

SPONSORSHIP LETTER



RETRO EDITION

31 | 01 | 02

JAN | FEBRUARY

CONTENTS



03. ABOUT BCP JT

04. INTRODUCTION

05. WHY US

06. TARGET AUDIENCE & ADVERTISING COMPONENTS

07. PREVIOUS SPONSORS

08. SOCIAL HIGHLIGHTS

09. MISAAL AT A GLANCE

10. SPONSORSHIP PACKAGES

13. CONTACT US



ABOUT BCP JT

3.

Beaconhouse College Program Johar Town Campus (BCP JT) is a hub of academic excellence, combining a rigorous A-level curriculum with diverse extracurricular opportunities. With state-of-the-art facilities, the campus fosters personal growth, innovation, and leadership. Students thrive through participation in national and international events, cultural exchanges, and high-profile competitions that build confidence and showcase talent.

BCP JT prioritizes career counselling and global readiness, preparing students for top-tier universities and careers. Known for producing achievers, the campus stands as a beacon of integrity, ambition, and holistic development, setting benchmarks in education and beyond.

At BCP JT, we don't just follow trends; we revive legacies. Like retro fashion, our excellence transcends time, blending tradition with innovation to shape the future.



INTRODUCTION

Beaconhouse College Program Johar Town Lahore presents MISAAL (Retro Edition), a dynamic multi-category mega event. This 11th edition promises to be an unforgettable experience, fostering sportsmanship, healthy competition, and excellence among the youth of Pakistan. The event will take place from January 31st to February 2nd, 2025, and will feature categories such as Music, Media, IT, Business, STEM, Sports, Arts, Performing Arts, Law, and Literature.

By sponsoring MISAAL (Retro Edition), you'll gain visibility among hundreds of delegates from major schools and universities, as well as access to a diverse pool of talented students and young professionals. This will provide opportunities for branding, networking, and talent scouting. With its proven track record of success, MISAAL has previously featured renowned artists and performers, and this year's Retro Edition promises to be an unparalleled experience, celebrating the fusion of talents, forging friendships, and creating memories. We've attached a comprehensive fact sheet, sponsorship opportunities, and benefits for your review.

Event Date: 31st January, 1st and 2nd February 2025





Elevate Your Brand with **MISAAL XI**

Join hands with us to take your brand to new heights.

We provide an exceptional platform tailored to amplify your brand's visibility and connection with a quality audience. Let's create an impact together!

Why Choose Us :

- Block buster mega concerts
- High-profile media marketing
- Social outreach of 100K+ accounts
- Footfall of 1000 - 1500 delegates

WHY US?



On-Campus
Visibility



Nationwide
Marketing



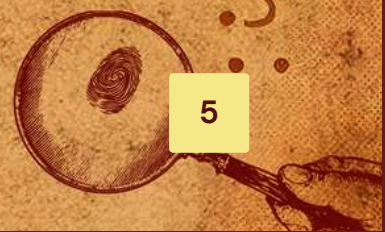
Broadcast
Exposure



Youth Engagement



Diverse Audience
Reach



TARGET AUDIENCE

SCHOOLS

Students who are a part of various schools will be able to take part in the event as delegates/participants.

UNIVERSITIES

Students who are a part of various universities will be able to take part in the event as delegates/participants.

COLLEGES

Students who are a part of various colleges will be able to take part in the event as delegates/participants.

OPEN HOUSE

Outsiders can be a part of the event as well, however it is only restricted for socials on external venues via ticketing.



ADVERTISING COMPONENTS

01.



Email Advertising

Posters and invites will reach 300+ institutions and 6,000+ individuals.



Print Advertising

Promotional materials like posters, standees, sponsor walls, and flexes will be showcased to 2,000+ attendees at the event.

03.



Online Advertising

Sponsor content will be showcased online before, during, and after the event, with our last campaign reaching 3M impressions.

02.

PREVIOUS SPONSORS



PREVIOUS SOCIALS



Farhan Saeed



Asim Azhar



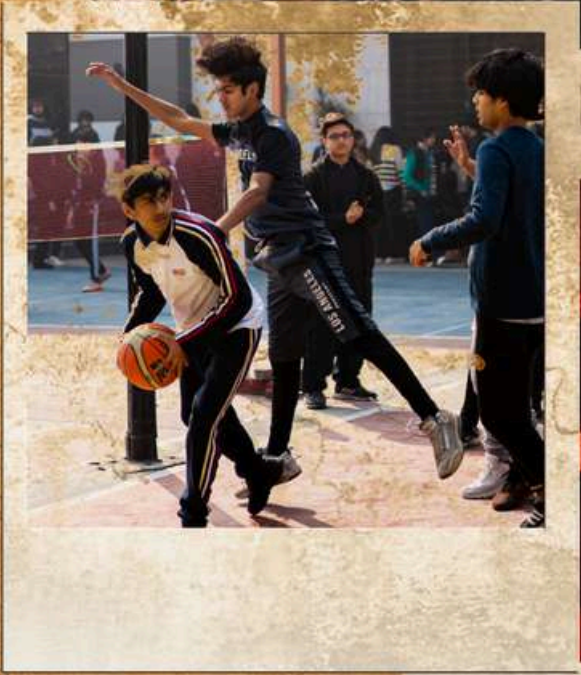
The Martians ☀️



Muhammad Ali ✨ ✨ ✨



MISAAL AT A GLANCE



SPONSORSHIP PACKAGES

Our sponsorship packages offer a strategic way to connect with a targeted audience, maximizing your brand's visibility and impact.

BRONZE - PKR 100,000

- 2 standees of the company will be displayed (provided by the Sponsor).
- Company's logo on backdrop and posters.
- Honorable mention and expression of gratitude in opening and closing ceremony.
- Company's logo display on Social media

SILVER - PKR 250,000

- 3 standees of the company will be displayed (provided by the Sponsor).
- Company's logo on backdrop and posters.
- Honorable mention and expression of gratitude in opening and closing ceremony.
- Logo display on social media page.
- Company's logo on our website and digital newsletter.
- Mention in pre-event coverage.



SPONSORSHIP PACKAGES

GOLD - PKR 350,000

- Distribution of promotional material (e.g. leaflets, booklets provided by the Sponsor).
- Option to set-up a stall
- Honorable mention and expression of gratitude by name ant the opening and closing ceremony.
- Company's logo on backdrop, posters, and newsletter.
- 5 standees of the company will be displayed (provided by the sponsor)
- Special mention on social media as main/one of the main sponsors.
- Company's logo on our website and digital newsletter.
-

PLATINUM - PKR 650,000

- Distribution of promotional material (eg. Leaflets, booklets provided by the sponsor).
- Honorable mention and expression of gratitude by name at the opening and closing ceremony.
- Company's logo on backdrop, posters, flexes, management cards and newsletter.
- 7 standees and 10 posters of the company will be displayed (provided by the sponsor).
- Special mention on social media as main/one of the main sponsors.
- Company's logo on our website and digital newsletter.
- Sponsors brand will be advertised through our Instagram.
- Logo of company on our entire management's hoodies.
- Shout out by artists at socials.
- 8 tickets provided for the mega social.



SPONSORSHIP PACKAGES

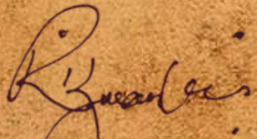
CATEGORY SPONSORSHIP PACKAGE

Price: To be decided based on the specific category and sponsor requirements.

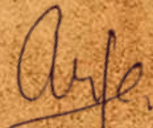
Categories that require sponsorships: Art, Fashion, Sports

Other Categories that require stationary.

- Sponsorship of a specific event category where the sponsor can provide relevant materials or products (e.g., art supplies, tools, etc.).
- Option to provide branded items or showcase products related to the category at the event.
- Honorable mention and expression of gratitude by name during the opening and closing ceremonies.
- Company's logo on category-specific materials (e.g., event signage, banners, and newsletters).
- 1 standees of the company will be displayed (provided by the sponsor).
- Special mention on social media as a category sponsor.
- Company's logo on the event website and digital newsletter.
- Mention in pre-event coverage.
- Ability to distribute branded promotional materials (e.g., brochures, flyers) in the designated event category area.
- Opportunity to address the audience or present a brief message related to the category during the event.



College Head



ACE Coordinator



CONTACT US



405-E Allah Hoo Chowk, Block E
Phase 1 Johar Town, Lahore, Punjab



Arfa Bushra
+92 321 9443411



info@misaalbcplt.com



misaalbcplt.com



[misaal.bcplt](https://www.instagram.com/misaal.bcplt)

