



NEPAL  
**PASHMINA**  
INTERNATIONAL **eXPO** 2025



SPONSORSHIP  
**PROPOSAL**

Organized by:



Managed By:



**10 | 11 | 12** Magh 2081  
(23<sup>rd</sup> – 25<sup>th</sup> Jan 2025)

Venue: Bhrikutimandap Exhibition Hall  
Kathmandu Nepal

Time: 10AM - 5PM

For more details:

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## ABOUT ORGANIZER (NPIA)

Established In 10th Magh 2056 BS. (25th January 2000, Nepal Pashmina Industries Association is an autonomous non-governmental, not-profit making organization as well as representative body under which all Nepalese pashmina entrepreneurs such as manufactures, exporters, raw materials importers and dyers are brought together to strengthen themselves for sustainable development of entire Nepalese Pashmina sector.

## Background

The purpose of this proposal is to outline the comprehensive plan for managing and executing the 25th anniversary event for Nepal Pashmina Industries Association. This milestone event aims to celebrate the organization's achievements, honor its history, and engage stakeholders in a memorable celebration.

## This Expo

NPE bring thousands of business houses and professional across the world to Nepal making this expo an international festival of Nepal Pashmina Industries. This expo will give opportunities for all Our members business houses and professionals market their products.

The NPE will be elite and unique marketing platform for Pashmina Industries & business houses and professionals to promote, build and develop their national and international business relationship.

At NPE you can find many This expo will be one roof festival for all of the latest design and product as a one stop-shopping destination providing opportunities for National and international buyers and sellers.

## Activities

- ▶ Direct Deal with Customers with various of design and demonstration.
- ▶ Government participation
- ▶ Presentations Seminars and Live Demonstrations
- ▶ New Design Showcase
- ▶ New Brand and Product Introduction.
- ▶ B2B
- ▶ Fashion Show
- ▶ National and International Exhibitors.

## Why This Expo



The expo aims to provide opportunities to Nepalese Pashmina all across the country to link them with national & international business houses & businessmen.



Introducing Nepal's own Pashmina natural raw materials.



Exhibit Nepal's traditional art and culture on Pashmina industries in one platform.



Promote our traditional and cultural through garments nationally and internationally.



Nepal's initiation towards introducing Nepal as next destination for world best pashmina production destination.



Creating a platform for international investors to invest in Nepal.



Unique modern and traditional pashmina at a very wide range of prices with an exquisite craftsmanship of originality, designed on Nepalese tradition & culture in mind, and dedication.

## Exhibitor's Profile:

- ▶ Exporters
- ▶ Pashmina varieties
- ▶ Bank & Finance
- ▶ Packaging Industries
- ▶ Raw Material suppliers
- ▶ Governments Institutions
- ▶ Insurance
- ▶ International Traders
- ▶ Custom Department
- ▶ Courier Services

## Visitor profile

- ▶ Wholesalers & Retailers
- ▶ Pashmina Lovers
- ▶ Manufacturer & Designers
- ▶ Raw Material Suppliers
- ▶ International Delegates
- ▶ Importers & Exporters
- ▶ Students
- ▶ General Public
- ▶ Expat



## Why Participate

- ▶ Increase your Corporate Identity/Brand Equity
- ▶ Increase Branding Opportunity
- ▶ Increase Sales Revenue
- ▶ Grab Media Attention
- ▶ Develop Customer Loyalty
- ▶ Launch New Products
- ▶ Develop New Markets
- ▶ Develop Community Relations
- ▶ Increase Customer Share of Heart and Mind
- ▶ Pull your desired and potential clients to associate your identity with your corporate objectives
- ▶ Support to promote Pashmina Industries

## Why Sponsorship and participate

- ▶ Increase your Corporate Identity & Branding
  - ▶ Increase Sales Revenue
  - ▶ Grab Media Attention
  - ▶ Develop Customer Loyalty
  - ▶ Launch New Products
  - ▶ Develop New Markets
  - ▶ Develop Community Relations
  - ▶ Increase Customer Share of Heart and Mind
  - ▶ An opportunity to associate with Jewellery Industries for longer relations ahead
  - ▶ Pull your desired and potential clients to associate your identity with your corporate objectives
  - ▶ Support to promote Gem and Jewellery Industries
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## Platinum Sponsor Offer:

**No of Sponsorship: 1 (One)**

**Amount: NRs: 15,00,000/- (1.5 Million Only)**

Platinum sponsorship will be major sponsorship in Nepal Pashmina Expo. Platinum Sponsor will have its name Carried along with the event. For Example, ABC Nepal Pashmina Expo. We will provide all the available benefits and will be welcomed as a Special guest in opening and Closing Ceremony.

Note: To be a Platinum sponsor your product and service must be suitable for the expo.

### Benefits and Facilities:

- ▶ Recognition as Platinum Sponsor.
- ▶ Logo and recognition as Platinum Sponsor in all the promotional materials (Electronic/Digital, Printing & Social Media)
- ▶ Brochure, Paper Adv., TV commercial, F.M Jingle, Road Banner,
  - ▶ Back drop, MC presentation, Invitation Card, Tickets etc.
- ▶ Short speech during the Press Conference and Event Briefing of the expo.
- ▶ Welcome gate Branding Opportunity.
- ▶ 3 Banners 4x8 ft.
- ▶ Branding on Fashion Show: Platinum sponsor will get Branding opportunity in grand Pashmina fashion show.
- ▶ Branding Display Space.
- ▶ 100 Invitation cards for your valuable clients.
- ▶ 5 Invitation Pass for Fashion show
- ▶ Logo will be displayed on LED screen during the fashion show in Closing Ceremony.
- ▶ Invite as guest of honor on Expo.
- ▶ 1 (2x3) Mtr. Stall will be provided on venue.

## Gold-Sponsor OFFER:

The Gold- Sponsor of the expo benefits includes recognition, promotion and participation before, during and after the expo.

**No of SPONSORSHIP: 2 (two)**

**NRs. 7,00,000.00 (Seven Hundred Thousand only)**

## Benefits and Facilities:

- ▶ Recognition as Gold Sponsor
- ▶ Company logo and recognition as Gold Sponsor in the printing and publishing materials (Electronic/Digital, Printing & Social Media)  
Like: - Brochure, Paper Adv., TV commercial, F.M Jingle, Road Banner, Back drop, MC presentation, Invitation Card, Tickets etc.
- ▶ Branding space in visible place at event venue.
- ▶ Logo will be displayed in all the venue branding material: Main Gate and other branding material.
- ▶ Mc will announce your company or product name during the press meet /opening ceremony/closing ceremony
- ▶ Banner space( 4x8ft)
- ▶ 100 Invitation cards will be provided of the expo.
- ▶ 5 Invitation Passes will be provided for grand fashion show in Closing Ceremony.
- ▶ (2x3 Size) stall will be provided at the venue.

## Silver Sponsor Offers:

The Silver Sponsor of the expo benefits includes recognition, promotion and participation before, during and after the expo.

**no. of SPONSORSHIP: 3 (Three)**

**Amount: NRs: 500,000.00 (Five hundred thousand only)**

- ▶ Recognition as Silver Sponsor.
- ▶ Company logo and recognition as Silver Sponsor in the printing and publishing activities materials (Electronic/Digital, Printing & Social Media)  
Like: - Brochure, Paper Adv., TV commercial, F.M Jingle, Road Banner, Back drop, MC presentation, Invitation Card, Tickets etc.
- ▶ 100 Invitation Cards will be provided of the expo
- ▶ MC will announce your company or product name in press meet/opening ceremony/closing ceremony.
- ▶ Banner/Bunting Branding space
- ▶ 100 invitation cards will be provided of the expo.
- ▶ 5 Invitation Passes will be provided for grand fashion show in Closing Ceremony.
- ▶ 1 (2x3 size ) stall will be provided in Venue.

## **Official Partners Offer:**

The Official partner of the expo benefits includes recognition; promotion and participation before, during and after the expo and all concerned business regarding this expo will be forwarded to you.

**No. of Partners will be Accepted: 5 (Five)**

**Amount: NRs: 400,000/- (Four Hundred Thousand only)**

### **Benefits & Facilities:**

- ▶ Recognition as Official Partner.
- ▶ Company logo and recognition as Official Sponsor in the Printing and publishing materials (Electronic/Digital, Printing & Social Media) Like: - Brochure, Paper Adv., TV commercial, Road Banner, Back drop, MC presentation, Invitation Card, Tickets etc.
- ▶ Complementary invitation cards according to need basis.
- ▶ Will be provided branding and promotional space with mutual benefits
- ▶ MC will announce your company or product name in press meet/opening ceremony/closing ceremony.
- ▶ 1 Banner/Bunting Branding space
- ▶ 100 invitation cards will be provided of the expo.
- ▶ 2 Invitation Passes for fashion show in Closing Ceremony.

## **Supporters OFFER:**

**Amount: NRs. 100,000.00 (One Hundred Thousand only)**

### **Benefits & Facilities:**

- ▶ Recognition as Supporters.
- ▶ Company logo and recognition as Official Sponsor in the printing and publishing materials (Electronic/Digital, Printing & Social Media) Like: - Brochure, Paper Adv., TV commercial, Road Banner, Back drop, MC presentation, Invitation Card, Tickets etc.
- ▶ 100 invitation cards will be provided of the expo.
- ▶ MC will announce your company name or product name in press meet/opening ceremony/closing ceremony.
- ▶ 5 Invitation Passes will be provided for grand fashion show in Closing Ceremony.
- ▶ 1 Branding Banner in venue.
- ▶ 2 Invitations Passes will be provided for grand fashion Show in Closing Ceremony.



# FLOOR PLAN



For more details:

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