



KNOWLEDGE  
GET THE LEADING EDGE



February 8 - 9, 2017



**LEADERSHIP  
XCELLENCE  
& DEVELOPMENT** 2017

**Sponsorship Packages**



# SPONSORSHIP PROPOSAL



[pim.knowledgenow.info](http://pim.knowledgenow.info)

Main Packages	Audience	Official Partner	Platinum	Gold	Silver	Bronze
<b>Value</b>		Rs. 2,000,000	Rs. 1,500,000	Rs. 1,000,000	Rs. 500,000	Rs. 250,000
<b>Address by CEO Maximum: 20 Minutes</b>	Audience: 50-150 Focus: Corporate Leaders Mix: Corporate, Banks	Yes				
<b>Main Event</b>	Audience: 50-150 Focus: Corporate Leaders Mix: Corporate, Banks					
Full-color logo on the Backdrop		Size: Same as PIM Loc : Most Prominent	Size: 80% of PIM Loc : Prominent	Size: 60% of PIM Loc : Vey Good	Size: 40% of PIM Loc : Good	Size: 20% of PIM Loc : Fair
Premium recognition on screens		10-15 (10 seconds each)	5-10 (10 seconds each)	0-5 (05 seconds each)		
Preferred seating		Front Row	Front Row	Second Row		
30-60 second video shown during simulcast (first 5 only)		3	2	1	0	
Standees		6	3	2	1	1
Company Brochure		With Conference handout and at the registration desk	With Conference handout and at the registration desk	At the registration desk		
Invitations – Conference (Day 1)		3 tables (24 seats)	2 tables (16 seats)	1 table (8 seats)	6 seats	4 seats
Invitations – Masterclass (Day 2)		10 seats	8 seats	6 seats	4 seats	2 seats

Main Packages	Audience	Official Partner	Platinum	Gold	Silver	Bronze
<b>Website -- Logo</b>	Duration: 0.5-1 Months Focus: Corporate Leaders Mix: Corporate, Banks	Size: Same as PIM Loc : Most Prominent	Size: 80% of PIM Loc : Prominent	Size: 60% of PIM Loc : Vey Good	Size: 40% of PIM Loc : Good	Size: 20% of PIM Loc : Fair
<b>Online , Social Media and Emailer Promotion</b>	Duration: 0.5-1 Months Focus: Corporate Leaders Mix: Corporate, Banks	<ul style="list-style-type: none"> <li>• Branding on the homepage</li> <li>• Acknowledgement as a Sponsor and logo on all program emails during pre event marketing period</li> <li>• Announcement on Face book, Twitter and other social media platforms.</li> </ul>				

Note:

1. The size of logo will be measured in terms of area of the smallest rectangle that encloses the logo.
2. It would be the responsibility of the sponsors:
  - To have the standees at the site of any event, as per the provided schedule, well before the start of any event and then collect from the site at the end of the event.
  - To ensure that the Standees stand and skin are in proper working order. No attempt will be made by the organizers to fix any problem and put up broken standees.

\* Depending on terms and conditions to be discussed.

Other Options:	
Official Media Partners:	The package terms by discussion
Official Courier	The package terms by discussion
Other options -- Lunch, Tea, etc:	The package terms by discussion

## Sponsor Contract Form

Sponsorship Levels

Other Sponsorship Opportunities

- ☐ Official Partner
- ☐ Platinum
- ☐ Gold Level
- ☐ Silver Level
- ☐ Bronze Level

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

☐ Check (enclosed) ☐ Bank Transfer

Signature: \_\_\_\_\_

Mail Sponsor Contract along with payment, an electronic version of your logo or PowerPoint slide(s) to:

<b>Pakistan Institute of Management</b> Management House, Shahrah –e- Iran, next to Park Towers Clifton – Karachi	<b>Knowledge Now</b> Ground Floor, 4-Ecavuee Trust Complex, Agha Khan Road, f-5/1 Islamabad.
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For further information or inquiries on the sponsorship opportunities, please contact:

Asiyeh Kashany Business Development Manager Ph: +92 (336) 0231380, 021-99251711-14 E-Mail: <a href="mailto:asiyeh@pim.com.pk">asiyeh@pim.com.pk</a>	Asghar Azmi Director Sales and Marketing Ph: +92 (300) 9252885, 051-8438371-5 E-Mail: <a href="mailto:asghar@knowledgeow.info">asghar@knowledgeow.info</a>
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THIS IS THE PROFESSIONAL EVENT OF THE YEAR. To ensure your participation, return this Sponsor Contract as soon as possible!

**PAYMENT TERMS:**

1. Full payment should accompany this completed application form.
2. Payments from sponsors should be made by company cheque only in favor of **Pakistan Institute of Management**

Account Title	: PIM RESERVE FUND
Account Number	: 4100385742
Bank Name	: National Bank of Pakistan
Branch	: Model Branch, Kehkashan, Clifton, Karachi
Branch Code	: 1027
IBAN No	: PK40NBPA1027004100385742

3. All details aforementioned are for one account and should be fully used for the transfer, without which transfers cannot be affected to our account.
4. All transfers made should be net amount exclusive of bank transfer charges and for all purposes amount received in our bank account will be considered the transferred amount.
5. Payment proof to be sent by email to [asiyeh@pim.com.pk](mailto:asiyeh@pim.com.pk) or [asghar@knowledgenow.info](mailto:asghar@knowledgenow.info)
6. Payment is to be made directly to the organizer without exception and should not be made to agents or any third party.

## **SPONSORSHIP CONDITIONS:**

1. Definitions: The term 'Sponsor' & 'Partner' shall mean any company, partnership firm, organization or individual to whom space has been allocated for the purpose of exhibiting and or provided with main or supporting sponsorship benefits and shall include their employee, contractors, suppliers and agents. The term 'Program' shall mean any event run by PIM and in particular shall mean the event detailed on the Sponsorship Application Contract (SAC). The term 'Organizer' shall mean PIM and their employees. The term 'Venue' shall mean any conference hall, land or area, program facility, hotel or other such building and in particular shall mean the venue listed in the SAC and anywhere within the precincts of such location under the control of the organizer for the purposes and duration of the event. The term 'Contract' shall mean the SAC, which is formed by the acceptance and signing of the SAC form.
2. The date, time and duration of the program shall be at the discretion of the organizer. In the event of any change the organizer shall notify the partner/sponsor of the opening and closing times not later than 7 days prior to the date of program.
3. NO cancellation of the sponsorship will be accepted once it is confirmed. PIM reserves the right to claim full money as per the Sponsorship Application Contract (SAC) if the same is not paid.
4. The agreement to Partner/Sponsor is irrevocable by partner/sponsor and in the event of cancellation or no show full participation fees is liable to be paid.
5. An invoice will be sent upon receipt of the completed sponsorship form duly signed and stamped.
6. A high resolution corporate logo of the partner/sponsor should be submitted within a week of signing the contract. The organizer will use the logo as per the colors specified and will not be held responsible for any negligence of the printer, publisher, advertising agency or any subcontractor of the organizer. If the logo is not provided in the requested format the organizer will not be held responsible for poor quality reproduction of the logo in any marketing materials.
7. The organizer shall not be responsible for loss or damage to any property of the partner/sponsor or any person before/during/after the program caused by theft, fire, defect in the venue, storm, tempest, lightning, government decision, national emergency, national mourning, riots, strikes, civil unrest, war, labor disputes, lockouts, explosions, acts of God, government order cancelling the event, terrorism, communicable diseases, biological or chemical materials incidence and general cause of force majeure whether or not ejusdem generis with foregoing or any cause not within the organizer's control or for any loss or damage sustained in the event that the opening or holding of the program is preponed, cancelled, prevented, postponed, abandoned or duration changed. The partner/sponsor is advised to take out an appropriate insurance cover for the purpose of indemnifying the organizer as aforesaid and also cover themselves against all risks anticipated / associated with their participation and more explicitly, with respect to the conditions herein for which the organizer has expressed not be responsible.
8. The organizer retains the right to change the venue or duration or dates without prior notification including if they deem it to be in the interest of the event, or for reasons beyond their control. In no event shall the partner/sponsor have any claim for damages of any kind against the organizer with respect to any loss or damage consequent upon cancellation, breakdown, prevention or any postponement or abandonment of the program by reason of the happening of any of the events referred to in condition 7 or otherwise the hall or the venue becoming wholly or partially unavailable for the holding of the program for reasons which may be within or beyond the organizer's control and organizer shall be entitled to retain the full amount paid by the partner/sponsor or such part thereof as the organizer shall consider necessary. If in the opinion of the organizer by rearrangement or postponement of the period of program or by substitution of another hall, building, venue or in any other reasonable manner, the program can be carried out, these conditions shall be binding upon the parties except as to size and position as to which any modification or rearrangement shall be determined by the organizer.
9. All display and advertising arrangements shall be appropriate to the subject matter of the program in the sole opinion of the organizer and shall be tasteful and of a suitable high standard and shall not contravene or conflict with any moral or local custom and if in the opinion of the organizer, the partner/sponsor is in breach of the clause, the organizer may direct the partner/sponsor to rectify any such breach and the sponsor shall act immediately accordingly. Due to unforeseen circumstances the program may change and PIM reserves the right to alter the venue, program and / or speakers without any prior notice and the organizer shall not be held responsible for any claims whatsoever.