

SRI LANKA MODEL  
UNITED NATIONS 2019



“Youth Activism and Volunteerism”

5<sup>th</sup> – 6<sup>th</sup> of October

Bandaranaike Memorial International Conference Hall

SPONSORSHIP  
OPPORTUNITIES

EXCLUSIVE CONTENT  
FOR  
SLMUN 2019

**Dimuth Fernando**

**Secretary General**

[sg@slmun.org](mailto:sg@slmun.org)

+ (94) 77 319 1343

**Dinal Karunaratne**

**Deputy Secretary General**

[pr@slmun.org](mailto:pr@slmun.org)

+ (94) 76 644 3338

**Website**

[www.slmun.org](http://www.slmun.org)

**Facebook**

**Sri Lanka Model United Nations**

## What is SLMUN?

**Sri Lanka Model United Nations is one of Asia's largest and most recognized student-run simulation of the United Nations**, registered under the Education Outreach Program of the United Nations and endorsed by the Ministry of Education of Sri Lanka as well as The United Nations Educational, Scientific and Cultural Organization (UNESCO) This Year's Conference is its 12<sup>th</sup> session and is scheduled for operation from the **5<sup>th</sup> of October to the 6<sup>th</sup> of October 2019 at the Bandaranaike Memorial International Conference Hall, Sri Lanka.**

Model United Nations conferences give students the unique opportunity to represent different countries in simulations of different real UN (and Non- UN) committees discussing and debating a vast array of pressing topics and finally drawing solutions to issues that plague our world, all within the structure of the United Nations and following its procedures.

SLMUN 2019 marks 15 years (SAARC (2005 -2007) and SLMUN (2008-2019) of creating a diplomatic forum for future leaders. This year we hope to expand our conference to accommodate a delegation from every province and continent. We believe it is at this conference that delegates will be moulded to face and ameliorate the global issues which they will inherit from their predecessors whilst garnering the abilities in leadership and compromises it entails.

Having such an illustrious legacy, SLMUN had its humble beginnings as a simulation of the SAARC back in 2005. The change from the SAARC simulation to the simulation of the UN took place in the year 2008. Since then, the conference has grown exponentially, annually bringing together close upon 1000 Sri Lankan delegates from across the country and an ever-increasing number of foreign delegates to one single venue, to discuss, negotiate and reach consensus on world issues that affect their futures. It is an open forum for students from the ages of 13 to 21 years. This makes it the most representative youth Model UN Conference in South Asia

Operating under the theme "Youth Activism and Volunteerism" SLMUN 2019 strives to cultivate the next generation of thinkers and young leaders to be more aware and vocal of world issues that will impact them and their future. To do this SLMUN 2019 will engage the next generation to be proactive in the fields of both activism and volunteering, we believe that this effort will help transition the youth of this generation into informed and caring citizens of the world.

Furthermore, at SLMUN we believe that to initiate change we must go beyond just words and it is for this reason that we are actively engaging in community welfare initiatives through our CSR branch; the one world Volunteers, which gives delegates the opportunity to engage in community service.

We believe that a conference of this nature bears the potential to launch the careers of future diplomats, humanitarians and advocates. Essentially - the leaders of tomorrow. This conference gives the youth the opportunity to be actively involved in discussing and attempting to solve prevalent crises from around the world. Students will also learn the skills of leadership, negotiation, debate and compromise in a practical and well moderated environment.



## WHY SHOULD YOU BE OUR SPONSOR?

Companies have discovered a Business sponsorship to be a powerful tool in strengthening their brand equity through effective visibility, whilst actively participating in enhancing the profound principle in the modern marketing ethics; people, profit and planet – better known as the triple bottom line.

**As an organization with a long-standing reputation, sponsoring SLMUN 2019 provides you with an ideal platform to communicate with a variety of youth segments not only from Sri Lanka but around the globe, enabling you to position and target with an appropriate message and enlarge the customer base.** Moreover, the event participants are typically high-level decision makers representing various MUN Clubs from their respective schools who are exposed to a formal debating and decision-making atmosphere, providing businesses in search for prospects with a promise of advocacy, with the best environment.

By joining hands with us as a sponsor, your company is given a rare opportunity; to be intimately exposed to a classified group of global youth community. The event provides a relaxed and social framework enabling opportunities to build and develop strategic relationships and expand your network, that can be ultimately turned in to a competitor advantage, through retention and loyalty.

Partnering with us also gives you the opportunity to help the community, as a portion of each sponsorship received shall be donated or used for a charitable cause, through our CSR branch, the one world volunteers.

A conference of this magnitude requires substantial financial and resource assistance. By partnering with us, your organization too will benefit as this is an opportunity to both market your organization as well as gather market information. Your sponsorship in aid of this conference will guarantee it to be yet another success, which will greatly empower the youth, who are the future of this world.



## Avenues of Sponsorship

### Publicity for SLMUN 2019 conference

**Average number of annually participants: 800 – 1000 (Majority between 13 – 21 years old)**

**Mainly local Students (from all over Sri Lanka) and International Delegates (participants)**

Various channels and events will be used to publicize the event and also give maximum exposure to our sponsors.

### Newspapers, Magazines and Online Articles

Articles will be featured in popular newspapers, magazines and online news websites carrying details of the event and other programs in the months leading up to the event.



### Presentations at Educational Institutions

Informative presentations outlining all necessary and important details of the Conference will be carried out at major educational as part of our outreach.

### Physical Advertising Media (Banners/Posters)

Official promotional posters for the Conference carrying sponsor and co-sponsor logos will be on put up around Colombo city. Sponsor banners will also be displayed at events leading up to conference depending on the packages.

### Web and Social Media Coverage

Significant publicity and event awareness is garnered through social media. We routinely publicize/engage the event as well as its corporate sponsors on Facebook, Instagram and Twitter. Any sponsors partnerships will be announced via post on our pages. In doing so we ensure coverage reaches many teenagers and young adults that make up our principal audience. Prominent endorsements and their social media status updates regarding the conference across a wide cross section of our target audience.



## Shout-outs during the Conference Proceedings

Special mentions will be made of sponsors and co-sponsors headlining the event whenever announcements or shout-outs are made, during the event.

## Big Screen TV/Projector Advertising

A large electronic screen or projector featured at the Conference will frequently display advertisements and other information regarding the event proceeding and its sponsors. Certain sponsors are welcome to provide us specialized advertisements that they would wish to display during the conference.

## Promotional Booths

Sponsors are welcome to purchase stalls at the conference that may be used to publicize their business and its activities. **(Due to BMICH's rules, only sponsors promoting non-consumable items will be allowed to have a stall)**

## T-Shirts, Instant Photos and Other Merchandise

T-shirts and other merchandise available for purchase by any participant will comprise of the logos of sponsors in a large and attractive format bound to catch the eye of any onlooker. Placement of the sponsor will depend on the package purchased.

Photos of participants taken with a backdrop (that displays the logos of all the sponsors) are instantly printed on the days of conference together with the SLMUN logo, also displays the logos of the major sponsors.



The size of the logo and its placement depends on the sponsorship package purchased. Platinum sponsors logo will be featured in the water mark of all conference photographs being uploaded online.

## Regional Workshops and the Outreach Programme.

As is custom, the SLMUN committee will be conducting regional workshops to promote conference and train potential participants. These workshops are often accompanied by our sponsors and partners to spread their message across. Material given to or presentations used for participants can contain the logos of certain sponsors. During the 11<sup>th</sup> Session of SLMUN more than 15 workshops were completed around the Island.



## Main Workshop

SLMUN main workshop will be held in a prominent High school or higher education institute in Colombo, where delegates are invited to attend a workshop on conference committees and programs. Special partners may do a presentation at the workshop depending on relevance.



## Practice Debates

SLMUN holds two pre-conference practice debates in preparation for conference. All participants registered to attend conference are required to attend at least two of these Debates. Practice debates are generally held at a prominent high school in Colombo. Special sponsors may be allowed to have a limited amount of promotional material at the venue in the form of banners or presentation. (This is dependent on the venue granting permission).



## Press conference

A pre-conference press release will be organized by SLMUN. Presentation of dummy Cheques by main sponsors will be broadcasted by media partners. A back drop featuring SLMUN logos, partner logos and sponsor logos will be displayed prominently behind the panel.



SPONSOR OPPORTUNITY	ENTITLEMENTS TO BENEFITS AND EXPOSURE		
	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
	1,000,000 (MAXIMUM OF ONE PLATINUM SPONSOR)	500,000 (MAXIMUM OF TWO GOLD SPONSORS)	300,000 (MAXIMUM OF TWO SILVER SPONSORS)
DISSEMINATION OF SLMUN 2018 MEDIA RELEASE ON PROMINENT TELEVISION, RADIO AND PRINT MEDIA	Yes	YES	YES
BANNERS ON THE 3 DAYS OF CONFERENCE, PRACTICE DEBATES, DELEGATE SOCIALS AND OUTSTATION WORKSHOPS	UNLIMITED	Total 7	Total 5
CREATION OF AN ENTRANCE TUNNEL WITH THE SPONSOR LOGO, SLMUN LOGO ETC.	YES		
PRIORITY INVITATION STATUS FOR ALL SLMUN EVENTS (I.E. WORKSHOPS, PRACTICE DEBATES, CONFERENCE DATES)	YES	YES	YES
OPPORTUNITY FOR STALLS AT THE WORKSHOP AND PRACTICE DEBATE DATES (3 DAYS)	UNLIMITED	YES (1 STALL ONLY)	
ACKNOWLEDGEMENT ON THE SLMUN WEBSITE, OFFICIAL FACEBOOK PAGE, OFFICIAL FACEBOOK GROUP	YES	YES	YES
PERMISSION TO PUBLISH A FEATURED ARTICLE ABOUT THE SPONSOR AND SPONSORSHIP ON THE BLOG SLMUN WEBSITE AND MAGAZINE	YES	YES	YES
SPONSOR ADVERTISEMENT (INNER COVER PAGE)/ ARTICLE IN THE SLMUN BULLETIN OF THE 2 PRACTICE DEBATES AND DAYS OF CONFERENCE	YES	YES	YES (SPONSOR AD ONLY)
SPONSOR ADVERTISEMENT (INNER COVER PAGE)/ ARTICLE IN THE SLMUN MAGAZINE	YES	YES	YES (SPONSOR AD ONLY)
DISPLAY SPONSOR LOGO ON THE PROGRAMME LETTERHEAD AND PROMOTIONAL BROCHURES	YES		
GRANTED RIGHTS TO DISPLAY, "PROUD SPONSOR OF SLMUN 2019" ON THE OFFICIAL WEBSITE	YES		
GRANTED RIGHTS TO DISPLAY, "PROUD SPONSOR OF SLMUN 2019" ON THE OFFICIAL LETTERHEAD	YES		
GRANTED RIGHTS TO DISPLAY, "PROUD SPONSOR OF SLMUN 2019" ON THE OFFICIAL EMAIL SIGNATURE BLOCK	YES		
GRANTED RIGHTS TO DISPLAY, "PROUD SPONSOR OF SLMUN 2019" ON THE OFFICIAL NEWSLETTERS	YES		
GRANTED RIGHTS TO DISPLAY, "PROUD SPONSOR OF SLMUN 2019" ON CONFERENCE VEHICLES	YES		



SPONSOR OPPORTUNITY	ENTITLEMENTS TO BENEFITS AND EXPOSURE		
	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
	1,000,000 (MAXIMUM OF ONE PLATINUM SPONSOR)	500,000 (MAXIMUM OF TWO GOLD SPONSORS)	300,000 (MAXIMUM OF TWO SILVER SPONSORS)
<b>AT THE PRESS CONFERENCE</b>			
CEREMONY TO MARK THE INITIAL SPONSORSHIP CHEQUE	YES	YES	YES
PANEL REPRESENTATION AT PRESS CONFERENCE	YES	YES	YES
OPPORTUNITY FOR MEDIA COVERAGE AND PHOTOGRAPHIC EVIDENCE TO BE USED IN THE SPONSOR'S MARKETING MATERIALS AND SLMUN MARKETING MATERIALS	YES	YES	YES
<b>AT THE CONFERENCE</b>			
RECOGNITION OF THE COMPANY MANAGEMENT AT OPENING AND CLOSING CEREMONIES	YES	YES	YES
RIGHTS TO DISPLAY A SINGLE VIDEO ADVERTISEMENT AT THE OPENING CEREMONY	YES	YES	YES (OR CLOSING
RIGHTS TO DISPLAY TWO VIDEO ADVERTISEMENTS AT THE CLOSING CEREMONY	YES	YES (A SINGLE VIDEO)	CEREMONY)
RIGHTS TO DISPLAY A SINGLE CLIP (1 MINUTE), TWICE A DAY IN EACH COMMITTEE	YES	YES (1 MINUTE, ONCE IN EACH)	
RIGHTS TO DISPLAY A SINGLE CLIP (1 MINUTE) IN 6 SELECTED COMMITTEES EACH DAY	YES	YES	YES
PROMOTIONAL MATERIAL INCLUDED IN DELEGATE PACKS	YES	YES	YES (MAXIMUM OF 1)
DISPLAY OF SPONSOR LOGO ON DELEGATE MATERIAL (FILES, NOTEPADS), APPLICABLE EXCLUSIVELY FOR PLACARDS	YES	YES (FILES & NOTEPADS ONLY)	YES (FILES & NOTEPADS ONLY)
OPPORTUNITY FOR STALLS AT BMICH ON THE 2 DAYS OF CONFERENCE	UNLIMITED	YES (1 STALL ONLY)	YES (1 STALL ONLY FOR 1 DAY)
DISPLAY OF SPONSOR LOGO ON THE RED-CARPET BACKDROP	YES	YES	YES
OPPORTUNITY TO PROVIDE EQUIPMENT, SERVICES AND TECHNOLOGY AS PART OF THE SPONSORSHIP DURING THE EVENT	YES	YES	YES
PERMISSION TO PRESENT COMPLIMENTARY PRIZES AT THE EVENT	YES	YES	YES
COMPANY REPRESENTATIVE TO PRESENT AWARDS AT THE CLOSING CEREMONY	YES	YES	YES
VISIBILITY AND RECOGNITION AMONG SPONSORS DURING THE EVENTS	HIGHEST	HIGHER	HIGH
<b>ADDITIONAL OPTIONS ON NEGOTIATION OF TERMS AND CONDITIONS</b>	<b>AVAILABLE</b>	<b>AVAILABLE</b>	<b>AVAILABLE</b>





### INDIVIDUAL PACKAGES

### CONFERENCE SOUVENIR/MAGAZINE PACKAGES

Package	Amount	Content Published	Amount	Content Published	Amount
Banner (Standard size) (2 days)	LKR 15,000				
Banner (Standard Size – All Committees)	LKR 50,000				
Questionnaire (9 committees)	LKR 120,000				
5 leaflets inside delegate folders	LKR 50,000				
Presentation (2 committees [ 400 delegates] for 10 mins)	LKR 100,000				
Stall (2 days)	LKR 75,000				
Video advertisement (1m 30s) (9 committees)	LKR 100,000				
Advert space on Conference Bulletin (2 days) - Colour	LKR 15,000				
Ad. space on Conference Bulletin (2 days) - Black and White	LKR 10,000				
Video on website	LKR 50,000				
Space on Website (Homepage) (5 months)	LKR 75,000				
T -Shirt Sponsor	LKR 200,000				
		<b>Content Published</b>	<b>Amount</b>	<b>Content Published</b>	<b>Amount</b>
		<b>Full Page (A4 size)</b>		<b>Back Page Inner</b>	<b>LKR 25, 000</b>
		Full Colour	LKR 10,000	<b>Middle Page (Below the EXCO photo)</b>	LKR 20, 000
				<b>Front page Inner</b>	LKR 25,000

