



Pakistan Web Awards

... "Promoting Digital Economy"

Saturday, March 12 – 2011

At Hotel Regent Plaza, Karachi



PLATINUM SPONSOR

PKR 1 MILLION

"BRANDING OPPORTUNITIES"

@ VENUE

- Acknowledgement as Platinum Sponsor during program start up proceedings
- Sponsor to be awarded plaque by the Chief Guest in Award Ceremony
- Sponsor's Corporate Logo will be placed on award
- Sponsor's CEO/Chairman will be seated with the Chief Guest in the Award Ceremony
- Sponsor's CEO/Chairman will accompany the Chief Guest while Award Distribution
- Sponsor to be allocated Two (2) Branded Panels (4'x10' each) in the Lobby Area
- Sponsor to be given One (1) front lit Branded Panel (6' x 12') outside the Hall Entrance
- Sponsor to be allocated Branding Space on One Side Panel of Backdrop (15' x 20)
- Sponsor to be given Branding Space (8' x 12') on One side of the Hall
- Sponsor may provide Table Placements for Round Tables
- Sponsor's Logo on the Plaques to be presented to the Chief Guest, Supporters, Organizers & Media Partners
- Sponsor will be given Five (5) VIP Invitations for Award Ceremony
- Sponsor's Logo on Invitation Cards of the Award Ceremony (Qty 1000 approx)
- Sponsor's Logo on the Badges of Organizers, Award Nominees, Service Providers, Ushers

@ MEDIA & PUBLICATIONS

- Sponsor's Logo will be printed on the Certificates of Participants
- Sponsor's Logo will be printed at the Media Kits to be distributed amongst Media Personnel
- Sponsor will be highlighted in all Media Campaigns
- Sponsor will be provided post event report / DVD of Event
- Sponsor's Logo & Message with CEO's snap will be published in Social Media Groups of Pakistan Web Awards on Facebook & LinkedIn

@ WEBSITE

- Sponsor's website to be included complimentary in the desired category
- Placement of Sponsor's CEO's message with snap on Website of the Event
- Placement of Sponsor's Logo with hyperlink at the Official Website of the Event
- Placement of Sponsor's Logo with hyperlink at the Official Website of the Organizers

EXTERNAL MEDIA & PUBLICATIONS:

BROADCASTING (POST EVENT):

- Sponsor will be acknowledged as Platinum Sponsor in 30 Minutes Award Ceremony Video to be relayed on Satellite Channel
- Sponsor will be given 2 minutes Commercial Airtime during the relaying of Video

Note:
Maximum No. of Sponsor = Two (02)

Pakistan Web Awards Secretariat
Office #204, 2nd Floor, FL 3/13, Block-5, Gulshan-e-Iqbal,
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- Sponsor will be acknowledged in 10 seconds opening and 10 seconds closing announcement during the Video
- Sponsor will be acknowledged in 5 seconds opening and 5 seconds closing break bumpers of the Video
- Sponsor will be acknowledged in 20 promos prior to airing of Award Ceremony Video
- Award Ceremony's Video will also be hosted on Pakistan Web Awards' Website for next one year

PUBLIC RELATIONS:

- Acknowledgement as Platinum Sponsor in SMS campaign for All Pakistan Businessmen Directory
- Acknowledgement as Platinum Sponsor in E- Marketing Campaign

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