

brands & BEYOND

Shaping Tomorrow's Brandscape



Acknowledged by
Government of Nepal
Advertisement Board

SPONSORSHIP PROPOSAL 2024



Hotel Yak & Yeti,
Kathmandu, Nepal



+977 9813000275
mail@brandguff.com



WHO
WE ARE
**WHO
WE ARE**

In today's rapidly evolving market landscape, brands must continuously innovate and adapt to stay relevant and influential. The "Brands and Beyond 2024" event, organized by the premier brand and marketing portal Brandguff, is dedicated to empowering brands to create a better tomorrow. This pivotal event will convene a distinguished lineup of international speakers with influential profiles to share their insights on the latest trends and strategies in branding and marketing. Alongside these global thought leaders, the event will also feature prominent Nepali speakers who have significantly contributed to the local brand landscape.



SPEAKERS SPEAKERS



Karpal Polat
Creative Chairman
KARPAT



Cristiano Tonnarelli
Ogilvy



Josiah Tay Guan Hin
Creative Chairman
BBDO Singapore



Pratap Suthan
Chief Creative Officer
Bang in the Middle



Rajiv R. Menon
Chief Executive Creative Officer
Ogilvy



Subho Sengupta
VP, Former Director MyGOV India
Contract Advertising India



Thayalan Bartlett
CEO
Lowe Srilanka



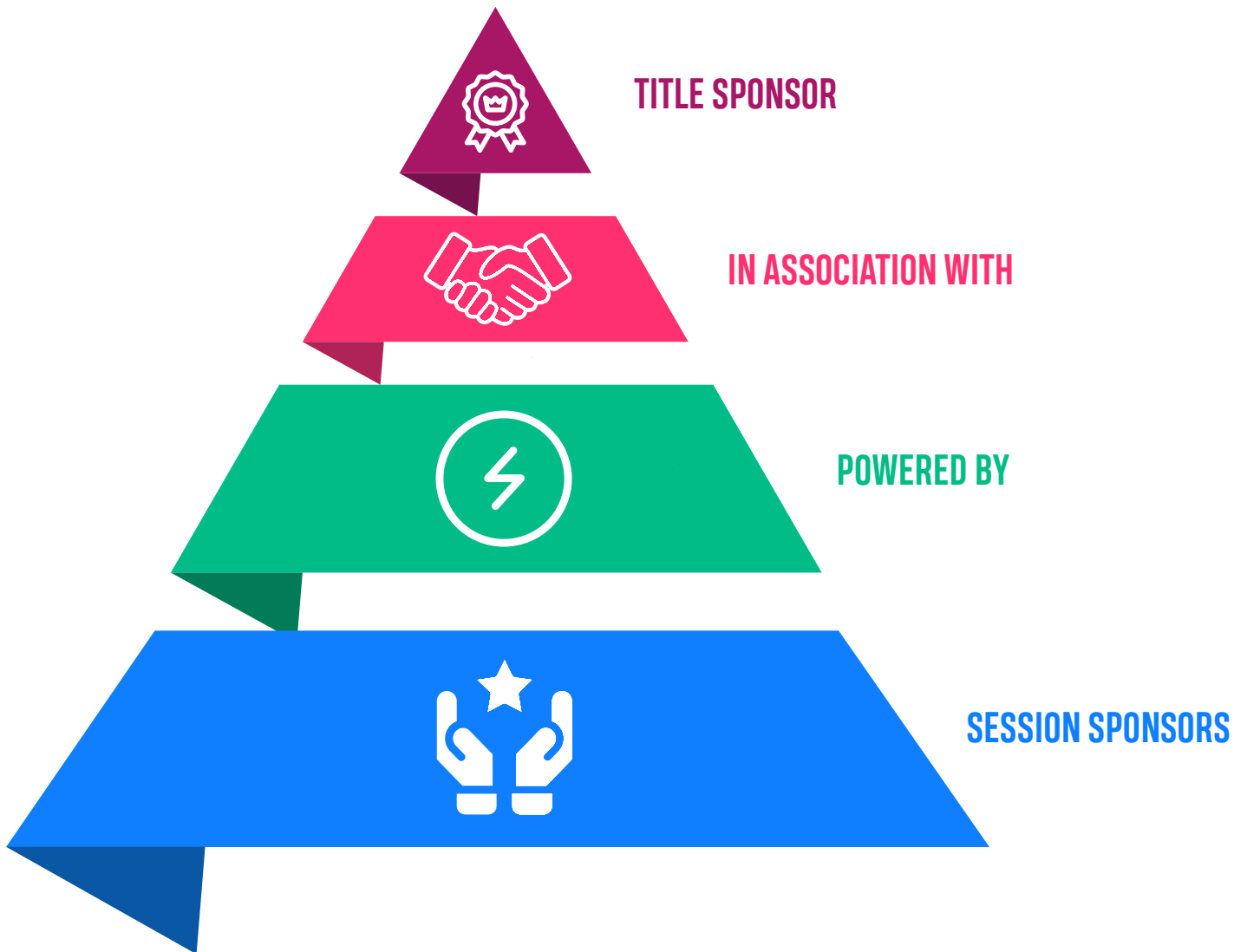
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SPONSOR

SPONSOR

CATEGORIES



TITLE

TITLE

SPONSOR

NPr. 30 Lakhs

- ▶ Complementary Delegates Roundtable – 8 Nos.
- ▶ Complementary Masterclass Session – 6 Nos.
- ▶ Complementary Exhibition Booth – 8/8 ft
- ▶ Positioning in every promotional collateral
- ▶ Positioning on Event website
- ▶ Disruptive Social Media Promotion
- ▶ Slots on 10 LED screens across the valley
- ▶ Presents the event Logo
- ▶ Sole Sponsor of Masterclass Session
- ▶ Sole Sponsor of Lifetime Achievement Award
- ▶ Press Releases (PR)
- ▶ Mention on Email, SMS and Telephone marketing
- ▶ Banner Ads on BrandGuff Website for a Year
- ▶ 6 months of Brand Advocacy on Brandguff
- ▶ Dedicated Check-In/Photobooth, Table Branding, Lunch/Dining Area Branding
- ▶ Poles/Branding, Parking Branding
- ▶ Sponsor Insert in Event Kit
- ▶ Brand Insert in Souvenirs, Invitations, Certificates, Giveaways
- ▶ Logo on event badge and display throughout the event
- ▶ Host Announcement & Brand Engagement with audiences per session break
- ▶ Promo on LEDs (5*30 Seconds per Session Break)
- ▶ 1 Dedicated Digital Standee/Screen (43 inches)
- ▶ Social Media/YouTube Live Streaming
- ▶ Meet & Greet with the Keynote Speaker/Speakers
- ▶ Post-event benefits: YouTube Videos/Shorts, Meta-Reels Brand Advocacy Content on Brandguff's Social

*Price Excluding VAT



IN IN ASSOCIATION WITH

NPr. 15 Lakhs

- ▶ Complementary Delegates - 4 Nos.
- ▶ Complementary Masterclass - 4 Nos.
- ▶ Complementary Exhibition Booth 4/6 ft
- ▶ Positioning in every promotional collateral
- ▶ Positioning on Event Website and
- ▶ Massive Social Media Promotion
- ▶ Slots on 5 LED screens across the valley
- ▶ Associated with event logo
- ▶ Press Releases (PR)
- ▶ Banner Ad on Brandguff Website for Six Months
- ▶ 3 months of brand advocacy on Brandguff
- ▶ Logos in Check-In/Photobooth, Table Branding, Lunch/Dining Area Branding, Poles/Branding, Parking Branding
- ▶ Brand Insert in Souvenirs, Invitations, Certificates,
- ▶ Sponsor Insert in Event Kit
- ▶ Host Announcement - Brand engagement
- ▶ Promo on LEDs (3*30 Seconds per Session Break)
- ▶ 1 Dedicated Digital Standee/Screen (32 inches)
- ▶ Meet & Greet with the Keynote Speaker/Speakers
- ▶ Post-event benefits: YouTube Videos/Shorts, Meta-Reels Brand Advocacy Content on Brandguff's Social

*Price Excluding VAT



POWERED BY **POWERED BY** NPr. 10 Lakhs

- ▶ Complementary Delegates - 3 Nos.
- ▶ Complementary Masterclass - 2 Nos.
- ▶ Complementary Exhibition Booth - 4/4 ft
- ▶ Positioning in every promotional collateral
- ▶ Positioning on Event website
- ▶ Social media promotion
- ▶ Slots on 3 LED screens across the valley
- ▶ Associated with event logo
- ▶ Press Releases (PR)
- ▶ Banner Ad on Brandguff Website for a Three Months
- ▶ 1 months of brand advocacy on Brandguff
- ▶ Logos in Check-In/Photo Booth, Promotion in Lunch/Dining Area
- ▶ Brand Insert in Souvenirs, Invitations, Certificates,
- ▶ Brand Insert in Event Kit
- ▶ Host Announcement - Brand Engagement (4 slots)
- ▶ Promo on LEDs (1*30 Seconds per Session Break)
- ▶ 1 Dedicated Digital Standee/Screen (32 inches)
- ▶ Meet & Greet with the Keynote Speaker
- ▶ Post-event benefits: YouTube Videos/Shorts, Meta-Reels Brand Advocacy Content on Brandguff's Social

*Price Excluding VAT



SESSION SESSION PARTNERS

NPr. 3 Lakhs

- ▶ Positioning in promotional collateral
- ▶ Positioning in Event website and
- ▶ Social media promotion as Session Partners
- ▶ Banner Ad on Brandguff Website for a Month
- ▶ 1 month of brand advocacy on Brandguff
- ▶ Session partner branding at the stage
- ▶ Host Announcement
- ▶ Promo on LEDs (1*30 Seconds per Session Break)
- ▶ Meet & Greet with the speakers
- ▶ Post-event benefits: YouTube Videos/Shorts, Meta-Reels Brand Advocacy Content on Brandguff's Social

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**THANK
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TIME!**



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