IBA Public Speaking Society

Corporate Partnership Proposal

15-17 January

IBA, KARACHI

MUNIK XVII



About MUNIK

Model UnitedNations IBA Karachi(MUNIK)isapremierstudent-led conference organized by the IBAPublicSpeakingSociety(PSS). Since its inception in 2008, MUNIK has become one of **Pakistan's largest** and most prestigious Model UN conferences,known for its academics, diversity, and experiential learning.

PREVIOUS HIGHLIGHTS





OUR LEGACY

Over the past 16 years, the IBA delegation has made its mark both nationally and internationally, securing accolades at:

- **Harvard WorldMUN**
- **Oxford International MUN (OXIMUN)**
- **National Model UN (NMUN) at the UN Headquarters**
- **EuroMUN (Europe)**
- **MUNTR (Turkey)**
- **LUMUN (LUMS)**

MUNIK XVII

LargestMUNConference of Pakistan

- 1700+ delegates from schools and universities across the country
- 15 committees simulating real-world UN bodies
- Workshops, socials, and training sessions curated by PSS

Why Partner With IBA PSS?

GLOBAL RECOGNITION ↓

An internationally recognized event with worldwide social reach. With participants from different schools, colleges and universities across Pakistan all coming together in the spirit of debate.

SOCIAL PRESENCE ↓

Ensured Brand Awareness. Social Media reach with more than **320,000** peak impressions.
Facebook: 60,000+ Followers and Likes.
Instagram: 4600+ Followers, 67.8% growth in accounts reached
Exclusive Coverage on the Days of the Event (Vlogging, Media Coverage, and Blogging). Active Brand Related Activities on the Days of the Event. Chance to Meet Prominent Figures.

NETWORK →

4000+ IBA Undergraduate and Postgraduate students.
1700+ Delegates across Pakistan and International students.
3500+ Footfall for Social Events.
Therefore an opportunity to interact with delegates university students and individuals connected to the MUN circuit.

Guest Speakers

MUNIK has consistently provided a prestigious platform for distinguished national leaders, policymakers, and influential public figures. The event has featured prominent personalities such as former President of Pakistan Dr. Arif Alvi, former Prime Minister Shahid Khaqan Abbasi, and renowned economist Miftah Ismail. Every year at MUNIK influential personalities come as guest speakers their presence elevates the conference's stature, attracting students and delegates from diverse educational institutions.



Furthermore, the presence of distinguished speakers enhances brand visibility while providing delegates with valuable opportunities to gain insights into leadership, governance, and economic policy, fostering intellectual growth and a more enriching conference experience.



The participation of such high-profile personalities creates an environment of credibility, prestige, and intellectual excellence. Their association with MUNIK enhances the event's reputation, offering partner organizations an opportunity to align themselves with a platform that engages influential voices and meaningful discourse.



International Representation



This commitment to excellence is reflected in **Usman Rasheed's achievement of an Honourable Mention at Harvard Model United Nations (HMUN)**, highlighting PSS's dedication to developing talent and enabling students to compete on a global stage.



The IBA Public Speaking Society regularly organises public speaking and debating training sessions to develop students' confidence, communication, diplomacy and critical thinking skills. These initiatives prepare delegates to excel at national and international platforms while nurturing the next generation of capable leaders.



Moreover PSS sends its delegations to both national and international debate competitions. Building on this achievement, PSS aspires to send a delegation to an international conference this year, with the ambition of representing Pakistan globally. This initiative will provide students with invaluable exposure while positioning PSS and its associated organisations alongside a platform that champions excellence, leadership and international engagement.

Corporate Social Responsibility

- At MUNIK ,our foundation rests on diversity, **equity, and inclusivity.**
- We celebrate differences in background, culture,gender, religion ,ability, and perspective, believing they strengthen our community and enrich dialogue. Which is why at MUNIK we not only have teams from Karachi but outstation teams as well
- In the aftermath of the Gul Plaza incident, PSS extended its support to affected businesses by providing them with complimentary stalls. This initiative aimed to offer these businesses an opportunity to showcase their products, reconnect with potential customers and gain visibility during a challenging period. Through this effort, PSS reaffirmed its commitment to community support, solidarity and creating opportunities for those affected by unforeseen circumstances.

- Last year at MUNIK XVI we collaborated with **The Kiran Foundation and The Citizens Foundation (TCF)** as our social cause partner once again reaffirming our commitment to help the community in every way we can.

KIRAN FOUNDATION

THE CITIZENS FOUNDATION

Previous Sponsors



Faber Castell x IBADC: Case Study

200
CERTIFICATES DISTRIBUTED

Goals

- Increase brand awareness among students from diverse educational institutions.
- Position Faber-Castell as a trusted stationery brand within its core student demographic.
- Build brand recall by associating Faber-Castell with academic achievement and student recognition.

Challenges

- Reaching a diverse student audience across schools, colleges, and universities.
- Establishing meaningful brand visibility in a competitive stationery market.
- Ensuring the brand remained memorable beyond the event's duration.

Strategy

- Featured Faber-Castell's logo on event certificates, associating the brand with student achievement and recognition.
- Leveraged IBA DC's diverse participant base to expose the brand to students across multiple educational institutions.
- Amplified brand visibility through social media marketing, extending its reach beyond the event and into the wider student community.



IBA Leadership • Excellence • Impact

IBA Public Speaking Society

PAST ARTISTS

ATIF ASLAM



HAVI



MUSTAFA ZAHID



BAYAN



What's new this year?

OUR VISION

- Putting Pakistan on the global stage through youth representation at **International MUN**s.
- Taking IBA's MUNIK beyond borders and building international exposure for IBA
- Developing future leaders through diplomacy, public speaking, negotiation and cross-cultural exchange
- Creating a platform where brands back Pakistani youth from the very first international delegation







PARTNERING BRANDS

- Brand recognition: your brand becomes the face of a national delegation, seen by a young, educated audience
- Online: logo and mentions on MUNIK social media, delegate features, pre-departure and post-trip content
- On campus at IBA: logo on banners, registration desk and delegate kits, plus a presence at the send-off and orientation sessions
- At the international MUN: logo on delegation merchandise
- Impact: association with youth development and national representation, plus content you can reuse in your own marketing

Sponsorship Packages

PKR 3,000,000/-

3 million

Online Promotion

Logo on Event Promotion Posters (Insta)
Instagram Promotional Content
Logo in Footer of Emails
Logo on Official Website
Brand Appearance in Promotional
Promotional Emails to Participants (IR)
Feature of Brand with Media Partners (Channels/Articles)
Post-Event Appreciation on Social Media

Brand Engagement

Audio & Visual Advertisement During Breaks
Logo on Feedback Wall
Chance to Engage with Target Audience through Stall(s)/Kiosks
Meet & Greet with Corporate Partners
Interactive Physical Stalls

On-Campus Promotion

Logo on 20x20 SMD behind Artist (IR)
Backdrop
Logo on Media Wall
Standees
Promotional Panaflex
Product Placement in Activities (IR) Vote of Thanks in Closing Ceremony Promotional Video in Opening & Closing Ceremony (IR)
Speaker Session for Company Representatives (IR)

Tailored Benefits

Opportunity to Engage/Interact with outsiders & IBA Students
Participation of Brand in Panel Talk & MUNIK
Opportunity to be exclusive partner with IBA PSS

Exclusivity

Exclusive AcknowledgementofSponsorship
No Direct Competitor
No Category Competitor
Exclusive Placement of Banners Exclusive Placement of Stall(s)
Exclusive Media Wall Coverage Distribution of Promotional Material Sell/Brand Merchandise
ATL/BTL Activation
Branding in VIP Lounge
Token of Appreciation

Merch Promotion (IR)

Main Logo along with MUNIK logo on shirts/hoodies
Brand Logo on Certificates/Delegate Kits
Logo of Sponsor on Tickets (IR)
Logo of Sponsor on Participant Cards

IR= if required For tailored benefits, terms & conditions apply. All negotiations are open to discussion

Sponsorship Packages

PKR 2,000,000/-

2 million

Online Promotion

Logo on Event Promotion Posters(Insta)

Instagram Promotional Content Logo in Footer of Emails
Logo on Official Website
Brand Appearance in Promotional Videos
Brochure Marketing (Digital/Physical)
Promotional Emails to Participants (IR)
Post-Event Appreciation on Social Media

On-Campus Promotion

Backdrop
Logo on Media Wall
Standees
Promotional Panaflex
Product Placement inActivities(IR)
Vote of Thanks in ClosingCeremony
Promotional Video in Opening&
Closing Ceremony (IR) Speaker
Session for Company
Representatives (IR)

Exclusivity

Exclusive Placement of Banners

Exclusive Placement of Stall(s) Media Wall
Coverage Distribution of Promotional Material
BTL Activation
Branding in VIP Lounge
Digital Album of HQ Pictures of Endorsement

Brand Engagement

Audio & Visual Advertisement During Breaks
Logo on Feedback Wall Chance to Engage with Target Audience through Stall(s)/Kiosks
Meet & Greet with Corporate Partners
Interactive Physical Stalls

Merch Promotion (IR)

Logo on Campus Drive Posters Brand Logo on Certificates/Delegate Kits
Logo of Sponsor on Tickets (IR)
Logo of Sponsor on Delegate/Participant Cards

IR= if required For tailored benefits, terms & conditions apply. All negotiations are open to discussion

Sponsorship Packages

PKR 1,200,000/-

1.2 million

Online Promotion

Logo on Event Promotion Posters (FB/Insta)
Facebook/Instagram Promotional Content
Logo in Footer of Emails
Logo on Official Website
Brand Appearance in Promotional Videos
Brochure Marketing (Digital/Physical)
Post-Event Appreciation on Social Media

On-Campus Promotion

Backdrop
Logoon MediaWall
Standees
Banner
Vote of Thanks in Closing Ceremony
Logo on SMD
Speaker Session for Company Representatives (IR)

Exclusivity

Multi- Stall(s)
Media Wall Coverage Distribution of Promotional Material
BTL Activation
Branding in VIP Lounge
Digital Album of HQ Pictures of Endorsement

Brand Engagement

Logo on Feedback Wall Chance to Engage with Target Audience through Stall(s)/Kiosks
Meet & Greet with Corporate Partners

Merch Promotion (IR)

Logo on Campus Drive Posters
Brand Logo on Certificates/Delegate Kits
Logo of Sponsor on Tickets (IR)
Logo of Sponsor on Delegate/Participant Cards

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Sponsorship Packages

PKR 500,000/-

0.5 million

Online Promotion

Logo on Event Promotion Posters (FB/Insta)
Facebook/Instagram Promotional Content
Logo in Footer of Emails
Logo on Official Website
Brand Appearance in Promotional Videos
Brochure Marketing (Digital/Physical)
Post-Event Appreciation on Social Media

On-Campus Promotion

Backdrop
Logo onMedia Wall
Standees
Vote of Thanks in Closing Ceremony
Logo on SMD
Guest Invite (2) (IR)

Exclusivity

Stall
Media Wall Coverage Distribution of Promotional Material
BTL Activation
Digital Album of HQ Pictures of Endorsement

Brand Engagement

Chance to Engage with Target Audience through Stall(s)/Kiosks
Meet & Greet with Corporate Partners

Merch Promotion (IR)

Brand Logo on Certificates/Delegate Kits
Logo of Sponsor on Tickets (IR)
Logo of Sponsor on Delegate/Participant Cards

IR= if required For tailored benefits, terms & conditions apply. All negotiations are open to discussion

Partnership Opportunities

Terms & Conditions:

> Marketing Plan & Pricing is negotiable.

> Exclusivity of Partnership will be further defined mutually.

> Brand Presence is only to be incorporated after the MoU is formally signed.

> Magnitude of exposure & promotion is in direct relation to the amount of sponsorship.

> Placement of Sponsors' Promotional materials is to be done on the places permitted by IBA Administration, all of which will be provided by the brand.

Contact Us

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