



**FOODAG'2024
SPONSORSHIP
PROPOSAL**

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GLIMPSES OF FOODAG 2023 (1ST EDITION)



PLATINUM SPONSORSHIP: PKR 30,000,000 (THIS SPONSORSHIP PACKAGE COMPRISES OF 2 KEY ELEMENTS)

ELEMENT 1: GENERIC PLATINUM SPONSORSHIP (PKR 20,000,000)

- Acknowledgement as Platinum Sponsor by TDAP during Press Conference for the event
- Acknowledgement as Platinum Sponsor during all FoodAG sideline events
- High Level Representative of organization to be seated at main table during Press Conference
- Platinum Sponsor invited to shape³ & format Thematic session during Agri-Investment Conference/Seminars
- 1 x 10 minutes presentation during Investment Conference

PLATINUM SPONSORSHIP CONTINUED

- **Company profile and logo on TDAP's webpage & social media handles**
- **One A4-sized corporate marketing flyer in all important events**
- **Corporate description (100 words) & logo on FoodAG's webpage**
- **100 Corporate Passes to attend all major events including Conference, GCS, & Event for 3 days**
- **Dedicated one stall (24 sqm each) in 3 main halls or a 72sqm stall in one hall only.**
- **Access to the list of buyers**
- **Logo on Goodie bags**
- **Standees on entrance, reception, and all halls**

PLATINUM SPONSORSHIP CONTINUED

- Logo on all invites
- 5 min address of the high dignitary of the sponsor during Corporate Dinner
- Standee of the sponsor at the airport
- City Branding: Logo on all steamers and banners
- Special mention in press release published in all leading dailies & International newspapers
- 3-5 minutes speaking time during the Inaugural session
- Provision of organizing 1 seminar during the event
- 1 Stall in the investment lounge
- Company profile and product catalogue to be added in the Welcome pack

PLATINUM SPONSORSHIP: ELEMENT 2-EXCLUSIVE SPONSOR TO THE ‘GLOBAL CUISINE SHOW (GCS)’ AT 10,000,000

- **Acknowledgement as Sponsor during Global Cuisine Show’s promotion campaign**
- **Participation in broadcasting Programme organized for promotion of GCS e.g (Morning shows, Masala Channels)**
- **20 minutes speaking session during Chef Talks at GCS**
- **Display of Logo and Banner during the event**
- **MoC to give a special mention during GCS**
- **Logo on all invites**
- **5 min address of the high dignitary of the sponsor during Corporate Dinner**

PLATINUM SPONSORSHIP ELEMENT 2 CONTINUED

- Standee of the sponsor at the airport
- City Branding: Logo on all steamers and banners
- Special mention in press release published in all leading dailies & International newspapers
- 3-5 minutes speaking time during the Inaugural session
- Provision of organizing 1 seminar during the event
- 1 Stall in the investment lounge
- Company profile and product catalogue to be added in the Welcome pack

GOLD SPONSORSHIP (PKR 20,000,000)

- **Acknowledgement as Gold sponsor by TDAP at Press Conference for the event**
- **Speaking slot at Agri Investment Conference**
- **1 x 10 minutes presentation during Agri Investment Conference/ seminars**
- **Company profile and logo on TDAP's web page & social media pages**
- **Corporate description (50 words) & Logo on FoodAG's webpage**
- **Logo on all Goodie bags**
- **Logo on all Invites**
- **Logo on banners & promotional material such as standees (No logo on Steamers required for city branding)**

GOLD SPONSORSHIP CONTINUED

- Allotment of 1 stall (48sqm) in one of the main halls
- 50 passes to attend all the sideline events & actual exhibition
- Access to the list of buyers

BRONZE SPONSORSHIP (PKR 10,000,000)

- **Could be key sponsors for one of the following event:**
- **Global Cuisine Show**
- **Cultural Dinner**
- **Acknowledgement as prime sponsor for Cultural Dinner by TDAP during Press Conference for the event**
- **Speaking slot during Agri-Investment Conference**
- **If sponsoring Cuisine Show, acknowledgement as main sponsor for GCS by TDAP during press conference & during all promotional activities of GCS**
- **Speaking time of 20 mins in Chef talks session during GCS**
- **25 passes to attend main events**
- **Logos on promotional material & TDAP's social media & web pages**