



Let The Race for **Excellence** Begin...

Dear Sir/Madam,

It gives us immense pleasure to inform you that NED University of Engineering & Technology, One of the most prestigious engineering universities of Pakistan is organizing an All Pakistan IT Competition “**TechElite**” to be held on **July 11th, 2011** at NEDUET, Karachi. The objective of arranging this event is not only to uncover the veiled talent of our youth growing in the engineering field but also to provide students with such enormous opportunities that serve as stimulation of their analytical abilities.

“**TechElite**” is an annual mega IT Event that has been playing a great part in exalting and dignifying the name of NEDUET for the past 4 years. In 2010, the event was held on a much larger scale wherein 25 – 30 universities participated; producing the following statistical details in their respective competition domains.

- 35 teams comprising 105 students in Speed Programming Competition
- 25 teams comprising 75 students in Software Project Competition
- 40 Participants in Software Modeling and Design Competition.
- 20 teams comprising 60 students in Networks Management Competition

For the first time in Pakistan, Mobile Application Project and Mobile Application Development Competition will be introduced in which mobile application developers skills of the participants will be tested.

- 25 Teams in Mobile Application Project.

Apart from the Participants, NED students (a total of about 5000-6000) and students from all other Institutions are welcome to attend this magnificent event. There will be different informative sessions about the products and upcoming technologies of the sponsoring companies. Full media coverage on TV and radio has been planned along with the post event promotion in the print media.

In view of its unique content and value, we are privileged to invite your esteemed organization to collaborate with us in the organization of this mega event, for which we are offering the following possibilities:

- **Event Sponsor:** Sponsorship amount: 200,000/= PKR
- **Competition Sponsors:** Sponsorship amount: 125,000/= PKR
- **Platinum Sponsors:** Sponsorship amount: 75,000/= PKR
- **Gold Sponsors:** Sponsorship amount: 50,000/= PKR
- **Silver Sponsors:** Sponsorship amount: 25,000/= PKR
- **Lunch Sponsors**
- **Official Drink of the Event**

Further details of the packages/offers are enclosed herewith.

Your venerated organization is thereby invited to unite hands with us in patronizing this event and making it a tremendous success. Hope to have your cooperation in this regard. Please feel free to contact us for any further queries.

Thanking you in anticipation.

Yours Sincerely,

Syed Haris Hussain
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Let The Race for Excellence Begin...

Event Sponsors:

Sponsorship amount: 200,000/= PKR

Positions available: 1

1. Recognition as the Event sponsor of **TechElite** on all printed material.
This includes:
 - Recognition on TechElite Banners.
 - Recognition on TechElite Program booklet (front cover).
 - Company's Logo on TechElite writing pads.
 - Company's Logo on TechElite T-shirts.
 - Company's Logo on TechElite back drop banner placed in the Auditorium.
2. Association of Company/Brand's name with Event name
3. Acknowledgement as the Event sponsor in program booklet.
4. Recognition as Event Sponsor during Opening and Closing ceremonies.
5. Company's Promotional banner in the lunch venue.
6. Acknowledgement as Event sponsor on the Website along with the Company's logo and link.
7. Acknowledgement as the Event sponsor on **Media**.
8. Company brochure and promotional material inserted in the Program Booklet.
9. Acknowledgements as Event sponsor with Company Logo everywhere the **TechElite** banners are placed (within/outside university).
10. Company could set a Promotional Booth (6x3m) in a premium location hosted by 2 company personnel's.
11. Four Personnel from the company (2 @ booth and 2 @ event).
12. Company could give away free stuff/Company Promotional material.
13. One Banner at the entrance door of the competition.
14. Company's Logo on the Shields to all Participants, Judges, Organizers.
15. Company can organize three separate Sessions/Lectures about their Products/Technology (Pre-event, On-event, Post-event).
16. Company presentation video will be displayed on LCD screens placed in the auditorium and Competition corridors.



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Competition Sponsors:

Sponsorship amount: 125,000/= PKR

Positions available: 5

1. Recognition as the Competition sponsor of **TechElite** on all printed material.
2. Association of Company/Brand name with Competition name.
3. Acknowledgement as the Competition sponsor in program booklet.
4. Recognition as Competition Sponsor during Opening and Closing ceremonies.
5. Acknowledgement as Competition sponsor on the website along with the Company's Logo and Link
6. Company's logo and link will also be displayed on the competitions page.
7. Acknowledgement as the Competition sponsor on Media.
8. Company brochure and Promotional material inserted in the Program Booklet.
9. Acknowledgement as Competition sponsors with Company Logo everywhere the **TechElite** banners are placed (within/outside university).
10. Company could set a Promotional Booth (6m x 2m) in a premium location hosted by 2 company Personnel.
11. Company could give away free stuff/Company promotional material.
12. Three Personnel from the company (2 @ booth and 1 @ event).
13. One Banner at the entrance door of the competition.
14. Company's Logo on the shields to all participants of the specific competition, Judges, Organizers etc
15. Company could have a separate Session/Lecture about their Product/Technology
16. A time slot of 30 sec will be given to the company for displaying their presentation/advertisement on the LCD screen in the auditorium.
17. Company's banners to be placed in the corridors of the labs.

Platinum Sponsors:

Sponsorship amount: 75,000/= PKR

1. Recognition as Platinum sponsor of **TechElite** on all printed material.
2. Acknowledgement as the Platinum sponsor in program booklet.
3. Recognition as Platinum Sponsor in closing ceremony.
4. Acknowledgement as Platinum sponsor along with the Logo on the website.
5. Company Leaflet inserted in the Program Booklet
6. Company could set a Promotional Booth (6mx 2m) hosted by 2 company personnel's.
6. Company could give away free stuff/Company promotional material.
7. Three Personnel from the company (2 @ booth and 1 @ event).
8. Time slot of 10sec will be allotted to the company for the display of their advertisement on the LCD screens.
9. Company could have a separate Session/Lecture of 45mins about their Product/Technology.
10. Promotional banners to be placed inside/outside the auditorium and along the corridors of the campus.

Gold Sponsors:

Sponsorship amount: 50,000/= PKR

1. Recognition as Gold sponsor of **TechElite** on all printed material.
2. Recognition as Gold Sponsor in closing ceremony.
3. Acknowledgement as Gold sponsor along with the Logo on the website.
4. Acknowledgements as Gold sponsor with Company's Logo on banners Printed (Placed within university).
5. Company could give away free stuff/Company Promotional material
6. Time slot of 5sec will be allotted to the company for the display of their advertisement on the LCD screens.
7. Limited number of promotional banners to be placed in the campus.

Silver Sponsors:

Sponsorship amount: 25,000/=PKR

1. Recognition as Silver Sponsor of **TechElite** on most of the print material.
2. Recognition as Silver Sponsor in Closing ceremony.
3. Acknowledgement as Silver Sponsor along with the Logo on the website.
4. Company could give away free stuff/Company Promotional material
5. Limited number of promotional banners to be placed in the campus



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Lunch Sponsors:

For

a. Guests (100 People) Positions available: 1

b. Participants (600 People) Positions available: 2

1. Recognition as Lunch sponsor on the packages for food items.
2. Acknowledgement as the Lunch sponsor in program booklets.
3. Recognition as Lunch sponsor in Closing ceremony.
4. Recognition as Lunch sponsor of **TechElite** through banners placed inside university and the department premises.
5. Company Leaflet inserted in the Program Booklets
6. Acknowledgement as Lunch sponsor along with the Logo on the website.
7. Acknowledgement as Lunch sponsor on Media.
8. Company could set up a promotional booth where they can sell food/drinks. (At any time the university has around 3000-4000 students).

Official Drink of the Event:

1. Recognition as official drink of **TechElite** through a banner placed inside the university and the department premises.
2. Acknowledgement as the Official Drink in program booklet.
3. Recognition as Official Drink of the Event in 'Closing ceremony'.
4. Company Leaflet inserted in the Program Booklet
5. Acknowledgement as Official Drink of the event along with the Logo on the website.
6. Acknowledgement as Official Drink of the Event on Media.
7. Company could set up a promotional booth where they can sell drinks. (At any time the university has around 3000-4000 students).



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For further information or queries, please contact us:

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