



# Pakistan Web Awards

... "Promoting Digital Economy"

Saturday, March 12 – 2011

At Hotel Regent Plaza, Karachi



<b>TITLE SPONSOR</b>	<b>Special Price: PKR 2 MILLION</b>
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**Pakistan Web Awards 2010 in association with <<Sponsor Name>>**

## **"BRANDING OPPORTUNITIES"**

### @ VENUE

- Sponsor to be acknowledged as "Title Sponsor" during program start up proceedings
- The Platinum Award will be titled as "<<Sponsor Name>> Best Website of the Year Award"
- Sponsor's CEO to deliver keynote speech
- Sponsor's Corporate Video of maximum 3 minutes to be relayed after the above speech
- Sponsor's Corporate Video of maximum 3 minutes and / or TVC's to be relayed on the screen at stage during Hi – Tea
- Sponsor's CEO to be awarded plaque by the Chief Guest in Award Ceremony
- Sponsor's corporate logo will be placed on award
- Sponsor's CEO will be seated with the Chief Guest in the Award Ceremony
- Sponsor's CEO will accompany the Chief Guest while Award Distribution
- Sponsor to be allocated five (5) Branded Panels (4'x10' each) in the Lobby Area
- Sponsor to be given Two (2) front lit Branded Panels (6' x 12' each) outside the Hall Entrance
- Sponsor to be allocated Branding Space on both Side Panels of Backdrop (15' x 20' each)
- Sponsor to be given Branding Panels (8' x 12' each) on both side walls of the Hall
- Sponsor may provide Table Tents for Placement on Round Tables
- Sponsor's Logo on the Plaques to be presented to the Chief Guest, Supporters, Organizers & Media Partners
- Sponsor will be given Ten (10) 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 campaign
- 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

**Note:**  
Maximum No. of Sponsor = One (01)

**Pakistan Web Awards Secretariat**  
Office #204, 2nd Floor, FL 3/13, Block-5, Gulshan-e-Iqbal  
Rashid Minhas Road, Karachi-75300, Pakistan  
Tel: (+92-21) 3497-9263, 765-8869; Fax: (+92-21) 35206666  
Email: info@pakistanwebawards.com



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## @ 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):

- Airing of Sponsor's Branded 30 Minutes Award Ceremony Video on Satellite Channel
- Sponsor will be given 5 minutes Commercial Airtime during the relaying of Video
- 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
- Video will also be hosted on Pakistan Web Awards' Website for next one year

### PUBLIC RELATIONS:

- Sponsor to be acknowledged as Title Sponsor in SMS campaign for All Pakistan Businessmen Directory
- Sponsor to be acknowledged as Title Sponsor in E- Marketing campaign

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