

CAREERS

INVEST & GROW

EAT & SHOP



rozee
PARVAAZ
2022

**A CAREER AND
FINANCIAL WELLNESS EVENT
FOR PROFESSIONALS**

200+ Exhibitors | 30,000+ Salaried Professionals



PRIME
MINISTER'S
**Kamyab
Jawan**
کامیاب جوان
NATIONAL YOUTH
DEVELOPMENT
PROGRAMME
کامیاب جوان کامیاب پاکستان

**MEGA
EVENT**
<http://parvaaz.rozee.pk>

5TH JUNE 2022
AT EXPO CENTER LAHORE



WHY SPONSOR ROZEE PARVAAZ 2022?

Partner with ROZEE for Pakistan's biggest lifestyle event for salaried professionals.

30,000+

DIGITALLY ENABLED PROFESSIONALS TO ATTEND ROZEE PARVAAZ 2022

With an expected footfall of over 30,000 attendees, ROZEE PARVAAZ 2022 is geared to be the largest professional lifestyle event Pakistan has had over the past few years. This unique event will be attended by business personalities, startup enthusiasts, fresh graduates, mid-career professionals, and top management executives, presenting a unique opportunity to promote and position your brand in the talent market space. A wide range of internet-enabled individuals having a relatively higher purchasing power (average monthly income of Rs. 75,000) is going to be the perfect audience for your customer engagement and acquisition.

BREAKDOWN

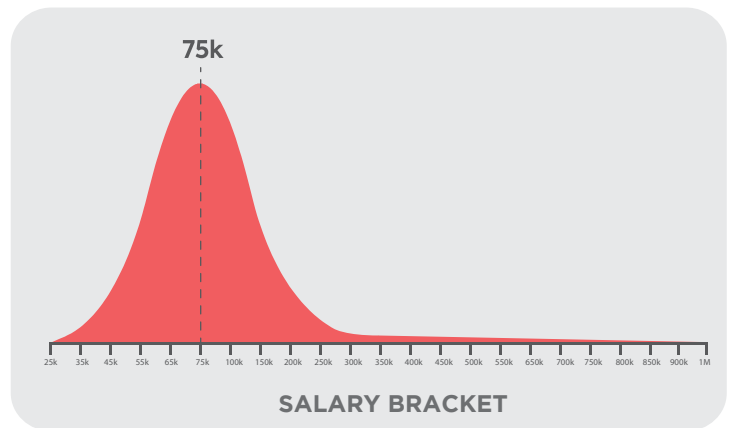
SMARTPHONE ENABLED

 68%

 24%

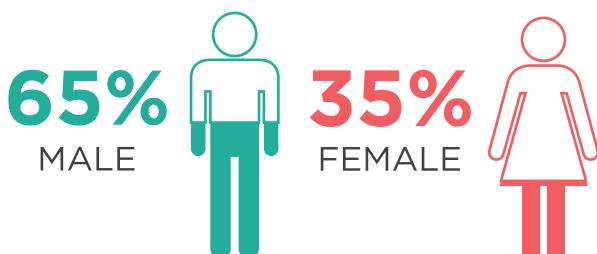
HIGH DISPOSABLE INCOME

Median Salary of **Rs. 75,000/month**



GENDER BALANCE

ENGAGE BOTH GENDERS STRIKING
THE PERFECT BALANCE



PROFESSIONAL MILLENNIALS

47%

22-30
YEARS
OLD

25%

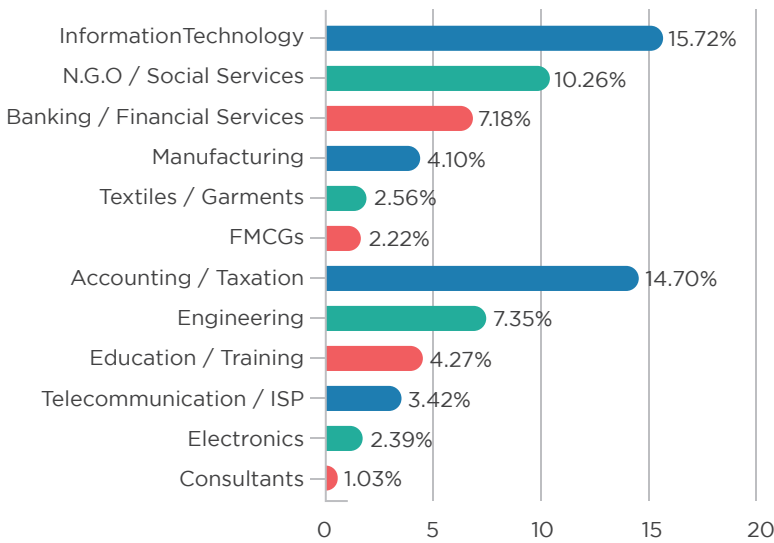
30-40
YEARS
OLD

28%

40
YEARS
& ABOVE

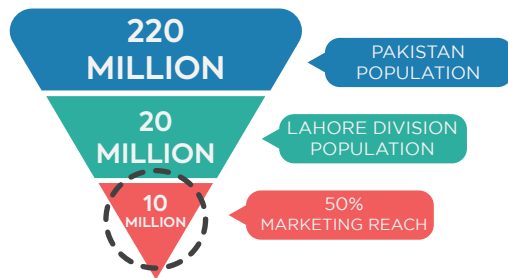
INDUSTRIES

CITY

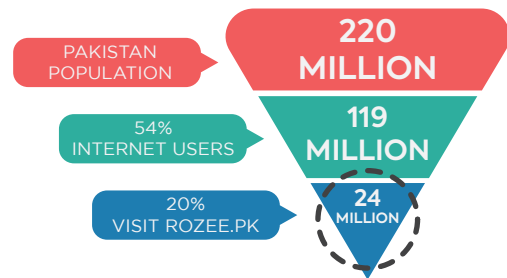


MARKETING REACH OF ROZEE PARVAAZ 2022

OUR ATL PROMOTION



VIA ROZEE.PK WEBSITE



ROZEE PARVAAZ 2022



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ABOUT US

ROZEE.PK, Pakistan's #1 Job Website

150,000

Registered Employers

9,500,000

Registered Professionals

24,000,000

Annual Visitors

"20% of Pakistan's Internet users visited Rozee during the last 12 months"

Rozee is Pakistan's # 1 online job site, which connects talent with opportunity. Rozee provides services to job seekers and employers by providing them with one platform for job searching as well as hiring, respectively. As Pakistan's largest online recruitment platform, it is used by over 150,000 employers and 9.5 million professionals. Since its inception, Rozee's platform has facilitated over 1 million job placements and has the largest database of searchable CV's in Pakistan.

In addition to career growth, Rozee is endeavoring to connect salaried professionals with the opportunities that enhance their financial wellness.

BACKGROUND

ROZEE.PK has held several massive job fairs in the past, attracting over 500,000 people and bringing over 300 employers to exhibit, interview and hire. ROZEE.PK is connected with 150,000 employers and nearly 9,500,000 professionals, and it has been bringing them together to create impactful job fairs.



Usman Dar

Special Assistant to the Prime Minister for Youth Affairs

Rozee Parvaaz 2022 is a welcome and timely initiative of Rozee.pk, Pakistan's premier online job portal.

Proactive and exemplary handling of COVID–19 by the Government has put Pakistan back on a high growth trajectory, with current GDP growth at 5.3%. The sustainability of this momentum is rooted in re-industrialization, value-added exports, digitization, and human talent based IT exports.

The Kamyab Jawan program is the soul of Prime Minister Imran Khan's vision to empower youth. It aims to empower young people with skills, resources and self-reliance opportunities. The program dovetails with the new economy that is re-shaping the economic and talent landscape of Pakistan. The government has a holistic strategy for positioning the country on the global outsourcing map.

Kamyab Jawan Program endorses the efforts of Rozee in the form of **ROZEE PARVAAZ 2022** to connect talented youth with employers for jobs and our partner financial institutions for housing loans and other services. The Kamyab Jawan program encourages youth employers, startups, and banks to participate in this commendable initiative.

Usman Dar

Special Assistant to the Prime Minister on Youth Affairs/
Chairman Kamyab Jawan Programme



MESSAGE FROM THE CHAIRMAN



Monis Rahman

Chairman

Pakistan has changed forever after COVID. The digital wave is transforming our economy from top to bottom. Smartphones are everywhere. We have seen massive increases in e-commerce, food ordering, digital financial services, and other productivity apps targeting the cream of Pakistan's consumers: the salaried professional.

At the same time, as we transition to a new digital economy, the demand for talent has surged. All industries are digitizing and there is a scarcity of talent to fuel this new wave. There has never been a more urgent time to bring talent and opportunity together.

We are delighted to invite you to participate in ROZEE PARVAAZ 2022, a career and financial wellness festival for salaried professionals with comparatively high disposable income. This collection of talent is fueling Pakistan's growth. They are also consumers and have unique needs for financial services ranging from credit cards to housing loans. These are the early adopters for new technology products as well.

ROZEE PARVAAZ 2022 promises to be a historic and impactful event. We hope you will consider partnering with PARVAAZ 2022 to help accelerate Pakistan's digital transformation.

A handwritten signature in black ink, appearing to be 'Monis Rahman', written in a cursive style.

Monis Rahman
Chairman

A WORD FROM THE CEO



S.H. KAZI

CEO

Rozee.pk is the pioneer of organizing job fairs in Pakistan. Over the last 17 years, it has organized numerous such events with excellent response from both employers and job seekers.

Rozee is transitioning from talent marketplace to a career & financial wellness platform. ROZEE PARVAAZ 2022, the latest in the line of the Job Fair series, will unveil this new direction. Besides being a talent marketplace, the event will also have an exclusive Startup Zone (fintechs, e-commerce platforms and other VC funded entities) followed by Financial Wellness Zone for established professionals (providing access to consumer banking and digital products, insurance services, mutual funds and other wealth / financial management options) and a dedicated Eat & Shop Zone to satisfy the palate and cravings of the attendees. With an expected footfall of 30,000+ comprising salaried professionals (with an average monthly income of Rs. 75,000) this is the perfect opportunity for:

- Increased brand engagement and top of mind recall
- Acquisition of customers and talent
- Bridging gender diversity gaps
- Finding the right customers and reaching out to support the Government's drive to sponsor low costing housing solutions
- Helping the youth discover their interests and employable skills, learn about employment opportunities, secure financial stability and nurture future entrepreneurs

A whole range of sponsorship opportunities have been developed to maximize your participation at ROZEE PARVAAZ 2022. The packages developed will enable you to reach your target audience with the right medium and cash-in on our extensive marketing channels.

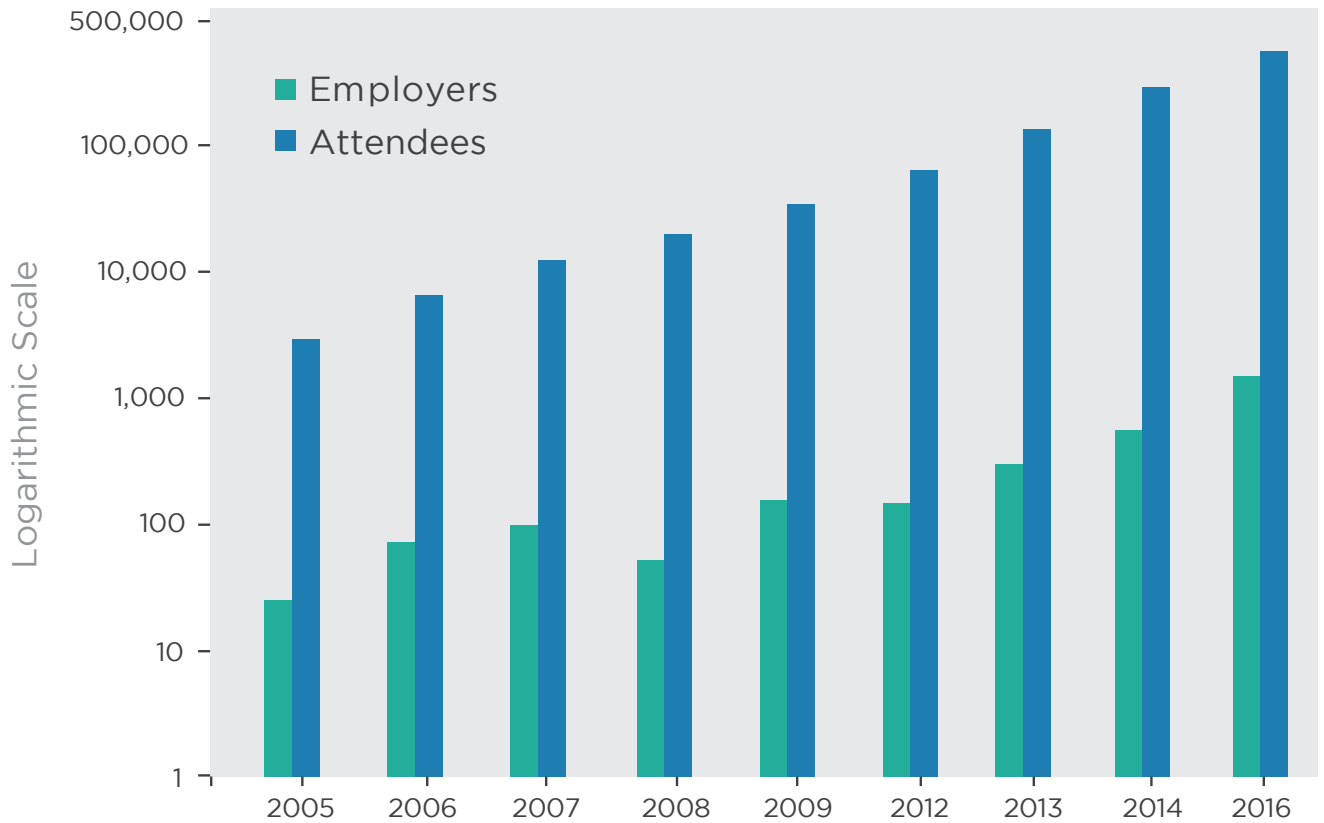
A handwritten signature in black ink, appearing to read 'SHAHID KAZI', with a stylized flourish at the end.

SHAHID HOSAIN KAZI
CEO

PREVIOUS ROZEE EVENTS



ROZEE.PK JOB FAIR TRACK RECORD



PREVIOUS EXHIBITING EMPLOYERS



TESTIMONIALS FROM PREVIOUS ROZEE.PK EVENTS



Levis Strauss Pakistan Pvt. Ltd.

“We have been using ROZEE.PK facilities for many years as of now but for the very first time we are participating in any of the ROZEE Job Fairs. As expected, I can see a lot of footfall over here.”

Ambreen Robin



Service Sales Corp. (Pvt.) Ltd.

“People who have missed out on this great opportunity, need to participate whenever it happens again, we definitely will! This is a huge response.”

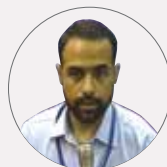
Mohammad Ali Nagi



The Resource Group (TRG)

“We have seen a lot of people coming in at the Rozee Job Fair since morning. There are a lot of people out there looking for a job.”

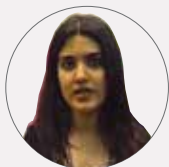
Elena Fulgoi



Mobilink GSM

“This has been an excellent opportunity to get first-hand knowledge about the job market. We've had an overwhelming response from not only students but experienced people as well.”

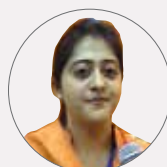
Syed Zulfiqar Ali Zaidi



Proctor & Gamble

“We are having a great time here and we've been exposed to a lot of quality candidates and we have met with many different people. The job fair has been great, and was very well organized.”

Shehzeen Rehman



Ufone

“There are a lot of resumes that we have received. I am sure we'll be able to find good potential candidates for open positions at Ufone.”

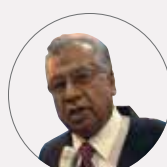
Sadia Yousaf



Descon Chemicals, (Pvt.) Ltd.

“We have received almost 2000 CV's since morning from different areas and disciplines. This includes students of Chemical Engineering, MBAs, ICMA's and others. Overall the turn out was very good.”

Mohsin Iqbal



Garshi Industries (Pvt.) Ltd.

“This is the best place one can come to find the right type of people. The arrangements are excellent and it has been organized and advertised very well.”

Syed Asad Raza



Midbridge Pvt. Ltd.

“We've been working with ROZEE over the last 3 years. We have recruited 25% of our resources through ROZEE.PK. ROZEE.PK has been a great support and help for meeting our customer service requirements. After spending a few hours over the Job Fair, we have a lot of CVs to go through.”

Danish Iqbal



Berger Paints Pakistan Ltd.

“We are planning to hire for more than 10 managerial positions from ROZEE Job Fair. This initiative from ROZEE.PK for the Job Fair has been an amazing experience.”

Waqas Arshad

* Testimonials are from previous events. The individuals mentioned may have changed roles and organizations since participation.

INTRODUCTION TO



rozee
PARVAAZ
2022

Rozee Parvaaz is a one day professional lifestyle event that will be visited by 30,000+ salaried professionals. It combines three essential wellness components: career growth and re-skilling opportunities, financial wellness through savings and lending products, and a delightful shopping festival for families.

Tu shaheen hai basera kar paharron ki chhattanon mein

Parvaaz is a unique event with the aim of elevating professionals to reach the peak of their potential. Parvaaz will catalyse opportunities in the digital world that Pakistan's new economy has enabled.

CAREERS

Hitting an all time low in 2020, the country's GDP growth rate is now increasing steadily, which is opening up new avenues of technology, human capital, and growth. As we are ushering into a digital age, the gap between employers and human resources with the right skill set is widening. Rozee Parvaaz aims to bridge that gap by connecting tens of thousands of fresh graduates, mid career and experienced professionals with top employers of the country. We are all set to rejuvenate Pakistan's job market.

Hire the Best

**Network with
Highly Qualified Individuals**

**Conduct On-spot
Interviews**

**Get the Best Talent
Before Others Do**

**Increase your Pool of
Electronically Submitted CVs**

INVEST & GROW

With salaries ranging from PKR 25,000 to PKR 1,000,000 and steady careers, the demographic mix of expected 30,000+ attendees is the ideal target market for offering unique financial services. Rozee Parvaaz 2022 will have an exclusive section for sponsors to offer a wide range of financial services such as investment opportunities, loans, insurance plans, and saving instruments to educated and digitally enabled salaried professionals.

Credit Cards

Loans (Auto, House, Personal)

Savings Instruments

Digital Financial Services

Life & Health Insurance

EAT & SHOP

Rozee Parvaaz 2022 will be a melting pot of various activities where the attendees will not only be able to satisfy their taste buds with sumptuous cuisines but also shop a wide range of products from the digitally enabled local sellers. In collaboration with Dukan Bazar eX, the event will feature trendy fashion products, aesthetically pleasing handicrafts and a variety of traditional and continental food, everything sourced directly from the small sellers.

Delicious Food

Arts & Crafts

Digitally Enabled Exhibitors

Quality Products

Competitive Prices

Lifestyle & Fashion

Powered by **dukan**

ROZEE.PK STATS

24 Million

Annual Visitors on ROZEE.PK

Over **1 million** people found jobs on ROZEE.PK
[come and meet these professionals and hear their stories]

20% of Pakistan's Internet users visited
ROZEE.PK during the last 12 months

150,000 of Pakistan's

leading companies post jobs on ROZEE.PK

9.5 Million

Registered Professionals

ROZEE.PK has deep integration with
HEC recognised universities through exclusive MoUs

50 Million

Job applications processed

ROZGAR.PK

The first of its kind, Rozgar.pk is a specialized job platform designed particularly for blue-collar workers in Pakistan. Powered by Rozee, Rozgar's state-of-the-art and incredibly easy-to-use, voice-enabled interface helps verified blue-collar workers find employment opportunities, connect with fellow workers, voice their concerns, ultimately helping those at the bottom of the pyramid.

ENTERPRISE SOLUTIONS

ROZEE EXECUTIVE SEARCH | CAREER PORTALS & ATS |
PAYROLL MANAGEMENT | RECRUITMENT MANAGEMENT SOLUTION

POPULATION EXPOSURE

ROZEE PARVAAZ 2022 is planned to facilitate the everyday professional, those talented individuals who have the requisite skills but lack the infrastructure and knowledge that could help them locate the right job and make sound financial decisions.



Fresh graduates will get on-spot assistance from Rozee career counselors. The counselors will help job seekers improve existing CVs or build new ones, advise them about appropriate career paths, alternative options and guide them in exploring new horizons. Professionals will also be introduced to a unique set of financial products and services that they can use to enhance their financial wellbeing. Additionally, the attendees will be able to connect with the digitally enabled local sellers from whom they can buy delicious food and a range of other amazing products.

Providing the maximum number of people a chance to attend, Rozee Parvaaz 2022 will be held in Lahore, the second largest city of Pakistan. With an expected footfall of over 30,000 visitors, Parvaaz 2022 is geared to be a landmark moment for the country's professionals. The venue will have state-of-the-art tech facilities, to give both employers and individuals the freedom to spread their wings.

EVENT ADVERTISEMENT



Emails to Rozee's
9.5 million registered
professionals



Branded Rickshaw campaign
of ROZEE PARVAAZ



Posters and brochures in
major educational institutes
of Lahore



Invitation letters to all
educational institutions and
brands



Social media marketing via Facebook, Twitter,
Instagram, Rozee.pk, LinkedIn and more.



Broadcasting
radio shoutouts
on a range of local
FM channels



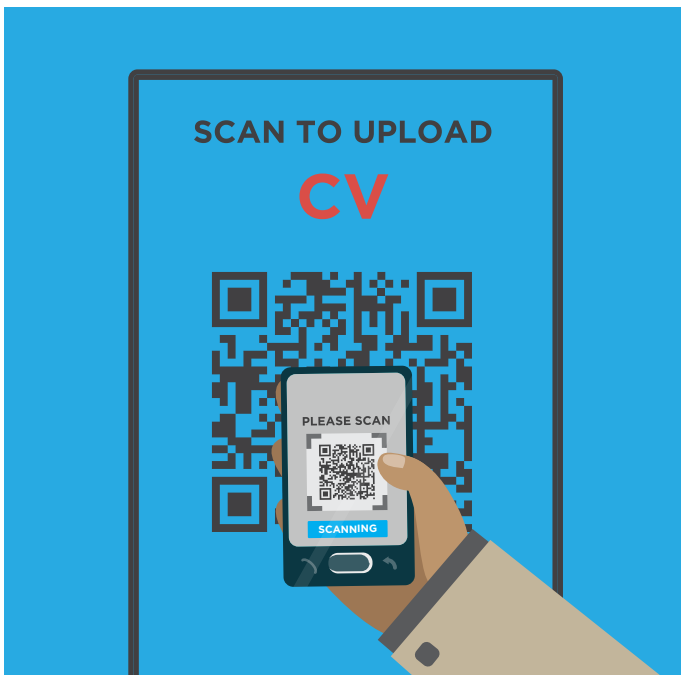
Standees & Banners
placed in multiple
universities



Web Banners
on rozee website

MOBILE FIRST EXPERIENCE

Paperless CV Submission: ROZEE.PK will issue QR Codes to every exhibitor. Job seekers will be able to submit their electronic CVs online by scanning the QR Code displayed on the exhibitor's booth through the mobile application of ROZEE.PK installed on their smartphones.



Employers/Exhibitors will be able to search through the thousands of submitted electronic CVs with the help of various search features in the ROZEE mobile app's employer portal. Employers will be able to log in to the ROZEE mobile application and view all the received CVs and apply various demographic checks and conditions to shortlist the perfect candidates.

EXPERIENCE ZONE

On-spot activations may be conducted by the sponsors at their respective Booths or Experience Zones. Sponsors will have the power to send email blasts to various target audiences registered on Rozee using our demographic filtering/targeting features and invite these individuals to visit their respective booths or experience zones.

These zones offer a complete sensorial experience. Guests will be able to hear, touch, feel and learn everything that your product has to offer. The sponsors will be able to engage with these 30,000+ salaried professionals having adequate financial power to generate qualified leads and acquire new clients. Through these experience zones, sponsors will be able to present financial products and digital solutions: be it a consumer product or a mortgage loan, gadgets such as a new smartphone, mobile applications that connect these individuals with digital ecosystem, or any lifestyle and wellbeing product.



The Experience Zone is essentially a concentrated representation of a sponsor's brand image. With complete freedom to customize everything from product displays to décor to the ambassadors running the zones, this is a perfect opportunity for the sponsors to let their audiences have an awe-inspiring experience with their creativity and presentation. With expected visitor numbers exceeding 30,000, the Experience Zone will be a prime source for generating hype and excitement about your latest product or service.

HOST CITY & VENUE

LAHORE / 5th June 2022

- ▶ Pakistan's 2nd largest metropolitan area
- ▶ Cultural center of Pakistan and economic hub of the Punjab
- ▶ 30,000+ Attendees
- ▶ Time: 10AM to 6PM
- ▶ Venue: Expo Center, Johar Town



EXPO CENTER



I BEST PLACE TO WORK SURVEY

ROZEE X SOLON ADVISORY

Rozee has partnered with Solon Advisory to help companies shape sustainable organizational structures, and develop a work environment that enables them to grow in the modern world. Solon Advisory provides a proprietary consulting framework based upon experiential insights promising tangible returns on financial and people investment.

WHAT IS IN IT FOR YOUR COMPANY?

Employers will be assessed through the insightful feedback of their employees, which will reflect empirical evidence, not opinions. A survey will be conducted, at the end of which the employers will receive a certificate showing their overall result and their position relative to other top employers.

DYNAMICS OF THE SURVEY

Your employees will be invited to respond to a survey, which seeks to understand the experiences, not opinions, of your workforce across the dimensions of People Ethos and Workplace Vitality. The response types are frequency measures that provide an absolute scale for measurement.

The survey takes about 10 minutes and can be completed on a mobile device or a computer. The survey seeks responses from all management, professional and administrative staff. However, other support staff such as tea boys and drivers should be excluded. Only aggregated employee results will be shared; no individual results to be shared. The survey will be administered by Solon Advisory Ltd., which is a company established in the UK and adheres to the best practices on General Data Protection Regulation (GDPR). Results will be provided for companies where the participation rate exceeds 40% to ensure meaningful statistical analysis.

WHAT IS REQUIRED OF YOU?

The only mandatory requirement is to provide the email address of all of your employees who will participate in the survey. It is possible to submit a number of fixed data fields, which would enable a detailed analysis of the results for your company, should you desire.



■ PARTNERSHIP PLANS

Sponsorship Packages are designed to give sponsors the maximum corporate value and financial flexibility to choose among the platinum, gold, silver, and bronze packages.

Sponsors can take advantage of our marketing and sponsorship opportunities to gain increased exposure for their companies towards the talent marketplace as well as the consumers of their products and services. We have customized sponsorship packages for each client according to the needs of their brand.



■ MILEAGE FOR PARTNERS

ROZEE PARVAAZ 2022 is expected to be visited by more than 30,000 talented salaried individuals including experienced professionals and fresh graduates. ROZEE PARVAAZ 2022 will have a guaranteed reach of at least 9.5 million talented individuals who are registered with Rozee. The overall market reach through the Electronic, Print & Social Media of ROZEE PARVAAZ 2022 and our valued sponsors will be tens of millions of individuals.

SPONSORSHIP PACKAGES

Take advantage of our marketing and sponsorship opportunities to gain increased exposure for your brand and company. We have four sponsorship packages customized according to your positioning preferences and requirements.

A whole range of sponsorship opportunities have been developed to maximize returns from your participation at ROZEE PARVAAZ 2022. These packages will enable you to reach your target audience with the right medium and to take advantage of our extensive marketing channels.

ROZEE PARVAAZ 2022 is expected to be visited by more than 30,000 digitally enabled salaried professionals having adequate buying power.



RS. 7 MILLION
[EXCLUSIVE]



RS. 5 MILLION



RS. 3 MILLION



RS. 1.5 MILLION



RS. 7 MILLION
[EXCLUSIVE]

As a Platinum/Title Sponsor, your brand will be the main sponsor of ROZEE PARVAAZ 2022. It will have full exclusivity on all the marketing domains and media promotions of the event.

WHAT WILL YOU GET

BRANDING AND MILEAGE	MILESTONES
Name and Logo to be included with Rozee branding on all event marketing e.g digital marketing (web, social media etc), newspapers, streamers, radio, press releases	As Lead/Title Sponsor
Venue Branding	As Lead/Title Sponsor
Exhibition Inauguration	Main Event - CEO/C-Level Executive Alongside Rozee Chairman
Event Launch - Media Coverage	
Closing Ceremony - Award Distribution	
Recognition on Media Wall	
PARTNERSHIP	MILESTONES
Radio FM 91 (2 weeks) Radio FM 103 (2 Weeks)	Mention as Title Sponsor
Streamers (300 Poles) - 1 week	Lead/Title Logo
Online banners on Rozee website	
Dawn Print Ad (Eng) 2 times Jang Print Ad (Urdu) 2 times	Lead/Title Logo

OOH	MILESTONES
Standees in Universities (100x800)	Lead/Title Logo
DIGITAL REACH	MILESTONES
Facebook/Instagram	Lead/Title Logo
Linkedin	Lead/Title Logo
Google	Lead/Title Logo
YouTube	Lead/Title Logo
OWN MEDIA	MILESTONES
Rozee Website Banners	Lead/Title Logo
Email Shots from Rozee	Lead/Title Logo
Customized Page on Parvaaz website	
BTL	MILESTONES
Standees at venue entrance (provided by client)	Qty 20
Dedicated Plasma screens for promotion	Qty 4+4
Premium Booths	Jumbo Quadruple Sized Premium Booth (prime location)
DEMOGRAPHICAL / PERSONA BASED TARGETING	MILESTONES
Through this Rozee proprietary tool, sponsors will be able to create Demographical Personas for product specific targetting through notifications. This tool will allow persona creation based on gender, salary, marital status and age	4 Personas 5 Notification Blasts
EXPERIENCE ZONE	MILESTONES
The Experience Zone - Enabling sponsors to showcase their full range of products and services. Unlocks option to hold branding exercises such as contests & celebrity brand ambassadors	Triple Size, Fully Customizable and to be set by the sponsor
ROZEE PRODUCTS - EXCLUSIVE DISCOUNT	MILESTONES
RMS with Career Portal	Free For 12 months
Executive Search	50% Off for 12 Months
Best Place to Work Survey (Rozee JV with Salon - An International Consulting Firm) - Cost USD \$1000	FREE



RS. 5 MILLION

As a Gold Sponsor your brand will be the key sponsor of ROZEE PARVAAZ 2022. It will have maximum mileage using all the marketing domains and media promotions of the event.

WHAT WILL YOU GET

BRANDING AND MILEAGE	MILESTONES
Name and Logo to be included with Rozee branding on all event marketing e.g digital marketing (web, social media etc), newspapers, streamers, radio, press releases	As Gold Sponsor
Venue Branding	
Exhibition Inauguration	CEO/C-Level executive alongside Rozee CEO to inaugurate pavilion of choice (Wellness / Startup)
Event Launch - Media Coverage	
Closing Ceremony - Award Distribution	
Recognition on Media Wall	
PARTNERSHIP	MILESTONES
Radio FM 91 (2 weeks) Radio FM 103 (2 Weeks)	As Gold Sponsor
Streamers (300 poles) - 1 week	Gold Logo
Online banners on Rozee website	
Dawn Print Ads (Eng) 2 times Jang Print Ads (Urdu) 2 times	Gold Logo

OOH	MILESTONES
Standees in Universities (100x800)	Gold Logo
DIGITAL REACH	MILESTONES
Facebook/Instagram	Gold Logo
Linkedin	Gold Logo
Google	Gold Logo
YouTube	Gold Logo
OWN MEDIA	MILESTONES
Rozee Website Banners	Gold Logo
Email Shots from Rozee	Gold Logo
Customized Page on Parvaaz website	
BTL	MILESTONES
Stand up banners at venue entrance (provided by client)	Qty 15
Dedicated Plasma screens for promotion	Qty 3+3
Premium Booths	Jumbo Triple Sized Premium Booth (prime location)
DEMOGRAPHICAL / PERSONA BASED TARGETING	MILESTONES
Through this Rozee proprietary tool, sponsors will be able to create Demographical Personas for product specific targetting through notifications. This tool will allow persona creation based on gender, salary, marital status and age	3 Personas 4 Notification Blasts
EXPERIENCE ZONE	MILESTONES
The Experience Zone - Enabling sponsors to showcase their full range of products and services. Unlocks option to hold branding exerices such as contests & celebrity brand ambassadors	Double Sized, Fully Customizable & to be set by the sponsor
ROZEE PRODUCTS - EXCLUSIVE DISCOUNT	MILESTONES
RMS with Career Portal	50% Off for 12 Months
Executive Search	50% Off for 12 Months
Best Place to Work Survey (Rozee JV with Salon- An International Consulting Firm)-Cost USD \$1000	50% Off



RS. 3 MILLION

As a Silver Sponsor your brand will be a proficient sponsor of the ROZEE PARVAAZ 2022. It will have significant mileage using all the marketing domains and media promotions of the event.

WHAT WILL YOU GET

BRANDING AND MILEAGE	MILESTONES
Name and Logo to be included with Rozee branding on all event marketing e.g digital marketing (web, social media etc), newspapers, streamers, radio, press releases	As Silver Sponsor
Venue Branding	
Exhibition Inauguration	CEO/C-Level Executive Alongside Rozee CEO to Inaugurate a Pavillion
Event Launch - Media Coverage	
Closing Ceremony - Award Distribution	
Recognition on Media Wall	
PARTNERSHIP	MILESTONES
Radio FM 91 (2 weeks) Radio FM 103 (2 Weeks)	As Silver Sponsor
Streamers (300 Poles) - 1 week	Silver Logo
Online banners on Rozee website	
Dawn Print Ads (Eng) 2 times Jang Print Ads (Urdu) 2 times	Silver Logo

OOH	MILESTONES
Standees in Universities (100x800)	Silver Logo
DIGITAL REACH	MILESTONES
Facebook/Instagram	Silver Logo
Linkedin	Silver Logo
Google	Silver Logo
YouTube	Silver Logo
OWN MEDIA	MILESTONES
Rozee Website Banners	Silver Logo
Email Shots from Rozee	Silver Logo
Customized Page on Parvaaz website	
BTL	MILESTONES
Stand up banners at venue entrance (provided by client)	Qty 10
Dedicated Plasma screens for promotion	Qty 2
Premium Booths	Jumbo Double Sized Premium Booth (prime location)
DEMOGRAPHICAL / PERSONA BASED TARGETING	MILESTONES
Through this Rozee proprietary tool, sponsors will be able to create Demographical Personas for product specific targetting through notifications. This tool will allow persona creation based on gender, salary, marital status and age	2 Personas 3 Notification Blasts
ROZEE PRODUCTS - EXCLUSIVE DISCOUNT	MILESTONES
RMS with Career Portal	50% Off for 12 Months
Executive Search	50% Off for 6 Months
Best Place to Work Survey (Rozee JV with Salon- An International Consulting Firm)-Cost USD \$1000	50% Off



RS. 1.5 MILLION

As a Bronze Sponsor your brand will be one of the special sponsors of the ROZEE PARVAAZ 2022. It will have basic yet fundamental mileage using the marketing domains and media promotions of the event.

WHAT WILL YOU GET

BRANDING AND MILEAGE	MILESTONES
Venue Branding	As Bronze Sponsor
Closing Ceremony - Award Distribution	
Recognition on Media Wall	
PARTNERSHIP	MILESTONES
Online banners on Rozee website	
OOH	MILESTONES
Standees in Universities (100x800)	Bronze Logo
SOCIAL MEDIA	MILESTONES
Facebook/Instagram	Posts recognizing as Bronze Sponsor/Bronze logo
Linkedin	Posts recognizing as Bronze Sponsor/Bronze logo
Google	Posts recognizing as Bronze Sponsor/Bronze logo
YouTube	Posts recognizing as Bronze Sponsor/Bronze logo
OWN MEDIA	MILESTONES
Rozee Website Banners	Bronze Logo
Email Shots from Rozee	Bronze Logo
Costumized Page on Parvaaz website	

BTL	MILESTONES
Stand up banners at venue entrance (provided by client)	Qty 6
Dedicated Plasma screens for promotion	Qty 2
Premium Booths	Jumbo Double Sized Premium Booth (prime location)
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PRIME MINISTER'S **Kamyab Jawan**
کامیاب جوان
NATIONAL YOUTH DEVELOPMENT PROGRAMME

A STEP FORWARD TO PROSPEROUS PAKISTAN
MAINLY FOCUSED ON 6 THEMATIC AREAS;

1 MAINSTREAMING MARGINALIZED YOUTH

2 EMPLOYMENT AND ECONOMIC EMPOWERMENT

3 CIVIC ENGAGEMENT

4 SOCIAL PROTECTION

5 HEALTH AND WELLBEING

6 YOUTH-FOCUSED INSTITUTIONAL REFORMS

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