BRAND ACTIVATION & EXPERIENCE PACKAGES

GENERAL / PREMIUM / SIGNATURE / EXCLUSIVE

YOUR BRAND AT FEM 5

Space to showcase. A festival to connect.

Participation options for brands, businesses and corporate companies across FEM Season 5.



18-19-20 DECEMBER 2026

GULBERG ISLAMABAD

Main title and category sponsorship / partnership proposals are available separately on request.

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

THE FEM 360-DEGREE EXPERIENCE

FOOD, ENTERTAINMENT, MUSIC AND BRAND ENGAGEMENT

30,000+
expected festival visitors

5 MILLION+
digital campaign reach / footprint

11 VS 11
celebrities and anchors cricket

BEFORE THE FESTIVAL

- Launch with celebrities, influencers and media
- Celebrity XI vs Anchors XI cricket
- Billboards, streamers and outdoor visibility
- Paid + organic digital campaigns, PR and activations

ACROSS ALL THREE DAYS

- Leading singers in concert each evening
- 100+ food and other stalls, corporate sponsors and category partners
- Daytime activities, brunch and kids carnival
- Pet show, auto show and HUM Television coverage

FOR YOUR BRAND

- Product + service showcases
- Live sampling + sales
- Customer engagement
- Brand promotion + positioning

Benefits depend on the selected package.

100+ BRANDS ACROSS FEM

4 SEASONS COMPLETED SINCE 2022



INSTAGRAM / REACH, PEOPLE & CAMPAIGN

@fem_pakistan / OFFICIAL ACCOUNT INSIGHTS AND CAMPAIGN CREATIVE

LAST 30 DAYS / 26 SEPTEMBER - 25 OCTOBER 2026

709,748
Instagram views

20K
Profile visits

207,626
Viewers

5,414
Interactions

35,031
Followers

+755
Net followers

INSTAGRAM AUDIENCE

45.1%
Women

54.9%
Men

73.6%
Audience in Pakistan

72.8% AGED 25-44

13-17		0.6%
18-24		21.3%
25-34		53.5%
35-44		19.3%
45-54		3.9%
55-64		0.9%
65+		0.5%

An adult-led Instagram audience, with younger and older age groups represented.



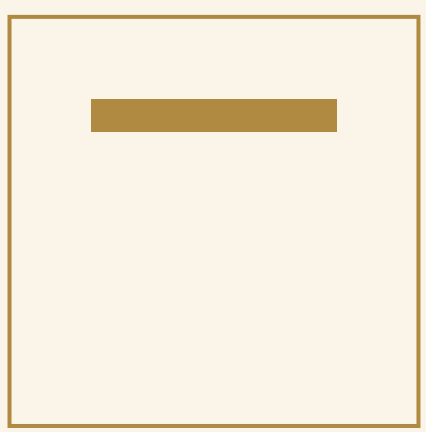
A coordinated campaign of creatives, reels and real festival moments.

FOOD | ENTERTAINMENT | MUSIC

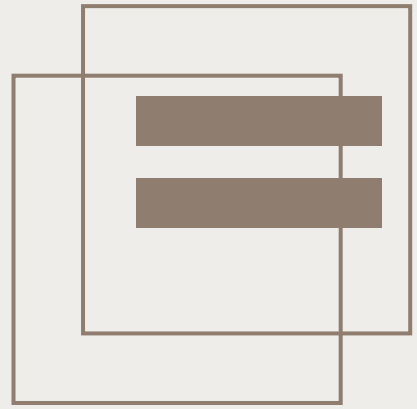
#SEASON5

FOUR WAYS TO JOIN FEM

GENERAL, PREMIUM, SIGNATURE AND EXCLUSIVE



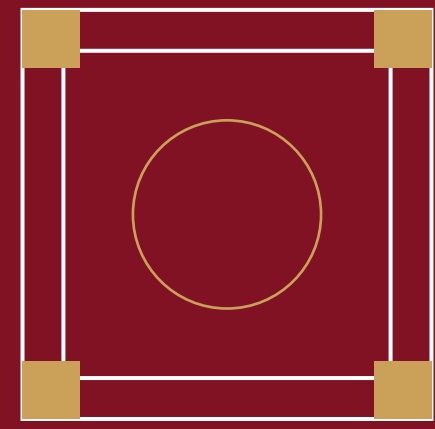
GENERAL



PREMIUM



SIGNATURE



EXCLUSIVE

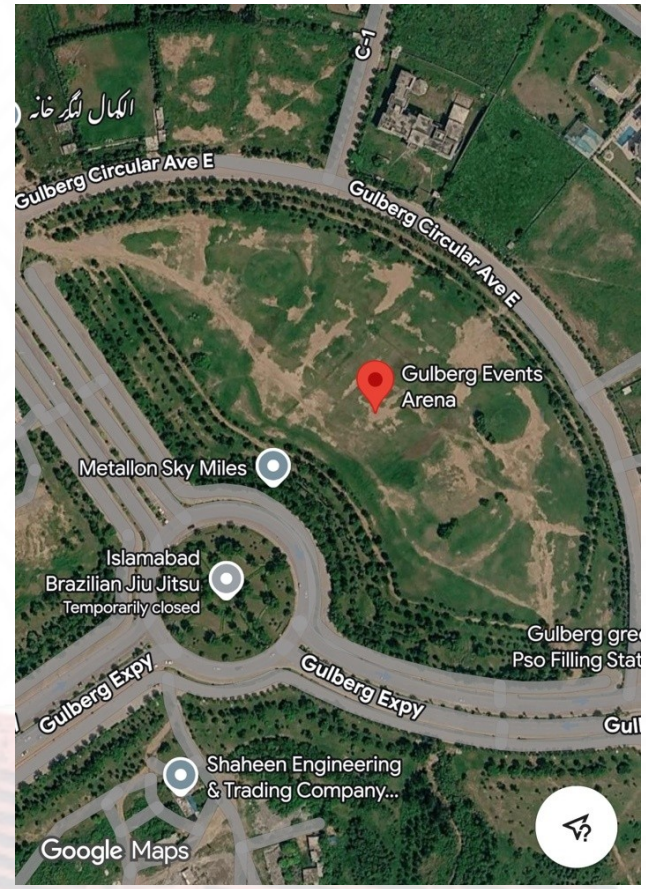
FOOD | ENTERTAINMENT | MUSIC

#SEASON5

THE VENUE / GULBERG ISLAMABAD

18-19-20 DECEMBER 2026





THE FESTIVAL AFTER DARK

An open-air festival setting with concert energy, brand activations and space for family experiences.

VENUE LOCATION

Gulberg Events Arena, Islamabad

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

OUR PREVIOUS MAJOR PARTNERS

ZONG & GULBERG ISLAMABAD

Leading partnerships across FEM seasons

OUR PREVIOUS SPONSORS & PARTNERS

BRANDS AND BUSINESSES ACROSS THE FEM JOURNEY

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

MEDIA COVERAGE & PARTNERSHIPS

HUM TELEVISION / FEM OFFICIAL MEDIA PARTNER





Television and radio coverage bring FEM's festival moments, participating brands and celebrity interactions to a wider audience.

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

MUSIC AT FEM

TENTATIVE ARTIST LINEUP / CONCERTS ACROSS THREE FESTIVAL DAYS



TENTATIVE PERFORMERS

- Farhan Saeed
- Bayaan
- Hassan Raheem
- Sahara UK
- Ali Zafar
- Bilal Saeed
- Asim Azhar
- Natasha Baig
- Abrar Ul Haq
- Young Stunners

Live music brings audiences together throughout the festival, alongside food, family activities and brand discovery.

THE FEM EXPERIENCE IN ACTION

LAUNCH, CRICKET, FESTIVAL ENERGY AND BRAND ENGAGEMENT



FESTIVAL AUDIENCE



LAUNCH & MEDIA MOMENTS



CELEBRITIES VS ANCHORS



LIVE ENTERTAINMENT



BRANDS IN THE VENUE



FAMILIES, FRIENDS & SHARED MOMENTS

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

CELEBRITIES XI

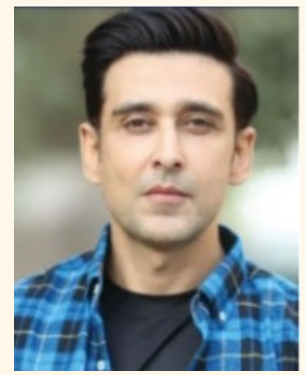
FEM CRICKET CLASH - 12 DECEMBER 2026 - TENTATIVE PARTICIPANT POOL



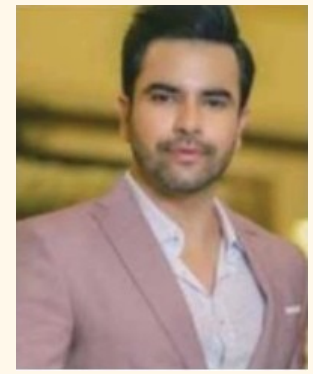
Ijaz Aslam



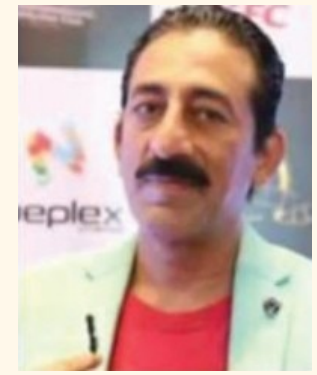
Faisal Qureshi



Sami Khan



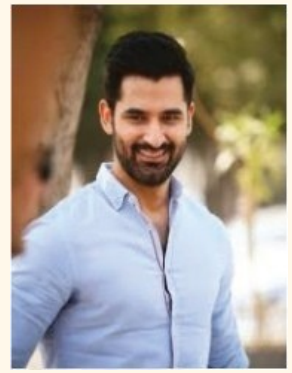
Junaid Khan



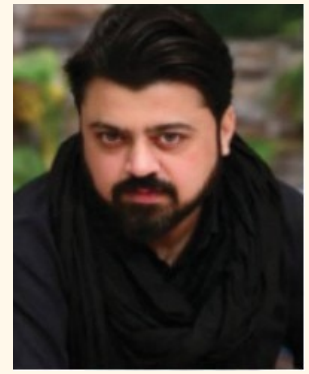
Adnan Shah



Salman Saeed



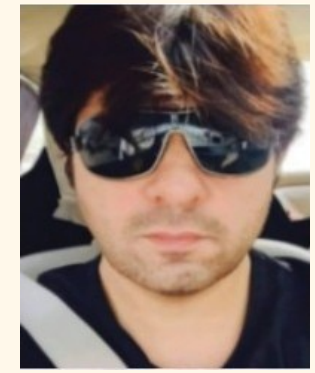
Zain Baig



Agha Sheraz



Shamyl Khan



Arbaz Khan

Celebrity XI versus Anchors XI: brand visibility, media moments and content creation.

ANCHORS XI

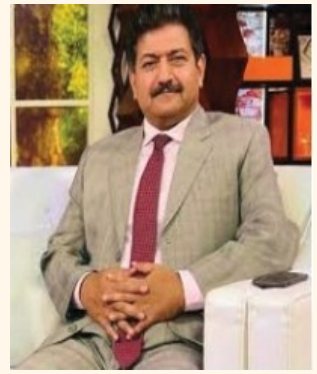
FEM CRICKET CLASH - 12 DECEMBER 2026 - TENTATIVE PARTICIPANT POOL



Talat Hussain



Kashif Abbasi



Hamid Mir



Asim Raza



Mohammad Malik



Rehman Azhar



Sammar Abbas



Shahzab Iqbal



Adnan Haider



Shahid Rind



Jawed Khan



Kashif Majeed

Celebrity XI versus Anchors XI: brand visibility, media moments and content creation.

THE ROAD TO FEM 5

PRE-EVENTS, CAMPAIGN BUILD-UP AND THE THREE-DAY FESTIVAL

DIGITAL CAMPAIGN

Social content, ads and paid promotions

OUTDOOR CAMPAIGN

OOH visibility, streamers and standees

11 DECEMBER 2026

LAUNCH EVENT

Celebrities, bloggers and influencers; brand introductions and media moments.

12 DECEMBER 2026

FEM CRICKET CLASH

Celebrity XI vs Anchors XI exhibition match and activation activities.

18-20 DECEMBER 2026

THREE-DAY FESTIVAL

FEM festival at Gulberg Islamabad. Campaign activity continues across all three days.

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

BRAND CONNECTIONS & CAMPAIGN CHANNELS

EXPERIENCES THAT CONNECT PEOPLE, PRODUCTS AND BRANDS

01 BRAND ACTIVATION

02 BRAND EXPERIENCE

03 PRODUCT SHOWCASING

04 CUSTOMER ENGAGEMENT

05 NEW LEADS

ADVERTISING CHANNELS

DIGITAL MEDIA
Social platforms, ads and campaigns

TV & RADIO
Platforms and collaborations

OUTDOOR
2,000 streamers and standee placements

INFLUENTIAL & PR
Celebrity and artist shout-outs

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

CITIES, DATES & VENUES

FEM SEASON 5 - ISLAMABAD AND THE NEXT CITY

ISLAMABAD

18-19-20 DECEMBER 2026

VENUE

Gulberg Islamabad

Three-day festival

LAHORE

DECEMBER-JANUARY

VENUE

TBD

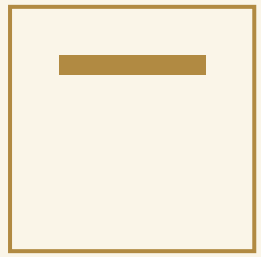
Tentative

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

CHOOSE YOUR PACKAGE

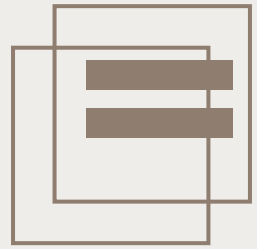
FOUR LEVELS OF SPACE, SETUP AND BRAND MILEAGE



GENERAL

Festival space allocation only

BARE SPACE



PREMIUM

Festival space + specified Premium stall setup

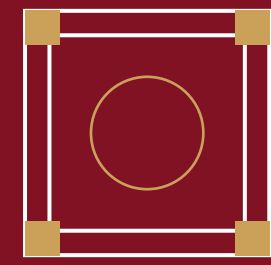
SPACE + SETUP



SIGNATURE

Premium benefits + launch, cricket, festival branding and digital promotion

BARE SPACE OR SPACE + SETUP



EXCLUSIVE

Premium + Signature benefits, competitor exclusivity and added integrations

BARE SPACE OR SPACE + SETUP

Signature and Exclusive bare-space options retain their promotional and access benefits. Physical stall setup applies only to the space + setup option.

GENERAL

Space allocation.

Bare space

An allocated footprint for your brand to build and operate.

FOOD | ENTERTAINMENT | MUSIC
#SEASON5

GENERAL PACKAGE

SPACE & ALLOCATION

PACKAGE 01 - 1 OF 1

10 x 10 ft	20 x 10 ft	20 x 20 ft	30 x 20 ft
100 sq ft	200 sq ft	400 sq ft	600 sq ft



VENUE CONTEXT - LOCATION ASSIGNED BY FEM

FEM ALLOCATES

Selected bare space for the three-day festival; FEM determines location and designation.

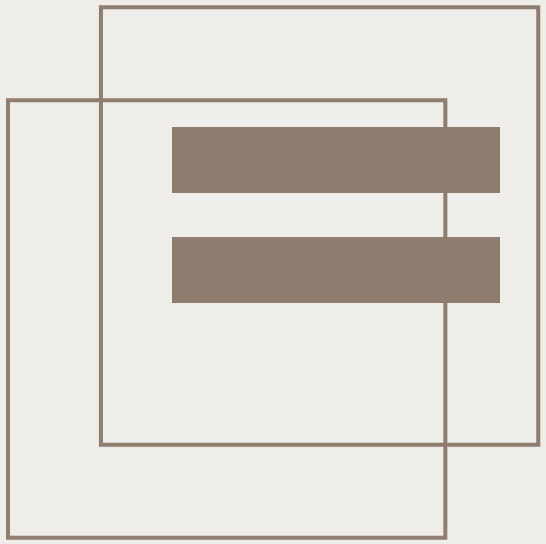
YOUR BRAND BUILDS

The brand arranges its stall build, display fixtures and operating requirements.

SPACE ONLY - NO OTHER ORGANISER DELIVERABLES

No setup, electricity, furniture or entry passes. No launch, cricket, PR, promotion or additional festival venue-branding benefits.





PREMIUM

Setup & visitor engagement.

Space + specified stall setup

A branded environment for product display and visitor engagement.

FOOD | ENTERTAINMENT | MUSIC
#SEASON5

PREMIUM PACKAGE

STALL SETUP & ACCESS

PACKAGE 02 - 1 OF 2

BRANDED STRUCTURE

Truss structure with three branded fascias

VISIBLE FROM EVERY SIDE

Four branded columns + rear branding wall

STALL LIGHTING

SMD lights, moving beams and stall lighting

FLOOR & DISPLAYS

Wooden floor + podium

FURNITURE

Tables + chairs

ELECTRICITY

Electricity connection

6 STAFF PASSES

Per day

4 MANAGEMENT PASSES

Per day

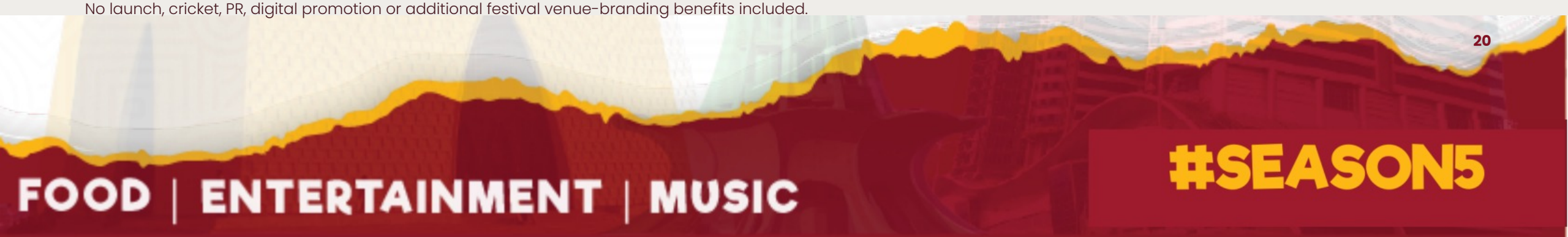
VENUE SEATING

General + thematic seating outside the stall

CHARGED SEPARATELY

LED / SMD screens; in-stall lounge seating if required; extra fabrications. Available sizes: 10 x 10, 20 x 10, 20 x 20 and 30 x 20 ft. Setup runs across all three days.

No launch, cricket, PR, digital promotion or additional festival venue-branding benefits included.



PREMIUM PACKAGE

SETUP IN APPLICATION

PACKAGE 02 - 2 OF 2



BRANDED FASCIAS & PRODUCT DISPLAY



DISPLAY COUNTERS & DEMONSTRATIONS



BRANDED COLUMNS & ENQUIRY SPACE



CUSTOMER CONVERSATIONS



BRANDED VISITOR ENVIRONMENT



PRODUCT & VISITOR INTERACTION

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SIGNATURE

Launch, match & festival mileage.

Bare space or space + setup

Setup options with launch, cricket and festival promotion.



SIGNATURE PACKAGE

LAUNCH & CRICKET MATCH BENEFITS

PACKAGE 03 - 1 OF 3 - PREMIUM BENEFITS INCLUDED

AT EACH EVENT **Launch: 11 Dec 2026 | Cricket: 12 Dec 2026**

MEDIA WALL
Logo on the main media wall

2 BRANDING WALLS
Dedicated walls, each 10 x 10 ft

STAGE SMD
Logo loop alongside major and category sponsors / partners

PRODUCT SAMPLING
Product / brand sampling, customised by mutual coordination

3 MANAGEMENT PASSES
Management entry for three persons at each event

MEET & GREET
Celebrities, influencers and other sponsors / partners

OFFICIAL CREATORS
Influencers / bloggers cover brand, products, celebrity moments + branding, with social tagging for engagement + visibility

HOST & CONTENT
Host endorsements, event coverage and content creation

ADDITIONAL CRICKET MATCH BENEFITS

2 BOUNDARY BOARDS
Each 10 x 2 ft

ONE TEAM SHIRT
Brand logo; position to be decided

GIVEAWAYS & SHOUT-OUTS
Brand giveaways to celebrities + on-spot shout-outs



SIGNATURE PACKAGE

THREE-DAY FESTIVAL BENEFITS

PACKAGE 03 - 2 OF 3 - PREMIUM BENEFITS INCLUDED

MAIN MEDIA WALL

Brand logo on the main media wall

3 BRANDING WALLS

Dedicated 10 x 10 ft walls at the entrance and other main walkways

STAGE SMD

Logo loop alongside major and category sponsors / partners

BRAND PROMOTION

Beyond own sampling, sales and activations: pre-event stories, SMD promotion all 3 days, host endorsements and influencer / blogger tags before + during FEM

DAILY ACCESS

6 staff + 4 management + 2 VIP enclosure passes per day

PARTNERSHIP GRID

One FEM x brand announcement grid on official FEM Pakistan digital handles, with paid support

3 PRE-EVENT STORIES

Three pre-event announcement stories

1 PRE-EVENT REEL

Specially created reel, including a visit, posting and paid support

10 INFLUENCER VISITS

Designated stall visits, coverage and tagging by 10 influencers / bloggers, alongside other general visits



SIGNATURE PACKAGE

BRAND MILEAGE IN APPLICATION

PACKAGE 03 - 3 OF 3 - LAUNCH, CRICKET & FESTIVAL



MEDIA-WALL PRESENCE



PRODUCT SAMPLING



TEAM-SHIRT BRANDING



GROUND BOUNDARY BOARDS



STAGE VISIBILITY



DEDICATED BRANDING WALLS



INTERVIEWS & EVENT CONTENT



FESTIVAL AUDIENCE

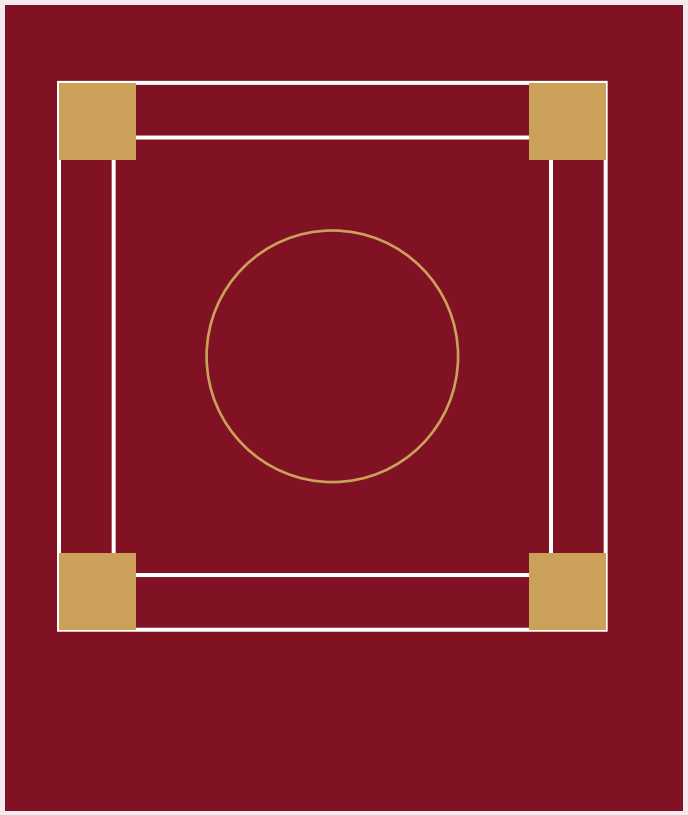
FOOD | ENTERTAINMENT | MUSIC

#SEASON5

EXCLUSIVE PACKAGE

PACKAGE OVERVIEW

PACKAGE 04



EXCLUSIVE

Exclusivity & enhanced integrations.

Bare space or space + setup

Signature benefits, competitor exclusivity and enhanced integrations.

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EXCLUSIVE PACKAGE

ADDITIONAL EXCLUSIVE BENEFITS

PACKAGE 04 - 1 OF 2 - PREMIUM & SIGNATURE BENEFITS INCLUDED

COMPETITOR EXCLUSIVITY

FEM will not onboard a competing brand within the agreed scope

TICKET-LINKED OFFERS

Link products, services and offers to tickets and discount coupons, connecting to 100+ general and home-based food, arts & crafts, clothing and fashion stall offerings

FEM + BRAND

Coordinated brand integrations

ENHANCED BRANDING

Enhanced quantities of launch-event and festival branding and other deliverables

BOTH TEAMS' SHIRTS

Brand logo on both teams' shirts

DEDICATED CELEBRITY CONTENT

Two dedicated celebrity shout-outs + one dedicated celebrity endorsement

Bare space retains the promotional and access benefits. Space + setup includes the Premium stall specification. Signature benefits: pages 23-25. Prices: page 30.



EXCLUSIVE PACKAGE

EXCLUSIVE MILEAGE IN APPLICATION

PACKAGE 04 - 2 OF 2



FEM + BRAND INTEGRATIONS



TEAM-SHIRT BRANDING



DEDICATED CELEBRITY CONTENT

TICKET-LINKED BRAND OFFERS

ENTRY PASS → **BRAND OFFER**

Tickets, coupons and participating-stall connections



ENHANCED BRANDING TOUCHPOINTS

FOOD | ENTERTAINMENT | MUSIC

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PACKAGE INVESTMENT

GENERAL & PREMIUM - ALL AMOUNTS IN PKR - THREE-DAY FESTIVAL

GENERAL

BARE SPACE

10 x 10 ft	300,000
20 x 10 ft	500,000
20 x 20 ft	700,000
30 x 20 ft	900,000

PREMIUM

SPACE + SETUP

10 x 10 ft	500,000
20 x 10 ft	700,000
20 x 20 ft	900,000
30 x 20 ft	1,100,000

GENERAL

Space only. No other organiser deliverables.

PREMIUM

Specified setup + listed access only; no launch, match or promotional benefits.

PACKAGE INVESTMENT

SIGNATURE & EXCLUSIVE – ALL AMOUNTS IN PKR

SIGNATURE

FOOTPRINT	BARE SPACE	SPACE + SETUP
10 x 10 ft	550,000	750,000
20 x 10 ft	750,000	950,000
20 x 20 ft	950,000	1,150,000
30 x 20 ft	1,150,000	1,350,000

EXCLUSIVE

FOOTPRINT	BARE SPACE	SPACE + SETUP
10 x 10 ft	800,000	1,000,000
20 x 10 ft	1,000,000	1,300,000
20 x 20 ft	1,200,000	1,600,000
30 x 20 ft	1,400,000	2,000,000

Signature: launch, cricket and festival promotion, content and access (pages 23-25). Exclusive: Signature benefits + exclusivity and additional integrations (pages 27-28).

Bare space excludes the physical stall setup. Space + setup includes the Premium specification; promotional and access benefits remain with the selected package.

YOUR BRAND AT FEM 5

18-19-20 DECEMBER 2026 - GULBERG ISLAMABAD

01 SELECT

Package, footprint and bare space or setup

02 COORDINATE

Location, artwork, electrical needs and optional additions

03 CONFIRM

Exclusivity scope and commercial terms with FEM

FEM DELIVERS

Selected scope
Space, setup and promotion listed in the package and format.

Coordination & access
Agreed artwork, content and event access; listed launch, match and festival benefits where included.

THE BRAND PROVIDES

Brand assets & team
Approved logos and artwork, products and trained activation staff.

Stock & fulfilment
Samples, giveaways and brand-funded offers. Own build for bare space, with organiser approval.

CALL / WHATSAPP: 0336 0554611

FEM MOMENTS / BRANDS & STARS

LAUNCH, CRICKET AND SPONSOR MOMENTS



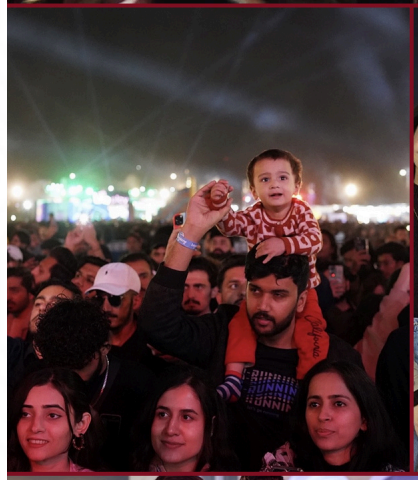
FOOD | ENTERTAINMENT | MUSIC

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FEM MOMENTS / PEOPLE & FESTIVAL ENERGY

FAMILIES, FRIENDS AND LIVE ENTERTAINMENT











FOOD | ENTERTAINMENT | MUSIC

#SEASON5

FEM MOMENTS / EXPERIENCES & ACTIVATIONS

BRAND ENGAGEMENT ACROSS THE FESTIVAL

























FOOD | ENTERTAINMENT | MUSIC

#SEASON5

WATCH FEM IN ACTION

PREVIOUS EVENT HIGHLIGHTS / CLICK A TITLE OR THE YOUTUBE LINK

01 LAUNCH EVENT

Previous highlights of the launch event.

https://youtube.com/watch?v=dP5xMVic8-U

02 CELEBRITIES VS ANCHORS

Previous highlights from the FEM Cricket Match.

https://youtube.com/watch?v=PJyniKGFLJI

03 THREE-DAY MEGA FESTIVAL

30,000+ visitors in 3 days. 100+ brands. Media and PR at its fullest, backed by the organising team's experience and passion.

https://youtube.com/watch?v=g950dcUZaXw

THANK YOU

LET US EXPLORE YOUR BRAND'S PARTICIPATION AT FEM

For prospective sponsors, partners and collaborators

Let's explore more through an online call, a Zoom meeting or a one-to-one meeting at our official workplace.

OFFICIAL WHATSAPP

+44 7553 358114

CALL / SMS / WHATSAPP

0336 0554611

OFFICIAL WORKPLACE

Constitution One Avenue Towers
Islamabad

Online call / Zoom
One-to-one meeting