitors in a fun-filled atmosphere.

### Highlights of the festival include:

- Like last event, it also featured a **variety of activities** for the students to showcase their talent like cultural houses, cultural ramp walk, art exhibition, T-shirt designing, Mehndi competition, photography competition, dramatic and singing talent expo, a **special Astro Fest** extravaganza organized in collaboration with Khwarizmi Science Society.
- **One man show.**
- Demonstrations that celebrate cultural folk arts through an **instrumental group.**
- Renowned **magician** of Pakistan will be invited to entertain the audience by staging tricks or creating illusions of seemingly impossible which will be a sight must watch!
- Lip-smacking, buds tickling **Pakistani cuisines.**
- A grandly embellished **ramp** and stage set which would be an eye capturing sight. Male models would walk in traditional, cultural and national outfits exhibiting our nation's diversity and multiplicity in fashion.
- Open air market that features vendors for **food and merchandise.**
- **Kids' activities** designed for high energy fun.
- A night of stars- an exceptional display session of **fireworks and a concert** that will rock you featuring a nationally recognized singer who will direct a festival that promises to inspire and fire the imagination of all ages.

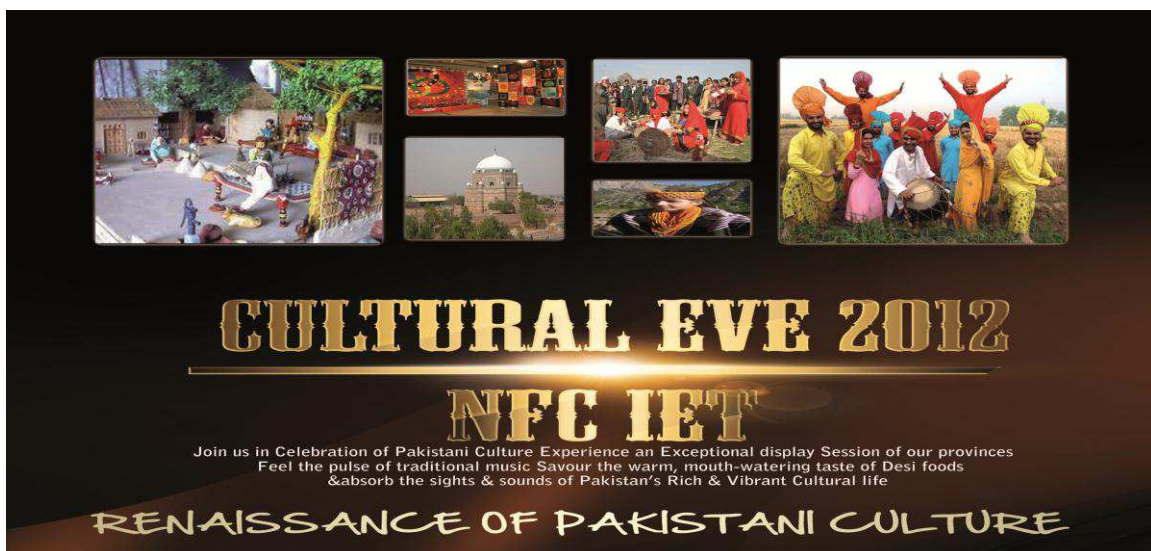
## Targeted Audience:

Targeted audience of southern Punjab and outskirts (to attend the festival), people of Pakistan and the people of the world at large (through news and reviews).

Extensive advertisement vibrant streamers will be hung up all across Multan. The event will be promoted through FM, TV and print media. Unique activities are planned to create hype. Massive media coverage is expected.

For details of the activities and event breakdown, a presentation is appended with the proposal.

Some posters made for last event are added here for illustration purpose only.



# Sponsorship Opportunities

As you may imagine, Cultural Festival is a complex event to stage and produce. Your sponsorship of this exciting event is greatly needed for the production of the show and the payment of the performers.

Sponsorship comes with varying levels of flexibility. Sponsorship packages can be tailored and developed according to your objectives, budget, and specific requirements. Benefits for sponsorship are numerous, including:

- Ability to use a very flexible medium to achieve your strategic objectives
- The use of experiential marketing is very powerful and relevant to the community
- Sponsorship, a consumer-driven medium, is the best way to reach your target audience, and thus your brand objectives
- Increase in corporate image throughout the community
- Networking with other corporate and media sponsors

Sponsorship features include event naming rights, promotional materials and media coverage opportunities.

We are pleased to offer your organization the following sponsorship levels:

## Packages

### **Diamond Rs.2, 50000/-**

- Exclusivity in your product/service category. Brand activation activities for Main Sponsor through CF special brand ambassadors.
- Title of the event to be named with sponsor "Sponsor name & IET Cultural Festival 2012". Featured as presenting sponsor or Main sponsor in all promotional materials.
- An exhibition stall, Tent, tables and chairs included (promotional material to be provided by the sponsor) if required by the sponsor.
- Logo placement on all CF promotional material as Main sponsor .Your name/logo on Festival banners - behind the stage on backdrop and on main entrance.
- Prominent presence on the brochure and pamphlets (on the title page).
- Any exclusive streamers or banners of festival made by sponsor as per sponsor branding guidelines can be displayed in the city.
- Corporate banners on site (max 10 to be provided by the sponsor) and placed according to our placement plan on the day of event.
- Logo on all posters as Main sponsor.
- Logo on all invitation cards as Main sponsor.
- Logo on all tickets as Main sponsor.
- Speech by your presenter.
- Acknowledgement at the opening ceremony
- Radio promotion.



- Your logo and link on website.
- 100 passes for the Cultural Festival.
- Mention as main sponsor of musical concert on stage.
- Corporate executive will be invited to receive a plaque of appreciation
- At maximum, one platinum package can be offered for the show.

**Platinum Rs.1,00000/-**

- Exclusivity in your product/service category.
- An exhibition stall, Tent, tables and chairs included promotional material to be provided by the sponsor).
- Sponsor name & logo as co- sponsor on backdrop bottom.
- Prominent presence on the brochure and pamphlet (on last page).
- Featured as co- sponsor in all promotional materials.
- Exclusive streamers at max 20 or banners at max 5 of festival made by sponsor as per sponsor branding guidelines can be displayed in the city.
- Corporate banners on site (max 5 to be provided by the sponsor) and placed according to our placement plan on the day of event.
- Logo on all posters as co- sponsors
- Logo on all tickets as co- sponsors.
- Acknowledgement at the opening ceremony
- Your logo and link on website
- Mention as co-sponsor on stage for the magic show.
- Corporate executive will be invited to receive a plaque of appreciation
- 40 passes for the Cultural Festival

**Gold Rs.50, 000/-**

- Exclusivity in your product/service category.
- An exhibition stall, Tent, tables and chairs included (promotional material to be provided by the sponsor).
- Sponsor name & logo as other sponsor on vertical panaflex placed next to backdrop.
- Sponsor name & logo on brochure and pamphlet as other sponsors on last page.
- Corporate banners on site (max 2 to be provided by the sponsor) and placed according to our placement plan on the day of event.
- Logo on all tickets as other sponsors
- Your logo and link on website
- Mention as other sponsor on stage.
- 20 passes for the Cultural Festival
- Corporate executive will be invited to receive a plaque of appreciation

**Silver Rs.25, 000/-**

- Sponsor name & logo as other sponsor on vertical panaflex placed next to backdrop.
- sponsor name & logo on brochure as other sponsors for either of the seven activities like ramp, t-shirt painting competition etc.

- Corporate banners on site (max 1 to be provided by the sponsor) and placed according to our placement plan on the day of event..
- Your logo and link on website
- Mention as other sponsor on stage .
- 10 passes for the Cultural Festival
- Corporate executive will be invited to receive a plaque of appreciation

### **Bronze Rs.10, 000/-**

- Sponsor name & logo as other sponsor on vertical panaflex placed next to backdrop.
- Your logo and link on website
- Mention as other sponsor on stage.
- 5 passes for the Cultural Festival
- Corporate executive will be invited to receive a plaque of appreciation

Besides financial assistance, there could be other forms of sponsorship for activities like lucky draw, logistics, merchandise and food. Privileges for these categories according to their financial counterpart are equivalent to the five primitive packages as defined earlier. Advanced bid for some of the categories are also mentioned here.

## **Material Assistance**

For:

- Lucky draw stuff like Airline tickets, automobile, electronic appliances, branded garments, souvenirs, cosmetics, cultural decorative items etc.
- Clothing line and accessories for ramp walk.
- Logistics like stage, stage sound, lighting, LCD's, tenting etc.
- Exclusive video and photography of the festival.
- Games, swings for kids' corner.
- Printing of promotional material like backdrops, brochure, posters, pamphlets, banners, invitation cards, tickets etc.
- Refreshments for guests i.e., lunch box service
- Nurseries for floral exhibitions.
- Models of historical places of Pakistan.
- Prizes for winners of different activities of the show.
- Media coverage of the event.

## **Promotional Stall**

- A stall space will be provided where an organization intended to promote its activities can display its promotional stuff and at max two corporate banners can be placed within the space provided. Advanced bid for each stall is

Rs.5000/- .At maximum we can incorporate 10 such stalls in our festival. First come first serve rule will be followed for the allocation of stalls.

## Food Stall

- A stall space will be provided .Advanced bid for each stall is Rs.5000/- .At maximum we can incorporate 10 such stalls in our festival. First come first serve rule will be followed for the allocation of stalls

## Exhibition Stall

- A stall space will be provided for brands as well new arrivals to display art, crafts, winter garments etc. Advanced bid for each stall is Rs.5000/- .At maximum we can incorporate 10 such stalls in our festival. First come first serve rule will be followed for the allocation of stalls.

# Cultural Fest 2012



Saturday, 10<sup>th</sup> November 2012  
10:00 am-11:45 pm  
NFC-IET Multan

If you would like to book a sponsorship package, please fill in the below form and return the signed one along with payment till October 15, 2012 to Engr. Zeeshan Raza ,NFC-IET,PO Fertilizers Project, Khanewal Road Multan Punjab 60000 Pakistan .

## “Sponsorship Agreement Form”

Contact Name:
Company Name(as will appear on all marketing materials):
Mailing Address:
City:
Phone:
Email:
Web address:

### Sponsorship Levels

Indicate your choice of sponsorship/contribution options below

- |  |   |
|--|---|
| <input type="checkbox"/> Diamond (Rs.5, 00000/-) | <input type="checkbox"/> Material Assistance----- |
| <input type="checkbox"/> Platinum (Rs.100000/-)  | <input type="checkbox"/> Promotional stall        |
| <input type="checkbox"/> Gold (Rs.50, 000/-)     | <input type="checkbox"/> Food Stall               |
| <input type="checkbox"/> Silver (Rs.25, 000/-)   | <input type="checkbox"/> Exhibition Stall         |
| <input type="checkbox"/> Bronze (Rs.10, 000/-)   | <input type="checkbox"/> Others-----              |

Payment Method: (Indicate your choice)

- Cash    Cheque    Draft Cheque(UBL)

Please Note: We require at least 50% deposit till 15<sup>th</sup> October to list you as a sponsor and hold your slot. Rest 50 % is required to be deposited in two steps.25 % on 5<sup>th</sup> Nov and remaining 25% on 9<sup>th</sup> Nov (Evening), i.e. one day prior to the event.

For more information, please call Engr.Zeeshan Raza (Event Manager, Cultural Fest) at 0301-7599526 or email [smqsana09@hotmail.com](mailto:smqsana09@hotmail.com) or visit us on the web at [www.nfciet.edu.pk](http://www.nfciet.edu.pk)

Please make cheques/drafts payable to NFC-IET

“Business or Individual above agrees to participate in Sponsorship of Cultural Fest 2012, and will pay for the Package or Packages chosen above”.

**SPONSOR SIGNATURE:** \_\_\_\_\_

AMOUNT /MATERIAL DEPOSITED: \_\_\_\_\_

DATE: \_\_\_\_\_

**NFC-IET SIGNATURE:** \_\_\_\_\_

DATE: \_\_\_\_\_

PAYEMENT/MATERIAL RECEIVED

Note: Kindly email your logo in (.jpg) format to [smqsana09@hotmail.com](mailto:smqsana09@hotmail.com) till 20th October, 2012.

## Thanks & Contact

On behalf of NFC-IET Cultural Festival, we would like to take the opportunity to thank you for your consideration and potential pledge as a Sponsor. Through your influx, the Festival will not only flourish but inscribe a memorable experience. Cultural Festival certainly will surpass expectations and be the largest and most anticipated annual event in town.

**Last Date of Reply for Sponsorship is 15<sup>th</sup> October 2012**

To contact about the sponsorship  
Please call:

**Engr.Zeeshan Raza**

Event Manager (Cultural Fest, 2012)

**Mobile:** 0301-7599526

**Email:** [Zeeshanraza.nfc@gmail.com](mailto:Zeeshanraza.nfc@gmail.com)

**Postal Address:** NFC-IET, PO Fertilizers Project, Khanewal Road Multan Punjab 60000 Pakistan .

**Telephone:** 92-61-9220012-16 Ext 2266

**Fax:** 92-61-9220018

**CulturalFest**

**link:** [http://www.nfciet.edu.pk/nfciet/index.php?option=com\\_content&view=article&id=177&Itemid=164](http://www.nfciet.edu.pk/nfciet/index.php?option=com_content&view=article&id=177&Itemid=164)

As a Cultural Festival Sponsor, your contribution will resonate and be remembered in the young community for years to come.

**THANK YOU**