FOOD STALL PROPOSAL

GENERAL FOOD / HOME-BASED FOOD / PREMIUM / PLATINUM

SERVE.
SHOWCASE.
CONNECT.

Food stall options for restaurants, cafes and home-based food vendors.



18-19-20 DECEMBER 2026

GULBERG ISLAMABAD

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

FEM 5 / THE FESTIVAL & ROADMAP

THREE DAYS OF FOOD, ENTERTAINMENT AND MUSIC AT GULBERG ISLAMABAD

30,000+
expected festival visitors

5 MILLION+
planned digital campaign footprint

35,031
Instagram followers

THE ROAD TO FEM 5

PHASE	WHAT HAPPENS
Digital & outdoor	Paid and organic digital campaigns, streamers and standees
11 December 2026	Launch event with celebrities, bloggers and influencers
12 December 2026	Celebrity XI vs Anchors XI exhibition cricket match
18-19-20 December 2026	Three-day festival: food, concerts, kids activities and family experiences

FOOD | ENTERTAINMENT | MUSIC

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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.

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FOOD STALL PACKAGES



01

GENERAL STALL PACKAGE



02

PREMIUM PARTNER PACKAGE



03

PLATINUM PARTNER PACKAGE

FOOD | ENTERTAINMENT | MUSIC

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GENERAL FOOD / HOME-BASED FOOD

COVERED 10 x 10 FT STALLS / ALL THREE DAYS / PRICES IN PKR

GENERAL FOOD

Non-corner: 65,000
Corner: 75,000



HOME-BASED FOOD

Non-corner: 50,000
Corner: 60,000



INCLUDED IN EACH PACKAGE

- Covered 10 x 10 ft iron-frame stall
- 15 AMP electricity connection
- 2 tables and 4 chairs
- Printed stall fascia
- One social media announcement

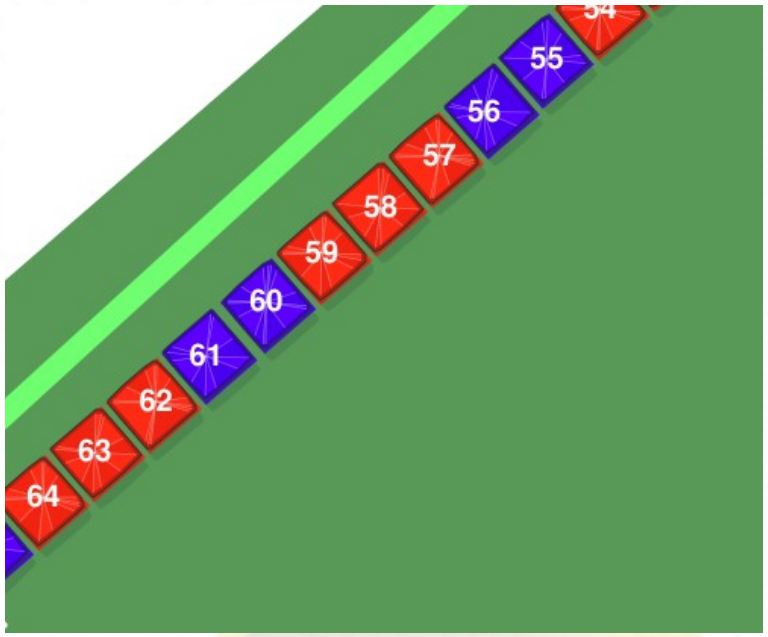
FOOD | ENTERTAINMENT | MUSIC

#SEASON5

STALL PLACEMENT / LOCAL LAYOUT VIEWS

CROPPED SECTIONS FROM THE APPROVED FLOOR PLAN

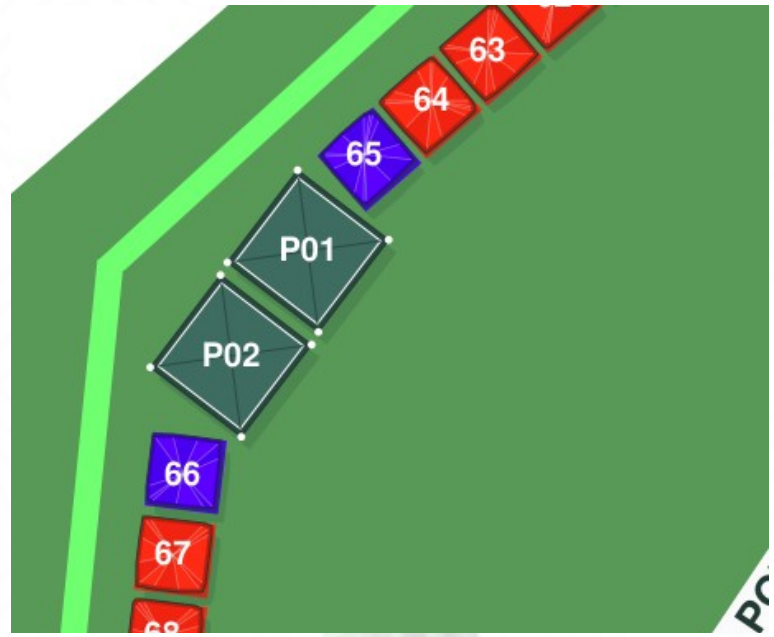
GENERAL / HOME-BASED



10 x 10 ft stalls along the stall lanes.
Red: non-corner. Purple: corner.

Allocations are at the discretion of the organizer.

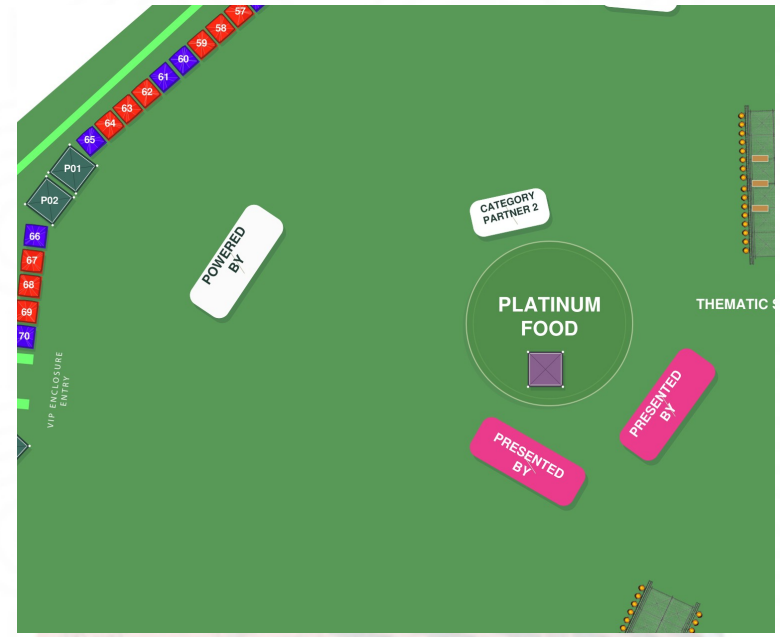
PREMIUM PAIRS



Paired Premium spaces sit within the General stall lanes, in bare-space or with-setup format.

Allocations are at the discretion of the organizer.

PLATINUM / CENTRAL



Central placement, with the General lanes and paired Premium spaces visible in the surrounding context.

Allocations are at the discretion of the organizer.

PREMIUM PARTNER PACKAGE

PACKAGE 02



PACKAGE 02

PREMIUM PARTNER PACKAGE

FOOD | ENTERTAINMENT | MUSIC

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PREMIUM PARTNER / STALL & SETUP

Premium allocation on the floor plan: 20 x 10 ft. Choose bare space or the with-setup stall format.

WITH-SETUP STALL SPECIFICATIONS

01 Four-sided truss structure for the premium stall setup

02 Two framed fascias: 16 x 2 ft and 8 x 2 ft

03 Branding on all four pillars: 10 x 2 ft each

04 One framed 10 x 10 ft branding wall

05 Backdrop cover displaying the partner's logo

06 Ambience lighting, SMD lights, rotating beams and general ambient lighting

07 Electricity connection

08 Standard furniture: 3 tables and 6 chairs

Charged separately: wooden flooring and an in-stall SMD screen.

The branding, event and content deliverables on the following pages apply to both bare-space and with-setup formats.

PREMIUM PARTNER / BRANDING & CAMPAIGN

01 Logo on the main media walls at the launch event, celebrities match and three-day festival.

02 Recognition as a Premium Food Partner in festival venue branding:
a. Two dedicated framed 10 x 10 ft branding walls at main placement points.
b. Inclusion on shared Premium Partners branding walls at ticketing, the entrance and major display / walkway points.

03 Stage SMD promotion throughout the launch, match and all three festival days, including peak evening crowd periods. Two 12 x 12 ft stage SMDs are dedicated to promotions.

04 Premium Partner reveal through one dedicated collaborative three-post grid on @fem_pakistan; four dedicated stories from reveal to the final festival day, promoting menu, deals, discounts and attractions; organic and paid digital support.

PREMIUM PARTNER / CONTENT & ACCESS

05 Pre-event kitchen tour by FEM's content and production teams, creating an on-site pre-hype reel for a collaborative post on digital handles.

06 Coverage across the launch, match and all three festival days as part of overall event production. Raw content featuring the partner is shared after the event for its own content library.

07 5-7 dedicated visits, content / reels and tagging by official food-segment influencers and bloggers, alongside other general visits.

08 Host announcements and endorsements during peak crowd periods, promoting the menu, deals and offers and directing visitor footfall.

09 6 vendor / staff passes per day for all three festival days.

10 4 General Enclosure passes per day for owners / management.

11 2 VIP Enclosure passes per day for owners, management, families or guests.

12 Add-ons to be discussed and included as agreed at signing / contract.

PREMIUM PARTNER / FORMATS & PRICES

PACKAGE 02 / PAGE 4 OF 5 / BARE SPACE OR WITH SETUP



BARE SPACE

PKR 300,000

20 x 10 ft allocation for your approved stall build.



WITH SETUP

PKR 450,000

Includes the specifications on the Stall & Setup slide.

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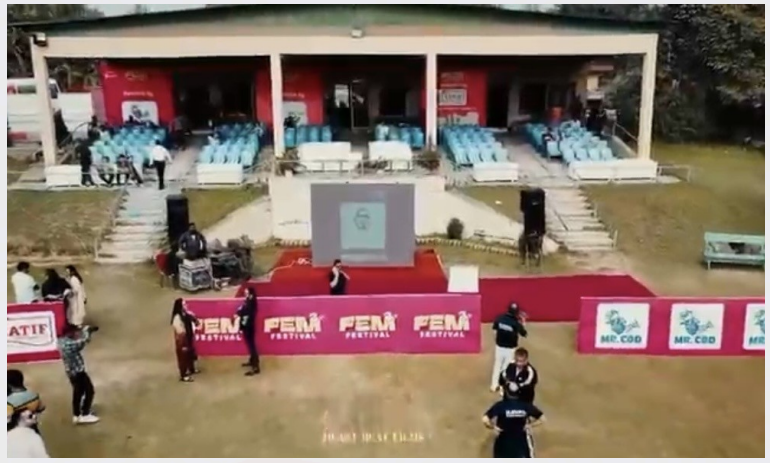
PREMIUM PARTNER / VISUAL EXAMPLES



PREMIUM FOOD STALL SETUP



LAUNCH MEDIA-WALL PRESENCE



CELEBRITIES MATCH BRANDING



VENUE BRANDING



STAGE SMD PROMOTION



REAL FESTIVAL AUDIENCE

FOOD | ENTERTAINMENT | MUSIC

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PLATINUM PARTNER PACKAGE

PACKAGE 03



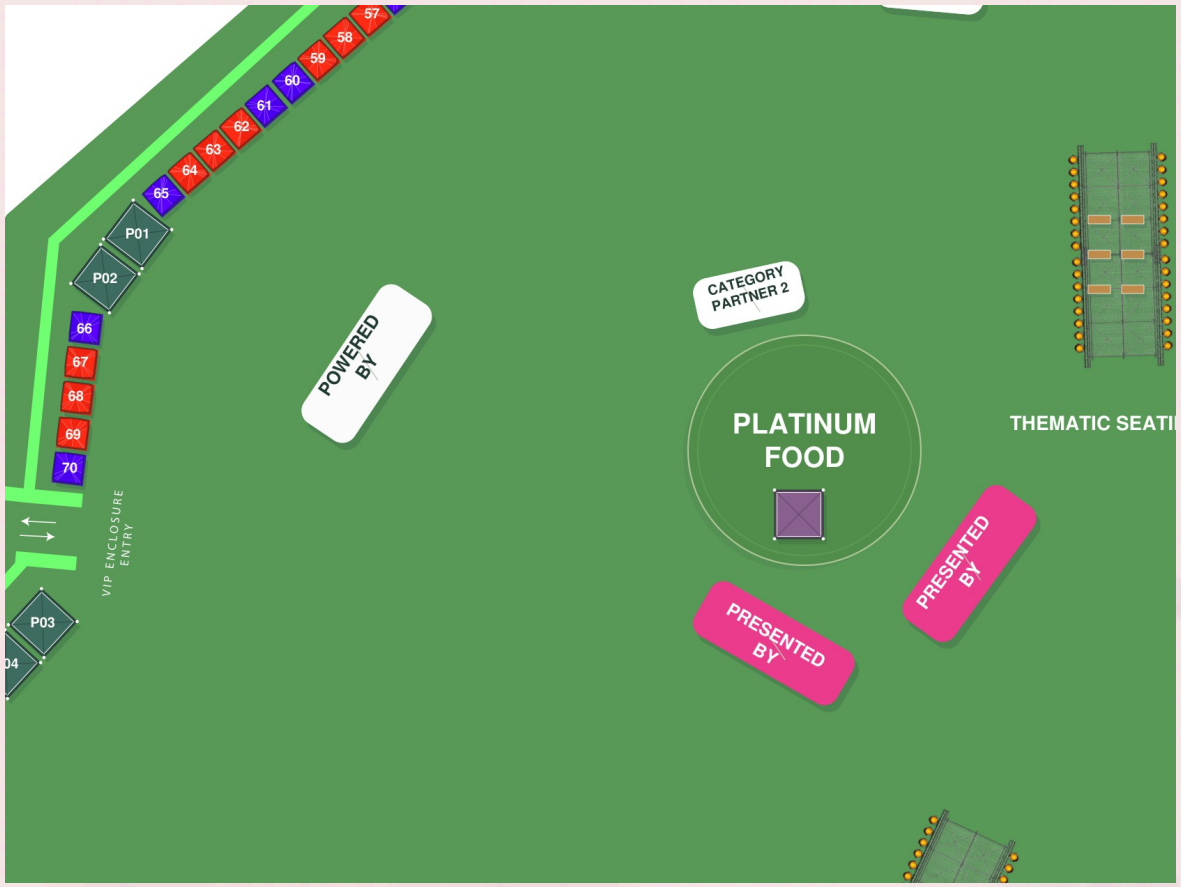
PACKAGE 03

PLATINUM PARTNER PACKAGE

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

PLATINUM PARTNER / CENTRAL PLACEMENT



THE CENTRAL PLATINUM AREA

Central placement within the main-ground context.

Allocations are at the discretion of the organizer.



PLATINUM FOOD STALL

Allocations are at the discretion of the organizer.

PLATINUM PARTNER / STALL & SETUP

Exclusive central venue placement, with the following Premium stall specifications.

WITH-SETUP STALL SPECIFICATIONS

01 Four-sided truss structure for the premium stall setup

02 Two framed fascias: 16 x 2 ft and 8 x 2 ft

03 Branding on all four pillars: 10 x 2 ft each

04 One framed 10 x 10 ft branding wall

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06 Ambience lighting, SMD lights, rotating beams and general ambient lighting

07 Electricity connection

08 Standard furniture: 3 tables and 6 chairs

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The branding, event and content deliverables on the following pages apply to both bare-space and with-setup formats.

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09 6 vendor / staff passes per day for all three festival days.

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11 2 VIP Enclosure passes per day for owners, management, families or guests.

12 Add-ons to be discussed and included as agreed at signing / contract.

PLATINUM PARTNER / LAUNCH BENEFITS

01 Two dedicated branding walls

02 Owners / management included in the celebrity meet-and-greet occasion

03 Two dedicated celebrity shout-outs

04 One dedicated celebrity endorsement

05 Sampling of selected menu items, with exclusive content creation







PLATINUM PARTNER / MATCH BENEFITS

01 Two dedicated boundary branding walls, each 8 x 2 ft

02 One dedicated 10 x 10 ft branding wall at a premium placement point

03 Menu / item sampling among celebrities, with recorded moments, captures and reviews

04 Dedicated production and content team

05 Four passes for owners / management

06 Brand giveaways to celebrities and anchors during the presentation ceremony

07 On-the-spot shout-outs from celebrities, influencers, anchors, other brand owners, corporate participants and FEM's organising team

08 One month of continued post-event content shots for the partner, alongside new production stock

PLATINUM PARTNER / VISUAL EXAMPLES



TEAM & EVENT PHOTOGRAPHY



BOUNDARY BRANDING



PRESENTATION CEREMONY



INTERVIEWS & CONTENT



GUEST & CELEBRITY MOMENTS



DEDICATED BRANDING WALLS

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

PLATINUM PARTNER / FESTIVAL BENEFITS

01 Brand vouchers attached to festival tickets / passes, targeting the festival's 30,000+ expected visitor footfall

02 Dedicated for all three days: 2 photographers, 1 videographer and 1 content creator

03 VIP lounge setup surrounding the Platinum stall

04 Backstage sampling of Platinum Partner menu items to leading singers and artists, with content shots

05 An additional dedicated 7.5% venue branding allocation, additional stage SMD promotions and exclusive host announcements

06 Additional stories and promotions from FEM's official content team

07 Add-ons to be discussed at signing

PLATINUM PARTNER / FORMATS & PRICES

PACKAGE 03 / PAGE 9 OF 9 / BARE SPACE OR WITH SETUP



BARE SPACE

PKR 750,000

Exclusive central placement / bare-space format.



WITH SETUP

PKR 1,000,000

Exclusive central placement / with-setup format.

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

BOOKING & PAYMENTS

FEM FESTIVAL SEASON 5 / ACCOUNT DETAILS

GENERAL STALL PAYMENTS

ALLIED BANK
Account Title: Yousaf Zulfiqar
Account No: 11100010060484680012
IBAN: PK85ABPA0010060484680012
Branch: Gulberg, Islamabad
Branch Code: 1110
SWIFT: ABPAPKKA

TAXABLE INVOICES ONLY

ASKARI BANK
Account Title: Triangle Media Pvt Ltd.
Account No: 0239042000616
IBAN: PK84ASCM000239042000616
Branch: I-8 Markaz, Islamabad
Branch Code: 0239
SWIFT: ASCMPKKA

General stall payments go to Allied Bank. Askari Bank is only for payments against taxable invoices.

TO CONFIRM YOUR BOOKING

Share your Stall / Brand Name, Stall Holder Full Name, two contact numbers and payment receipt / screenshot.

FEM verifies payment before confirming the booking. Within 2-3 working days, the team contacts you for the online form and logo files, and stays in coordination through the event.

FEM MOMENTS / FOOD IN FOCUS

GRILLING, FOOD DISPLAYS AND LIVE SERVING



FRESH FROM THE GRILL



BURGER & SNACK MOMENTS



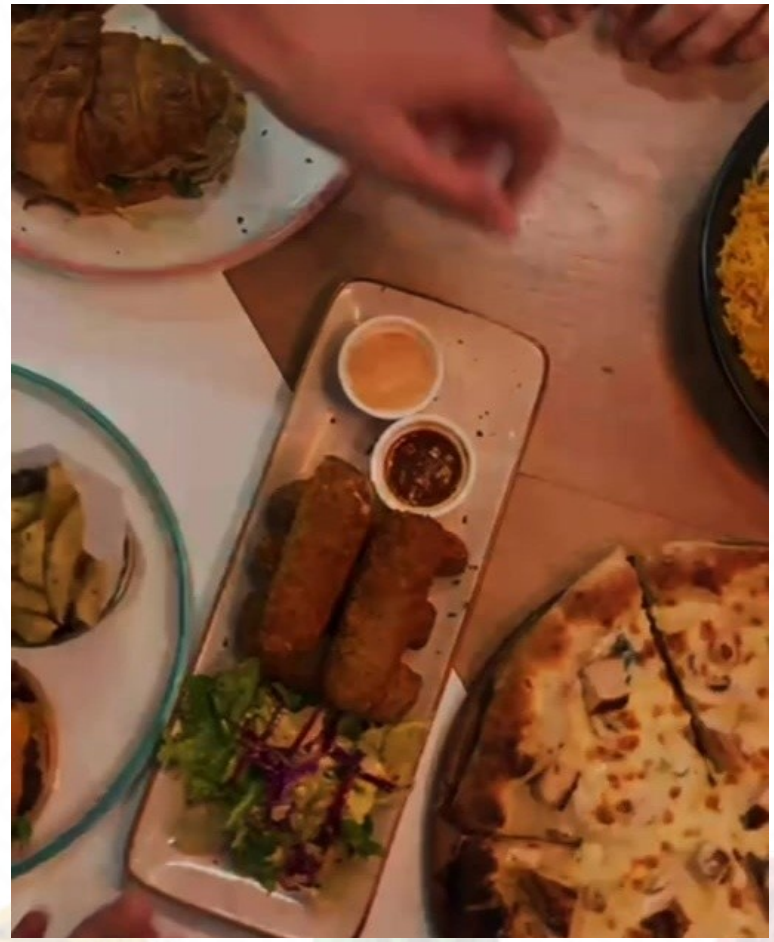
PLATED FOOD & DISPLAY

FEM MOMENTS / TASTE & SHARED TABLES

ORIGINAL FOOD AND DRINK MOMENTS



DRINKS & REFRESHMENTS



MEALS SHARED TOGETHER



LIVE FOOD PREPARATION

FEM MOMENTS / BRANDS & STARS

LAUNCH, CRICKET AND SPONSOR MOMENTS



FOOD | ENTERTAINMENT | MUSIC

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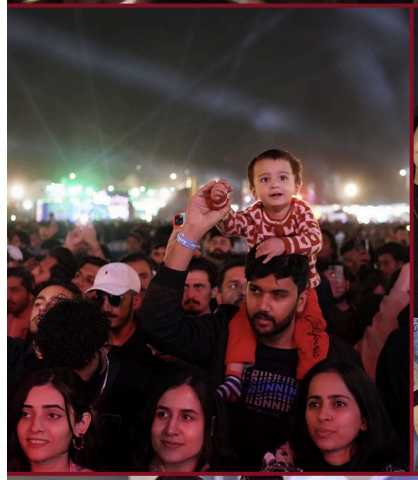
FEM MOMENTS / PEOPLE & FESTIVAL ENERGY

FAMILIES, FRIENDS AND LIVE ENTERTAINMENT











FOOD | ENTERTAINMENT | MUSIC

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FEM MOMENTS / EXPERIENCES & ACTIVATIONS

BRAND ENGAGEMENT ACROSS THE FESTIVAL

Premium & Platinum food partners across FEM's first four seasons



THE SHOT / CENTRAL PLATINUM



TANDOORI / MR. COD



LEAFY BREW / ROBERT'S COFFEE



OD / CRUMBLE



DERA DAARI / SAVOUR FOODS



SUGREVE / CHATTHA'S



SAVOUR FOODS / STUDENT BIRYANI

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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 three days. Food experiences, concerts and festival moments.

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

THANK YOU

LET US EXPLORE YOUR FOOD STALL PARTICIPATION AT FEM

FOR FOOD STALL BOOKINGS & QUERIES

Let's explore your stall participation 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