

Sponsorship Proposal



NUST Business School:

NUST Business School is one of the prestigious institutions of NUST and has managed to maintain its top ranking in the region among all the other business schools out there. NUST Business School has not only the advantage of being associated with the strong brand name of NUST, rather, it has also made its name in the industry by providing such multi-talented, polished and dexterous graduates every year. In a very short period of 16 years, NUST Business School has transpired as the fastest school that is providing quality business education in the country, meeting the standards and demands of the corporate sector these days. From the past decade, the demand for NBS graduates in the industry has increased dramatically and every year, many students get hired by renowned companies in the country and out of the country as well. Over here at NBS, our main focus is on developing and promoting youth with a sense of business flair and what it takes for them to be at the top of the corporate game. With the skills learned and honed over the total time spent here, the students at NBS are one of the finest around.

How We Connect:

With the skills and abilities of the students of NBS on one side, another area of this amazing institute is the Center of industrial linkages (CIL). The prospects and the mission that the CIL department undergoes is to join the business students with the business world and it is not only limited to that. With its connections being vast and spread out into many different departments, it is one of the main features of NUST that bring about the reasons for its great alumni program. One of the many ways that this connection takes place is the Job Fair that is held annually at NBS. With its main focus on bringing the major players in the industry with the new generation of students that have a knack for business and ingenuity.

Job Fair:

The basic belief of the school is to create a strong relationship between the academia and industry, and these two entities are brought closer by conducting field projects, seminars, workshops and other research activities. One of the biggest episodes of bringing these two operations closer is the Job Fair which is conducted every year. Companies from all over the company participate in the job fair and choose the cream of competent and proficient graduates for their future operations. This was the case last year as well where the Job fair of 2014 was a booming success with many of our

graduates getting scouted and some of the most biggest firms coming to partake in the event. As per tradition, NBS will host its Job Fair on 21st May 2015 and showcase its graduating batch for the major companies that will take part. This will give those top firms a great chance to scout some of the best talent that our masters of business administration and bachelors of business administration program have to offer. Not only that but it is a great way for these players to market their brand to the youth and explain why they should be the ones to join in the future. It is a win-win for both sides with an added bonus.

Why NBS graduates?

NBS aims to provide standard business education giving students the real hands on experience of the present corporate sector. The demand of NBS graduates is increasing every year because of the competency and the proficiency that our students possess. NUST Business School is an important target to big companies as they hire every year, a batch of students that completely fulfill their demands from every aspect. Here at NUST Business School, we make sure that students have some prior practical experience of working in the organizations by giving them projects about the real business problem. Our graduates own the complete set of qualities that are required by the companies and what they are looking for in the graduates these days.

FACT SHEET:

- As more than 35-40 companies will be on board in the job fair that will get to know more about your brand and you will be able to capture a handsome amount of customers in one day.
- The attendants of the job fair will also include the graduates and undergraduate students from different programs including BBA, MBA and MS HRM.
- Around 400 students will be there to get appear in the interview sessions with the companies on board in the job fair.
- An exclusive event that will specifically be targeting the students of NUST BUSINESS SCHOOL

- The event will also get the media coverage by our authorized media partners in the presence of social media as well.
- A large scale exposure covering about 1000 students of NUST Business School, giving a bigger chance for letting them know about your brand offerings.

Event details

Date: **May 21st, 2015**

Venue: **NUST Business School**

- Excellent Employer Branding Opportunity
- Access To Complete Graduate Profile Of NUST Business School 2015
- Unprecedented Research & CSR Platform

	SPONSORSHIP PACKAGES	
PLATINUM SPONSOR	(DETAILS AHEAD)	PKR. 600,000
GOLD SPONSOR	(DETAILS AHEAD)	PKR. 400,000
SILVER SPONSOR	(DETAILS AHEAD)	PKR. 200,000

PLATINUM Rs.600,000

	Position	Quantity	Size
Ground Mileage	Maximum Platinum Sponsors	1	-
	Event MENTION (TITLE and LOGO)	MULTIPLE FRONTS	-
	Venue Stall	1	13x8
	Product sampling (As per discretion)	Yes	Yes
	Main gate Entrance (Logo on banner)	1	10x10

	Wall Banner	1	15x5
	Sponsor Standees (As per discretion)	Yes	Yes
	Sponsor Banners (As per discretion)	Yes	Yes
	Sponsor Posters (As per discretion)	Yes	Yes
	Announced Acknowledgment	2	-
	Employer Branding + Recruitment Speech	Opening	15 min
	Access to complete Graduate Profile	200	-
Print Mileage	Event Backdrop	1	10x8
	Event Standees (Title & logo)	5	5x2
	Brand wall	1	6x10
	Event Invitations (Title & logo)*	200	15%
	Event File Folders (Title & Logo)	300	-
Electronic Mileage	Facebook page (cover photo title & logo)	Yes	Yes
	TWITTER (#PARTNER)	Yes	Yes
	LINKEDIN GROUP	Yes	Yes
	Sponsor ads (designed by us)	YES	2 min
	Promotional videos (title & logo)	YES	YES
	Press release mention	YES	YES
	Media coverage	YES	YES

*Dependent on the amount and time of sponsorship
Platinum sponsor will be the "sole" branding partner
Take the privilege of owning the NUST Job Fair
"platinum partner and NUST Business School presents NBS Job fair 2014"
Share your brand's success with the corporate world

GOLD**Rs. 400,000**

	Position	Quantity	Size
Ground Mileage	Maximum GOLD Sponsors	2	-
	Event MENTION (logo ONLY)	5	-
	Venue Stall	1	11x7
	Product sampling (As per discretion)	Yes	Yes
	Main gate Entrance (Logo on banner)	1	5x3
	Wall Banner	1	8x5
	Sponsor Standees	5	-
	Sponsor Banners	2	-
	Sponsor Posters (As per discretion)	Yes	Yes
	Announced Acknowledgment	2	-
	Employer Branding + Recruitment Speech	Opening	10 min
	Access to complete Graduate Profile	200	-
Print Mileage	Event Backdrop	1	10x8
	Event Standees (Title & logo)	5	5x2
	Brand wall	1	6x10
	Event Invitations (Title & logo)	NO	-
Event File Folders (Title & Logo)	300	-	
Electronic Mileage	Facebook page (cover photo logo)	Yes	Yes
	TWITTER (#PARTNER)	Yes	-
	LINKEDIN PAGE	Yes	Yes
	Customized sponsor video (designed by us)	YES	1min
	Promotional videos (title & logo)	NO	-
	Press release mention	YES	-
	Media coverage	NO	-

Branding opportunity will be shared among all Gold sponsors

SILVER Rs. 200,000

	Position	Quantity	Size
Ground Mileage	Maximum SILVER Sponsors	4	-
	Event Title and logo	-	-
	Venue Stall	1	9x6
	Product sampling (As per discretion)	NO	NO
	Main gate Entrance (Logo on banner)	1	3x2
	Wall Banner	-	-
	Sponsor Standees	3	-
	Sponsor Banners	1	-
	Sponsor Posters	5	YES
	Announced Acknowledgment	NO	-
	Employer Branding + Recruitment Speech	NO	-
	Access to complete Graduate Profile	200	-
Print Mileage	Event Backdrop	1	10x8
	Event Standees (Title & logo)	5	5x2
	Brand wall	1	6x10
	Event Invitations (Title & logo)	NO	-
Event File Folders (Title & Logo)	300	-	
Electronic Mileage	Facebook page (mention in posts)	YES	-
	TWITTER (#PARTNER)	LIMITED	-
	LINKEDIN PAGE	LIMITED	-
	Sponsor ads (designed by us)	NO	-
	Promotional videos (title & logo)	NO	-
	Press release mention	NO	-
	Media coverage	NO	-

Branding opportunity will be shared among all Silver sponsors