

FOR NEPALI BY NEPALI



## 10th NRN Global Conference & NRNA International General Assembly

# SPONSORSHIP PROPOSAL

26 & 27 March, 2022  
Kathmandu, Nepal

### **The Association:**

Non-Resident Nepali Association (NRNA), a not for profit global organization of People of Nepali Origin and Nepali Citizens residing outside Nepal was established on 11 October, 2003 with the purpose of uniting and bringing together the Nepali Diaspora under one umbrella. NRNA is duly registered with Government of Nepal, Ministry of Foreign Affairs having its registration number as 01-2070/71. The objective of NRNA is to protect and promote the interests of Nepali Diaspora in and outside Nepal, utilize their potentials and resources for the welfare of Nepal and the Nepalese, promote Nepal and Nepali business interests and maintain cordial relation with the outside world.

During the 18 years of its establishment, the NRNA has successfully extended its network in 84 countries by establishing its National Coordination Councils (NCCs) and through these NCCs; NRNA is interconnecting the Nepali Diaspora and actively working for the preservation and promotion of Nepali culture, tourism, traditions and literature.

### **The Event:**

Every two years, NRNA organizes the Global NRN Conference with the support of the Government of Nepal – Ministry of Foreign Affairs and Federation of Nepalese Chambers of Commerce and Industry. The Global Conference is organized in conjunction with the International General Assembly (IGA) of NRNA.

The 10<sup>th</sup> NRN Global Conference and NRNA IGA is being scheduled for March 26 and 27, 2022. The Global Conference is the mega event of NRNA which is participated by the NRNs from across the globe, Resident Nepalīs, Friends of Nepal and high-profile personalities and dignitaries of Nepal. The conference expects to receive more than 500 participants.

The event is divided into two parts. The NRNA IGA is a closed program which will be open for the registered NRN members only to be held on 26 March 2022. Whereas the Global NRN Conference is Open program which will be held on 27 March 2022.

### **Attraction of the Event:**

- Inauguration by the Head of Country – Rt. Honourable President of Nepal
- Closing Session to be chaired by the Rt. Honourable Prime Minister of Nepal
- Platform to interact and exchange ideas with the wider group of NRNs
- Networks building among the diverse group of NRNs
- Unique opportunity to showcase business ideas, services and products among the group
- Business promotion and linkage with the interested group
- Gain insight on the issues of NRNs and NRNA

**Available Sponsorship types:**

The event has to offer 5 categories of sponsorship opportunity to all the interested entities/organizations /individuals.

SN	Category	Amount to be contributed	
		NRs.	US (\$)
1.	Event Partner	Entire cost of the particular event	
2.	Platinum Partner	12,00,000/-	12,000
3.	Gold Partner	8,00,000/-	8,000
4.	Silver Partner	5,00,000/-	5,000
5.	Supporter	1,00,000/-	1,000

<b>1</b>	<b>EVENT PARTNER</b>
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The firm, organization or an individual desiring to be associated with particular social event or events like Dinner, Lunch or Social Program during the conference will be called the Event Partner. The Event Partner will have to bear the cost associated with the event on the particular date and time. NRNA Secretariat will decide on the venue in consultation with the Event Partner. The venue should be easily accessible from the Conference Venue, preferable at any of the star Hotels inside the Kathmandu Valley. *(Incase of hosting the event outside the conference venue, the event partner will have to arrange for transportation for the guests).*

**List of Events available during the conference:**

SN	Details	Date	Venue
1.	Luncheon Programs (Total 2 events available)	26 and 27 March	Conference Venue
2.	Welcome Dinner	26 March	In Consultation with NRNA
3.	Closing Dinner	27 March	In Consultation with NRNA

***Mileages to the Event partners:***

- ❑ Logo/Name will appear in the prominent place at the event venue.
- ❑ Invitation cards for the particular event can be extended in the name of the Event Partner. *(Invitation cards have to reach the NRNA Secretariat 2-week prior the event).*
- ❑ One-page advertisement in conference souvenir *(Note: This offer is available only if the conference souvenir is published and the ad matter should reach to NRNA Secretariat within the stipulated time - prior to the conference date)*
- ❑ Logo/Name to be displayed in the conference area and main hall
- ❑ Logo/Name in the Conference Program Sheets/Manuals if published.
- ❑ Logo/Name (linking to its official website) in the official Conference website.
- ❑ Logo/Name in entire Official documents of the Conference.
- ❑ Business Presentation up to 10 minutes during the particular event.
- ❑ Promotional Stall within the area of the particular event being organized.
- ❑ Small Promotional materials in the Conference Kit

*(The promotional materials should reach to NRNA Secretariat within the stipulated time prior to the conference.)*

- ❑ Flexibility to decorate the particular event venue for the particular date and time, as per their corporate theme.
- ❑ Promotion of the logo or video (20 seconds) through social media page of NRNA.
- ❑ Acknowledgement during the inauguration and closing ceremony.
- ❑ Token of appreciation will be awarded.
- ❑ Five Complimentary Registrations to the NRNA Global Conference.

<b>2</b>	<b>PLATINUM PARTNER</b>
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A firm, organization or an individual can become a Platinum Partner by providing a fixed sum of money required for organizing the conference. The minimum amount to be provided is NRs. 12,00,000/- (Twelve Hundred Thousand Rupees only) for a firm /organization/individual based in Nepal and US \$ 12,000 (Twelve thousand US Dollars only) for a firm/ organization/individual based outside of Nepal.

*Mileages to the Platinum Partners:*

- ❑ Logo/Name in the entire Official documents of the conference.
  - ❑ Logo/Name in the main banner to be displayed in the conference area and main hall.
  - ❑ Logo/Name (linking to its official website) in the official Conference website.
  - ❑ One-page advertisement in conference souvenir
- (Note: This offer is available only if the conference souvenir is published and the ad matter should reach to NRNA Secretariat within the stipulated time - prior to the conference date)*
- ❑ Small Promotional materials in the Conference Kit *(The promotional materials should reach to NRNA Secretariat within the stipulated time prior to the conference.)*
  - ❑ Promotional table (2 ft X 3ft) to exhibit their products services in the conference venue.
  - ❑ Promotion of the logo or video of (10 Seconds) through social media page of NRNA.
  - ❑ Acknowledgement during the inauguration and closing ceremony.
  - ❑ Token of appreciation will be awarded.
  - ❑ Four Complimentary Registrations to the NRNA Global Conference.

<b>3</b>	<b>GOLD PARTNER</b>
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A firm, organization or an individual can become Gold Partner by providing a fixed sum of money required for organizing the conference. The minimum amount to be provided is NRs. 800,000/- (Eight Hundred Thousand Rupees only) for a firm /organization /individual based in Nepal and US \$ 8,000 (Eight thousand US Dollars only) for a firm/organization/individual based outside of Nepal.

*Mileages to the Gold Partners:*

- ≡ Logo/Name in the banner to be displayed in the conference area and main hall.
- ≡ Half page advertisement in conference souvenir (*Note: This offer is available only if the conference souvenir is published and the ad matter should reach to NRNA Secretariat within the stipulated time - prior to the conference date*)
- ≡ Logo/Name (linking to its official website) in the official Conference website.
- ≡ Small Promotional materials in the Conference Kit (*The promotional materials should reach to NRNA Secretariat within the stipulate prior to the conference*)
- ≡ Logo/Name in the entire Official documents of the conference.
- ≡ Promotion of the logo or video of (5 Seconds) through social media page of NRNA.
- ≡ Acknowledgement during the inauguration and closing ceremony.
- ≡ Token of appreciation will be awarded.
- ≡ Three Complimentary Registrations to the NRNA Global Conference.

<b>4</b>	<b>SILVER PARTNER</b>
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A firm, organization or an individual can become a Silver Partner by providing a fixed sum of money required for organizing the conference. The minimum amount to be provided is NRs. 5, 00,000/- (Five Hundred Thousand only) for a firm/organization/individual based in Nepal and US \$ 5,000 (Five Thousand US Dollars only) for a firm/ organization/ individual based outside of Nepal.

*Mileages to the Silver Partner:*

- ❑ Logo/Name in the banner to be displayed in the conference area and main hall.
- ❑ Logo/Name in the entire Official documents of the conference.
- ❑ ¼ page advertisement in conference souvenir (*Note: This offer is available only if the conference souvenir is published and the ad matter should reach to NRNA Secretariat within the stipulated time - prior to the conference date*)
- ❑ Logo/Name (linking to its official website) in the official Conference website.
- ❑ Leaflet in the Conference Kit (*The promotional materials should reach to NRNA Secretariat within the stipulated time prior to the conference.*)
- ❑ Promotion of the logo through social media page of NRNA.
- ❑ Acknowledgement during the inauguration and closing ceremony.
- ❑ Two Complimentary Registration to the NRNA Global Conference.
- ❑ Token of appreciation will be awarded.

<b>5</b>	<b>SUPPORTER</b>
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A firm, organization or an individual can support the conference as an Official Supporter by providing a fixed sum of money required for organizing the conference. The minimum amount to be provided is NRs. 1, 00,000/- (One Lakh 0 only) for a firm/organization / individual based in Nepal and US \$ 1,000 (One Thousand US Dollars only) for a firm/ organization/individual based outside of Nepal.

*Mileages to the General Supporters:*

- ❑ Logo/Name in the banner to be displayed in the conference area and main hall.
- ❑ Logo/Name in the entire Official documents of the conference.
- ❑ Logo/Name (linking to its official website) in the official Conference website.
- ❑ Acknowledgement during the inauguration and closing ceremony.
- ❑ One Complimentary Registration to the NRNA Global Conference.
- ❑ Token of appreciation will be awarded.



### Comparative Mileages/Benefits:

Details	Event	Platinum	Gold	Silver	Supporter
Costs (Rs.)	<b>Total cost of event</b>	<b>12,00,000</b>	<b>8,00,000</b>	<b>5,00,000</b>	<b>1,00,000</b>
Solo Banner placement in particular event venue	√	-	-	-	-
Event Venue Decoration in corporate theme	√	-	-	-	-
Invitation Cards in the name of partner	√	-	-	-	-
Promotional Stall in conf./event area(for event partners only).	√	√	-	-	-
Presentation (10 mins)	√	√	-	-	-
Adverts in the Conference Publication	1 page	1 page	1/2page	1/4 page	-
Promotional of logo in social media	20 sec video or logo	10 sec video or logo	5 Sec video or logo	Logo	-
Small Promotional Material in kit	√	√	Leaflet	-	-
	√	√	√	√	√
Logo in Main Banner/ Conf. Area	√	√	√	√	√
Logo in Conference Official documents					
	√	√	√	√	√
Logo in Official Website	√	√	√	√	√
Acknowledgement during Conference					
Token of Appreciation	√	√	√	√	√
Complimentary Registration	5	4	3	2	1

*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 2.5:2:1.5: 1:0.5 for Event, Platinum, Gold, Silver and Supporter. The placement will be on first come first priority basis.*
- ✦ *Promotional video and animated content of partners for social media promotion should be submitted to NRNA in 2 weeks advance.*

For more information and sponsorship booking; please contact:

**NRNA Secretariat**

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Email: [events@nrna.org](mailto:events@nrna.org)

Website: [www.nrna.org](http://www.nrna.org)

***Note: The Institutional partners of NRNA who have Joined the ID Card scheme of NRNA will be provided with 10 % discount on the offered rate for sponsorship***