



MEDIAVERSE

◆ 2025 PROPOSAL ◆

◆ MEDIAVERSE ◆

WHERE EVERY STORY MATTERS & EVERY VOICE IS HEARD

MediaVerse is more than just a magazine; it's a platform that empowers young media professionals to drive impactful conversations and bring meaningful change. Spearheaded by the passionate students from the Department of Mass Communication, University of Karachi, MediaVerse blends traditional and digital media, providing a platform for emerging communicators, journalists, storytellers, and creators to amplify voices that often go unheard.

Building on the overwhelming success of last year's launch, which brought together 500+ attendees, 20+ sponsors and partners, and key industry experts, this year's MediaVerse event aims to be even bigger and more influential. The event will serve as a hub for networking, collaboration, and knowledge-sharing. It will integrate themes of sustainability, inclusivity, women empowerment, and youth engagement—ensuring that MediaVerse is not just an event but a catalyst for meaningful progress.

At MediaVerse, we believe that the media has the power to inspire, educate, and create real change—but we can't do it alone. You can be the one to help us turn this vision into reality.

We invite you to explore customized sponsorship and collaboration opportunities that align with your brand's vision and values. Together, we can bring real-life change, contribute to the betterment of society, and shape a future where every voice matters.

Let's create something extraordinary.

◆ EVENT OVERVIEW ◆

This year, we are embracing the theme

MEDIAVERSE FOR CHANGE.

reinforcing our commitment to using media as a force for social impact, inclusivity, sustainability, and empowerment. Following the success of our inaugural event, this year's event aims to be bigger, bolder, and more impactful, driving meaningful conversations and fostering collaborations that inspire change.



IN
OCTOBER



AT
UNIVERSITY OF KARACHI

LAUNCH EVENT

WHAT TO EXPECT THIS YEAR?



800+ attendees
from all over Karachi



Karachi University
Alumni Engagement



Presence of Deans,
Professors & Faculty
Members from the
University of Karachi
and other Universities.



Strategic Industry &
Brand Collaborations



Panel discussions,
Guest Speakers,
Influencers, & Artists.



Incorporation of
sustainability, women
empowerment, youth
development,
inclusivity, and digital
innovation.

MEDIAVERSE 2024

A LOOK BACK AT OUR INAUGURAL EVENT

Last year, MediaVerse launched with an impactful event that attracted a varied group of over 500 participants, such as students, faculty members, media experts, and influencers. Backed by 5 sponsors and 15 partners, we effectively established a dynamic platform for networking, education, and collaboration within the industry.

The event featured a panel discussion on "Contentpreneurship in the Age of Digital Media and AI" with industry experts: Asad Memon, Usman Riaz, Hasan Daudpota, Amtul Baweja, Bilal Hassan (Mystapaki). Moderated by Maham Khalid, the discussion explored the intersection of content creation, entrepreneurship, and emerging technologies.



EMPOWERING THE NEXT GENERATION

900+ students enrolled, with 150–200 graduates annually.

30:70 male–female ratio, championing gender diversity in media.

85% industry placement rate.

SUPPORT FROM GLOBAL & LOCAL GIANTS

Soorty Foundation & Orange Tree Foundation – Provided PKR 2 million worth of scholarships.

SHINE provided free Google Certifications for 250+ women.

Sony conducted an exclusive hands-on training on documentary and filmmaking.

ENVIRONMENTAL & SOCIAL IMPACT

WWF Collaboration – Led the plantation of 4,000 trees, reinforcing sustainability.

INDUSTRY COLLABORATIONS & MOUS

IO Digital – Signed a 3 year tech partnership.

KEYS Production – 1 year internship placement MoU.

Voice of South Asia – Dedicated internship placements.

Gulzia Foundation – Established a Septic Tank.

PIONEERING INCLUSIVITY IN MEDIA

ConnectHear – Ensured sign language interpretation for panel discussion.

Boltay Huroof – Produced braille copies of MediaVerse, making content accessible to the visually impaired.

ENVIRONMENTAL & SOCIAL IMPACT

14+ Leading Media Outlets including Bol News, Hum News, ARY News, Dawn, PTV, and Royal News covered MediaVerse.

Endorsed by Influential Personalities: Irfan Junejo, Food Fusion, Bilal Hasan, Patangeer, Hustle, Erum Raheel, Babar Mangi, Huma Mobin, etc.

◆ OUR DIGITAL REACH ◆

◆ INSTAGRAM ◆

3.4K | 243K

USERS

VIEWS

◆ LINKEDIN ◆

14K IMPRESSIONS CONNECTING
WITH PROFESSIONALS
ACROSS THE PLATFORM.

◆ FACEBOOK ◆

3.9K | 185

VIEWS

REACH

◆ OUR PREVIOUS SPONSORS & PARTNERS ◆

		 Bank Alfalah The Way Forward	
			
			
			
			
			

SPONSORSHIP

◆ PACKAGES ◆

TITLE
SPONSOR

RS.
800,000

PLATINUM
SPONSOR

RS.
600,000

GOLD
SPONSOR

RS.
400,000

SILVER
SPONSOR

RS.
200,000

BRONZE
SPONSOR































RS.
100,000

IN-KIND
SPONSOR

GOODS / SERVICES












PRE-EVENT











































PROMOTION

BENEFITS	TITLE SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	IN-KIND SPONSOR
Sponsorship Announcement on Social Media						
Shoutout in Event Promo Video						
Teaser Video Featuring Sponsor's Branding						
Video Message from Sponsor's Representative						
Collab Reel with Brand Representative						

EVENT DAY

PROMOTION

BENEFITS	TITLE SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	IN-KIND SPONSOR
Magazine Presence	Back cover logo & Feature article	Back cover logo & Feature article	Back cover logo	Back cover logo	Back cover logo	Back cover logo (conditional)
Magazine Ad Placement	Two-page color ad in print & digital – 17" by 11" (Sponsor selects section)	Full-page color ad in print & digital – 8.5" x 11" (Prominent section)	Half-page color ad in print & digital – 8.5" x 5.5" (Placed wherever suitable)	Half-page color ad in print & digital – 8.5" x 5.5" (Placed wherever suitable)		
Event Title Rights	Event named after the sponsor (e.g., MediaVerse 2025 presented by [Sponsor])					
Exclusive Stage Time	3 minute speech on-stage recognition and token of appreciation presentation	On-stage recognition and token of appreciation presentation				
Social Media Exposure	Dedicated sponsor post, exclusive video mention.	Dedicated sponsor post	Announced as an official sponsor on MV socials	Announced as an official sponsor on MV socials	Announced as an official sponsor on MV socials	Announced as an official sponsor on MV socials

Invitations (No. of representatives)	5	4	3	2	2	2
Branding Space	Booth and standee	Booth and standee	Standee	Standee	Standee	Standee
Post-Event Recognition	Brand testimonial, special mention in event recap video, thank-you post on social media	Brand testimonial, special mention in event recap video, thank-you post on social media	Mention in post-event content coverage, thank-you post on social media	Mention in post-event content coverage, thank-you post on social media	Thank-you post on social media	Thank-you post on social media
Verbal Acknowledge- ment						
Networking						
Sponsor's logo on our media wall						
Logo Display on the back- drop / SMD and Banners						
Souvenirs from MediaVerse						
Mention in Press Release						
Distribution of Branded Giveaways						

OTHER SPONSORSHIPS



**Hot/Cold
Beverages
Station Sponsor**



**Snack Station
Sponsor**



**Exclusive Media
Partner**



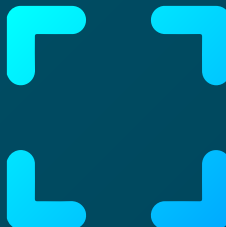
**Photo & Video
Sponsor**



**Hi-Tea
Sponsor**



**High-Speed
Internet Sponsor**



**Projector/SMD
Screen Sponsor**



**Printing &
Branding Sponsor**



**Clothing
Sponsor**



**Decor
Sponsor**



**Gifting
Sponsor**



**Tech
Partner**

◆ INCENTIVES ◆

1. Announcement as official partner on social media.
2. Complimentary invitation to the event for your company representatives.
3. Opportunity to set up a branded booth or station to showcase your products and interact with event attendees.
4. Social media shout-outs and gratitude posts to express our appreciation for your support.
5. Mention in main event announcements and acknowledgments during the event.
6. Unique networking chances with influential figures from academia, media, and various industries.
7. Logo placement on event posters, banners, and promotional materials.
8. Will receive souvenirs from MediaVerse.
9. Inclusion of your company's promotional materials in event gift bags.

◆ TERMS & CONDITIONS ◆

1. Brand presence is to be incorporated only after the contract is formally signed.
2. Sponsors must complete the payment at least 10 days before the event.
3. Payments can be made in full or in partial installments as agreed upon.
4. Sponsors must submit their logos and marketing materials immediately after signing the contract to ensure timely integration into event collateral.
5. Magnitude of exposure and promotion is in direct relation to the amount of sponsorship.
6. The number of representatives allowed per sponsor will be as mentioned in the sponsorship package.
7. Booth setup, standees, and other branding materials must be arranged by the sponsor. Placement of branding elements will be coordinated with the event team.
8. Sponsorship is non-refundable.
9. If the event is rescheduled, the sponsorship will be carried forward to the new event date, maintaining the same sponsorship benefits.
10. MediaVerse has the right to use sponsor names and logos in event-related promotional materials, as stated in the sponsorship package.
11. Any products, giveaways, gifts, or souvenirs distributed to attendees, guests, or participants must be pre-approved by the MediaVerse team before the event.
12. The sponsor is fully responsible for any loss or damage to their materials.
13. Sponsors may cancel their commitment at least 30 days before the event without penalty. Cancellations made less than 30 days before the event will require the sponsor to pay 25% of the agreed sponsorship amount as a cancellation fee.
14. Sponsors must adhere to socially, politically, and religiously responsible guidelines as defined by MediaVerse.
15. Any applicable taxes on the sponsorship amount will be borne by the sponsoring company/organization.
16. Sponsorship payments must be made only to the official account of the Department of Mass Communication, University of Karachi.
17. All sponsors are required to announce their partnership with MediaVerse on their social media platforms for increased visibility and mutual brand benefit.

◆ CONTACT DETAILS ◆

LET'S BRING CHANGE TOGETHER!

For inquiries, sponsorships, or collaborations, connect with us:

◆ CALL/WHATSAPP ◆

+92-345-2423063

Prof. Dr. Asmat Ara
CHAIRPERSON

+92-331-3579619

Ms. Syeda Mona Batool Taqvi
PROJECT LEAD

◆ EMAIL ◆

asmatara@uok.edu.pk
mona_batool@hotmail.com

◆ SOCIALS ◆



WEBSITE



FACEBOOK



INSTAGRAM



LINKEDIN