



THE GAME OF KINGS SPONSORSHIP PROPOSAL

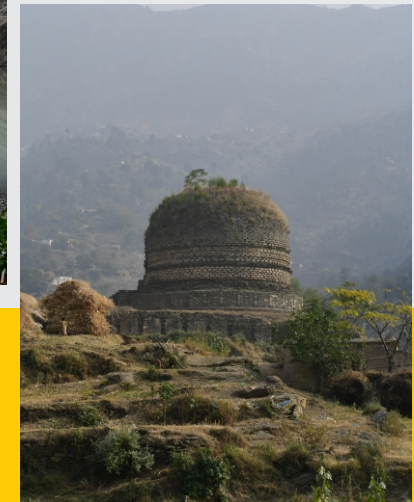
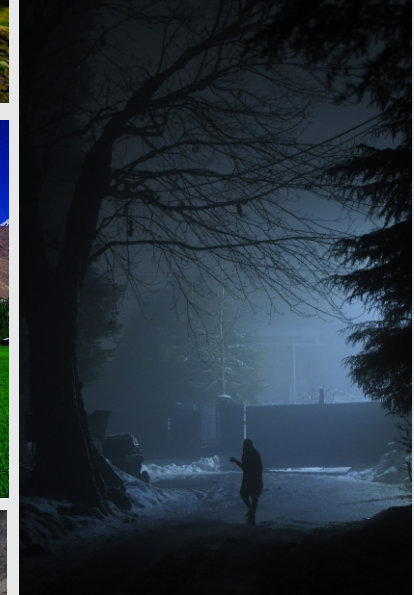


ABOUT KPCTA

The Government of KP is committed to transform the tourism sector in the province and it has totally revamped the legal and institutional regime. In this regard, the Khyber Pakhtunkhwa Culture and Tourism Authority (KPCTA) has been established in accordance with section 6 of Khyber Pakhtunkhwa Tourism Act 2019, which will significantly change the way government has been approaching tourism development in the province.

KPCTA is a beacon of hope in projecting the softer image of Khyber Pakhtunkhwa and therefore; aims to:

- *Promote and develop the tourism industry of the province by involving both public and private sectors*
- *Fully protect and preserve the culture; art; history; heritage – both tangible and intangible, traditions; environment; & biodiversity*
- *Develop socio-economic conditions of the people and areas having tourism potential*
- *Gradually and systematically identify and develop all the existing and potential areas for enticing domestic and international tourists*



SHANDUR POLO FESTIVAL

The highest polo ground of the world in Chitral, Khyber-Pakhtunkhwa hosts the Shandur Polo Festival every year in July, exclusively organized by the Tourism Department Govt. of Khyber Pakhtunkhwa in collaboration with District Administration Chitral.

Shandur Polo Festival provides a direct connection to the people of the region and an unmatched opportunity for marketers to establish their brand by associating with the people through a timeless tradition of Polo which is sacred to their hearts. The Shandur Polo Festival not only provides entertainment for the tourists but also generates a lot of revenues for the locals of the area. As the biggest tourism festival in Pakistan, the event is broadcasted across the globe through National and International Media. The tourists' influx ratio to the event is tremendously high in the previous years, for example, it touched 40 – 50K in 2019.

FEATURED ACTIVITIES

The matches played on the *“Roof of the World”* are unlike polo games played in other countries, even the rest of Pakistan. Freestyle mountain polo is also known as the *“Game of Kings”*. 'Polo' or 'Istoorghar' as the game is known in Khowar, is played on one of the world's highest polo grounds. Situated in a magnificent landscape of rolling pastures, azure lakes and the Hindu – Raj range, the setting is idyllic of a clash of the titans – the teams of Chitral and Gilgit Baltistan. To entertain the tourists/ spectators, several other activities will also be showcased at the Shandur Polo Festival 2022, which includes:

- *Traditional dances*
- *Gliding*
- *Paragliding*
- *Donkey polo*
- *Cultural performances*
- *Musical Concert*
- *Impressive fireworks.*



KPCTA – SPONSORSHIP POLICY

We offer different sponsorship levels to fit your marketing budget:

Gold Level Sponsor

(Package Price: Rs. 8 Million)

The following mileages will be provided to the Gold Sponsor:-

1. Acknowledgement in the speeches at the inauguration and closing of Festival
2. Coverage in the Electronic, Print and Social Media
3. Logo on the backdrop of Main Stage for Cultural Night of the event
4. Placement of its logo on the Envelopes of Cash Prizes for Winners
5. Placement of its logo/ Organization's name on Winners' Trophy
6. Signage placed all around the Polo Arena during matches
7. Displaying a flag with its logo during Paragliding show
8. Space/ area for its Promotional stall/ Exhibition Booth of size 7x7 m (23 x 23 ft.)
9. Provision of one KPCTA's Tent for the CEO of Sponsoring Company/ Agency
10. Display of Flag with its logo in the tented village
11. Logo on the front or back of Polo Players T-Shirts
12. Logo on the Main Entry Gate of the festival
13. Car Stickers/ Jeep banners with its logo
14. Three (03) seats in the seating enclosure for the three days Polo matches
15. VIP Breakfast, Lunch & Dinner passes for five (05) persons



Silver Level Sponsor

(Package Price: Rs. 6 Million)

The following mileages will be provided to the Silver Sponsor:-

1. Acknowledgment in speeches at the inauguration of Festival
2. Coverage in the Print and Social Media
3. Space/ area for its Promotional stall of size 5x5 m (16x16 ft.)
4. Two (02) seats in the seating enclosure on opening
5. VIP Breakfast, Lunch & Dinner passes for three (03) persons

Bronze Level Sponsor

(Package Price: Rs. 3 million)

The following mileages will be provided to the Bronze Sponsor:-

1. Special Coverage on Social Media Campaigns
2. Space/ area for its Promotional stall of size 3 x 3 m (10 x10 ft.)
3. One (01) seat in the seating enclosure on Opening
4. VIP Breakfast, Lunch & Dinner passes for two (02) persons





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**KHYBER PAKHTUNKHWA
CULTURE & TOURISM
AUTHORITY**

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