

2ND NRN GLOBAL KNOWLEDGE CONVENTION SPONSORSHIP PROPOSAL

1. The Event:

Non-Resident Nepali Association (NRNA) is organizing the 2nd NRN Global Knowledge Convention on 9-11 October, 2020 in Kathmandu, Nepal. The convention aims to bring together experts of various disciplines from Nepal, the Nepali Diaspora, and international scientific communities to explore Nepal's needs for expertise to help the country move towards a knowledge-based economy. The second convention is being co-organized in partnership with Kathmandu University and the Government of Nepal (GoN), and in collaboration with Nepal's education & research institutions, private sectors and other national and international stakeholders.

In addition, the second convention will endeavour to expand its horizon in all possible dimensions along with the realization of the new context brought by the unprecedented pandemic. The convention will use Sustainable Development Goals set by the United Nations and the 15th five-year plan of National Planning Commission of Nepal to shape its objectives and goals. In the current context of the COVID-19 pandemic, the convention will discuss its socio-economic impact on diaspora and resident Nepalis, and the challenges and opportunities it has brought in Nepal and around the world.

The focus of the convention will be guided by four overarching themes: In-house Innovation for Societal Changes, Science, Technology & Innovation Policy, Startups and Commercialization, Digitalized Economy. The conference will be organized in three parts: Inauguration, Plenary & Symposium sessions.

The convention will be organized online using the web-conferencing tool – ZOOM. The participation to the convention is based on registration. The registration charges are applied to all the participants, however there is discount for the students. It is expected to receive more than 500 participants in different sessions of the convention. The convention will be inaugurated by the Prime Minister of Nepal and will be participated by the government officials, high profile dignitaries, academician, scientist, experts, researchers, scholars and media persons.

2. Business Opportunity:

The 3 days online convention is much appreciated and knowledge based event of NRNA, which is being supported by Nepal Government. Besides individual participation, this convention also offers a business opportunity for the service providers, companies, entities and individuals; willing to get connected with the diverse group of experts, technical professionals and students, researches, NRN diaspora representing 82 countries, international experts and groups.

The interested individuals and entities can be part of the event as one of the sponsors of the event. The sponsors will be given different kind of mileages and privileges depending on the level of contribution they put. The opportunity is open for any individual, entities or service provides who wish to showcase their products, services and ideas to the group of intellectuals and their associated companies globally. NRNA will ensure maximum publicity and media coverage of the sponsors during the event. There will be publicity scheme including displaying

of the logo during the programs, flaunting sponsor's banners and logo in official and social media pages, acknowledgement during the opening or closing sessions, presentation of the services and products, jingle playing during the program and many more.

3. SPONSORSHIP CATEGORIES:

There are four options available to be the official sponsors of the convention.

SN	Category	Amount (NPR)
A.	Platinum Sponsor	5,00,000
B.	Gold Sponsor	2,50,000
C	Silver Sponsor	1,00,000
D.	Supporter	50,000

A. PLATINUM SPONSOR:

Any entity or an individual willing to contribute a fixed sum of Nepali Rupees Five lakhs (NPR 5 Lakhs) towards the convention will be given the title of Platinum Sponsor. The Platinum sponsor will be topmost sponsor of the convention and will get maximum publicity.

Mileages to the Platinum Sponsor:

- ❑ Logo/Name will be included in the entire Official documents of the convention.
- ❑ Logo/Name will be included in the convention banners
- ❑ Logo/Name will be displayed in the official website and the social media pages of the convention
- ❑ Official Presentation of 5 minutes will be allowed during the business session
- ❑ Play the jingle of the sponsor during the business or break session
- ❑ Short Promotional Video (2 minutes) of the sponsor to be shared in social media page of the convention
- ❑ Acknowledgement of the sponsor during the main event.
- ❑ Token of appreciation will be awarded

B. GOLD SPONSOR:

Any entity or an individual willing to contribute a fixed sum of Nepali Rupees Two Lakhs Fifty Thousand only (NPR 2,50,000) towards the convention will be given the title of Gold Sponsor.

Mileages to the Gold Sponsor:

- ❑ Logo/Name will be included in the entire Official documents of the convention.
- ❑ Logo/Name will be included in the convention banners.

- ❑ Logo/Name will be displayed in the official website and the social media pages of the convention.
- ❑ Short Promotional Video (1 minutes) of the sponsor to be shared in social media page of the convention.
- ❑ Acknowledgement of the sponsor during the main event.
- ❑ Token of appreciation will be awarded

C. SILVER SPONSOR:

Any entity or an individual willing to contribute a fixed sum of Nepali Rupees One lakh only (NPR 1 Lakh) towards the convention will be given the title of Silver Sponsor.

Mileages to the Silver Sponsor:

- ❑ Logo/Name will be included in the entire Official documents of the convention.
- ❑ Logo/Name will be included in the convention banners.
- ❑ Logo/Name will be displayed in the official website and the social media pages of the convention.
- ❑ Short Promotional Video (30 seconds) of the sponsor to be shared in social media page of the convention
- ❑ Acknowledgement of the sponsor during the main event.
- ❑ Token of appreciation will be awarded

D. SUPPORTER:

Any entity or an individual willing to contribute a fixed sum of Nepali Rupees Fifty Thousand only (NPR 50,000) towards the convention will be given the title of Supporter.

Mileages to the Supporter:

- ❑ Logo/Name will be included in the entire Official documents of the convention.
- ❑ Logo/Name will be included in the convention banners.
- ❑ Logo/Name will be displayed in the official website and the social media pages of the convention.
- ❑ Acknowledgement of the sponsor during the main event.
- ❑ Token of appreciation will be awarded.

SUMMARY OF THE MILEAGES TO SPONSORS:

Mileages	Platinum	Gold	Silver	Supporter
Costs (NPR.)	5,00,000	2,50,000	1,00,000	50,000
Promotional Jingle Display during the program	√	-	-	-
Business Presentation (5 mins)	√	-	-	-
Short promo video in social Media	2 min	1 min	30 sec	-
Logo/Name inclusion in official documents	√	√	√	√
Logo/Name display in official Website and social media pages	√	√	√	√
Logo/ Name display in convention banner	√	√	√	√
Acknowledgement during Conference	√	√	√	√
Token of Appreciation	√	√	√	√

Note:

- *The logo/name size will depend on the availability of the space in the media/ /prints/publications/web/*
- *The size of the logo/name of the partners will be in the ratio of 4:3:2:1 for Platinum, Gold, Silver and Supporter. The placement will be on first come first priority basis.*
- *Firms, companies and organization having a long term Partnership agreement or global id scheme partners shall be offered a 10 % discount on the published rates*

For more information and sponsorship booking; please contact:

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