



SPONSORSHIP LETTER



Dear Sir/Madam,

Please receive this letter and the attached brochure as an official request from the team of Ignite X.

Ignite is a three-day entrepreneurial summit hosted by the students of FPS A level. This event has been organized for the last 9 years, planned and executed by our students with the aim of giving young, intelligent minds a platform to explore ideas and business models that they can develop to learn more about the entrepreneurial aspect of the corporate world. Since this event's inception we have hosted over 5000 students and have improvised the elements of the event every year to be relevant to current world affairs.

Each year, this event is made possible with the generous support of our local companies and businesses that provide us with valuable sponsorships, allowing us to make ignite unique and spectacular. Within this document is our proposal and the packages we offer.

We hope to gain your support and are looking forward to hearing back from you!

Best Regards,
Team Ignite X

OVERVIEW

FPS ignite is an entrepreneurship summit launched in 2015 by the students of Foundation Public School A Level. The purpose of the Summit is to introduce practical application of business concepts to students in real-life situations, widening the scope of academics beyond the classroom.

Location

Foundation Public School A Level, PECHS Block 6, Karachi, Pakistan

Date

Fri, 17 Nov

Sat, 18 Nov

Sun, 19 Nov



- 5000+ likes across all social media platforms.
- Outreach to 30+ schools all over Karachi
- 300+ Delegates
- 45+ Sponsors in last 9 years



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Ignite is the first entrepreneurial summit running successfully for the last 9 years, managed entirely by the students of FPS A Level. It is a large-scale event where students encounter various thought-provoking challenges and are encouraged to devise an innovative business plan, taking into consideration environmental, economic and social factors. Ignite, a 3-day entrepreneurship summit, inspires innovation and determination in every student. It provides a platform for young delegates to showcase their entrepreneurial expertise and build onto various work related skills by immersing themselves in real-life corporate situations. This unique, one-of-its kind event caters to hundreds of O Level students throughout Karachi.

IGNITE X GETTING BIGGER AND BETTER

- The **Ignite Mercantile Exchange Round**, which will take place on the second day of the event, will provide the delegates with an excellent opportunity to learn about the mercantile market. It will not only enable students to comprehend the complexity of stocks, but it will also let them refine their talents in preparation for the future.

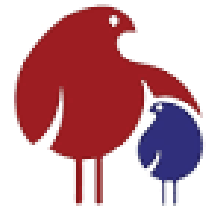


that are accessible and available at the time of need.



- Ignite every year looks to add a fresh concept to challenge the brilliant minds of our delegates and this year is no different. A new round, **The Loan Application** has been added which requires the delegates to request a loan from a firm or organization through a loan application for their starting investment.

- The **Public-Relations Crisis**, inculcates a sense of responsibility among the delegates. If their brand image is jeopardized, they will need to look for ways to help them reclaim their reputation. It will emphasize displaying resourcefulness by utilizing resources



PAST SPONSORS OF IGNITE

IGNITE IN ITS ELEMENT

BUILDING ADVERTISING SKILLS



- For Social Media Poster Designing delegates get a certain time to design three social media posters and upload them on Instagram. The way they sell their brand, build the page layout counts a lot.
- For TVC, a short 1 minute ad is required to sell their product to the audience, it demands delegates to put in their creativity, innovation and editing skills all at once.

A SOCIAL EVENT LIKE NEVER BEFORE



- Every year we aim to go bigger with our social event.
- Ignite 8.0 Hasan Raheem
- Ignite 9.0 Khudgharz & Abdul Hannan



CORPORATE DINNER AND PITCH TO INVESTORS



- All delegates pitch in their business ideas to investors and we have the closing ceremony accompanied by the award distribution ceremony.
- Real Investors showed interest in the products pitched by the delegates in Ignite X.

EVENT PACKAGES

SILVER

PKR 100,000 /-

1. Logo on Website.
2. Recognition on Media Platform.
3. Mention in opening and closing Ceremony.

GOLD

PKR 150,000 /-

1. Logo on Website.
2. Recognition on Media Platform.
3. Mention in opening and closing Ceremony.
4. Presence on Media Wall.
5. Separate Standee.

PLATINUM

PKR 250,000 /-

1. Logo on Website.
2. Recognition on Media Platform.
3. Mention in opening and closing Ceremony.
4. Presence on Media Wall.
5. Separate Standee.
6. Logo on Backdrop.
7. Pop-Up ads in Ignite App.

DIAMOND

PKR 500,000/-

1. Logo on Website
2. Recognition on Media Platform
3. Mention in opening and closing Ceremony
4. Presence on Media Wall
5. Separate Standee
6. Logo on Backdrop
7. Pop-Up ads in Ignite App
8. Logo highlighted on the top right corner of Ignite Banner
9. Invitation to Marketing Head as Special Guest

TERMS AND CONDITIONS:

- Amount of packages is non-negotiable. Packages details are open to negotiation.
- **Monetary Sponsorship:** Fee for the sponsorship will be accepted in the form of a cross cheque in the name of Foundation Public School. FPS Ignite is not liable for any documentation stating the use of the sponsorship funds.
- **Venue Sponsorship:** (At a 5 star hotel in Karachi) The seating requirements and the number of attendees will be communicated, along with the dinner and drinks for each individual. Food arrangement will also be communicated to the venue providers.

SPONSORSHIP OPPORTUNITIES



Media
sponsorship

Rs

Monetary
sponsorship



Food
sponsorship



In-Kind
sponsors



Venue
sponsorship