FEM SEASON 5

ISLAMABAD | CORPORATE SPONSORSHIP

TITLE & CATEGORY PARTNERSHIPS

MAIN SPONSORSHIP & PARTNERSHIP PROPOSAL

Partnerships across the launch, cricket match and three-day festival.

18–20 DECEMBER 2026

GULBERG ISLAMABAD



PRESENTED BY | POWERED BY | MARKETED BY

GOLD SPONSOR | CATEGORY SPONSOR

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

FIVE WAYS TO PARTNER WITH FEM

PRESENTED BY, POWERED BY, MARKETED BY, GOLD AND CATEGORY

PRESENTED BY

POWERED BY

MARKETED BY

GOLD SPONSOR

CATEGORY SPONSOR

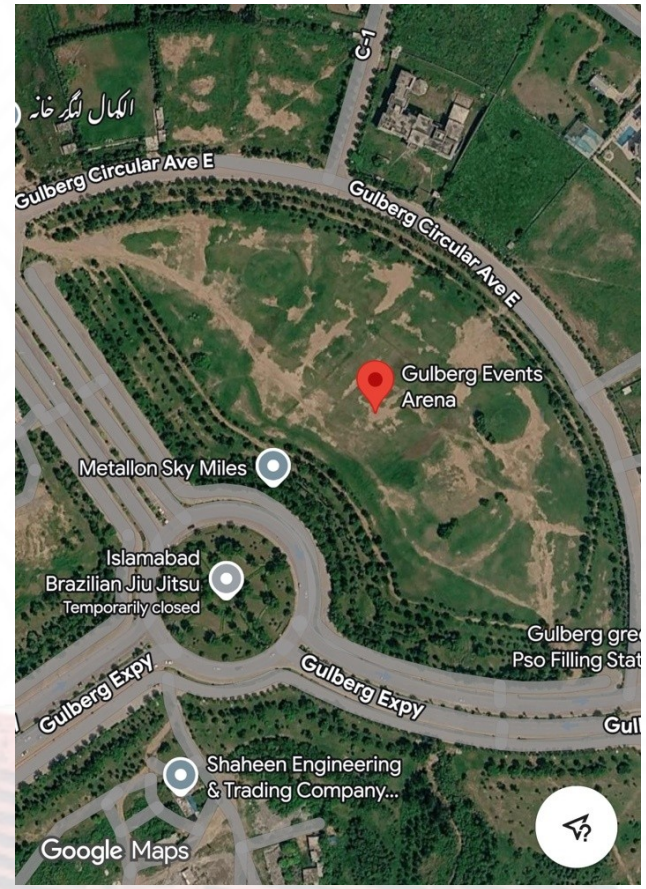
FOOD | ENTERTAINMENT | MUSIC

#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

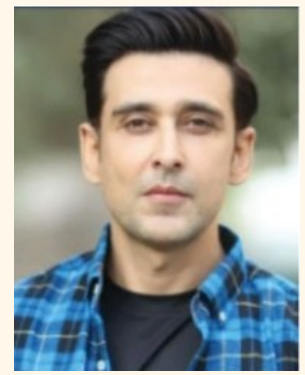
FEM CRICKET CLASH - 12 DECEMBER 2026 - TENTATIVE PARTICIPANT POOL



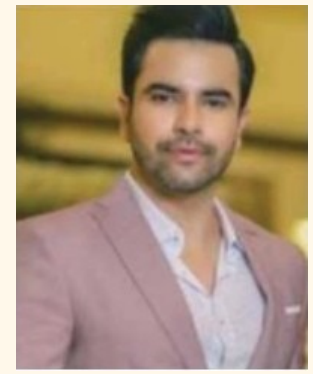
Ijaz Aslam



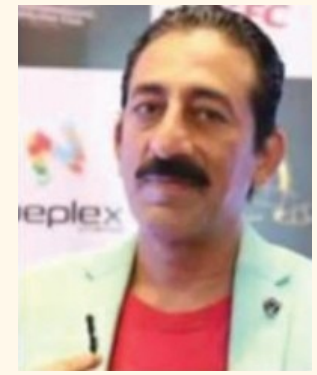
Faisal Qureshi



Sami Khan



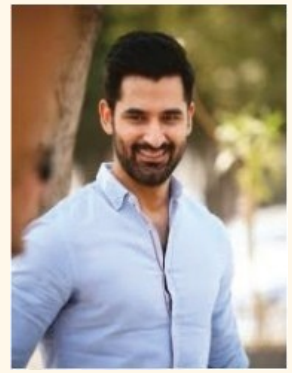
Junaid Khan



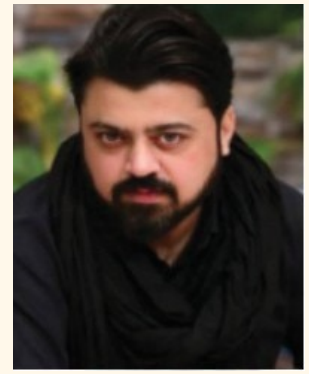
Adnan Shah



Salman Saeed



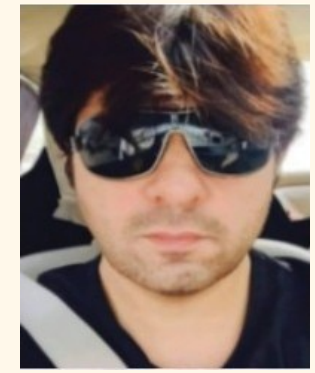
Zain Baig



Agha Sheraz



Shamyl Khan



Arbaz Khan

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

ANCHORS XI

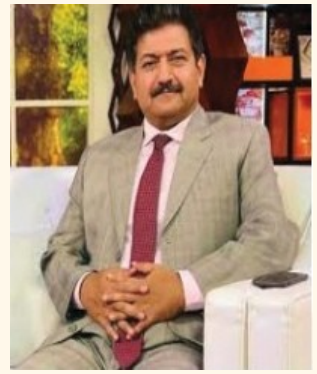
FEM CRICKET CLASH - 12 DECEMBER 2026 - TENTATIVE PARTICIPANT POOL



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 SPONSORSHIP TIER

ONE EVENT JOURNEY – FIVE LEVELS OF RECOGNITION AND ALLOCATION

PRESENTED BY	POWERED BY	MARKETED BY	GOLD SPONSOR	CATEGORY SPONSOR
Principal title recognition and the largest package allocation.	**Prominent title association across event assets.**	**Commercial association and campaign visibility.**	**Festival branding, activation presence and campaign benefits.**	**A category association spanning the FEM event journey.**

All tiers include the launch, exhibition cricket match and three-day festival. Detailed allocations follow; investment comes after the deliverables.

PRE-EVENT EXPERIENCES

LAUNCH EVENT BENEFITS

11 DECEMBER 2026 - ALL FIVE TIERS

INCLUDED IN EVERY TIER

- MEDIA-WALL LOGO
- LOGO ON PR PACKAGES
- LOGO ON PASSES / INVITATIONS
- MAIN SMD PROMOTION
- HOST ENDORSEMENT

PRESENTED BY	POWERED BY	MARKETED BY	GOLD SPONSOR	CATEGORY SPONSOR
2	2	1	1	1
BRANDING WALLS	BRANDING WALLS	BRANDING WALLS	BRANDING WALLS	BRANDING WALLS
Each 10 x 10 ft	Each 10 x 10 ft	Each 10 x 10 ft	Each 10 x 10 ft	Each 10 x 10 ft
20	10	5	5	5
LAUNCH PASSES	LAUNCH PASSES	LAUNCH PASSES	LAUNCH PASSES	LAUNCH PASSES



PRE-EVENT EXPERIENCES

CELEBRITIES VS ANCHORS - MATCH BENEFITS

12 DECEMBER 2026 - ALL FIVE TIERS

Every tier includes match involvement, media-wall logo presence and host endorsement.

PRESENTED BY	POWERED BY	MARKETED BY	GOLD SPONSOR	CATEGORY SPONSOR
ARTIST SHOUT-OUTS	**ARTIST SHOUT-OUTS**	**ARTIST SHOUT-OUTS**	**ARTIST SHOUT-OUTS**	**ARTIST SHOUT-OUTS**
3	2	1	1	0
CELEBRITY / ANCHOR	**CELEBRITY / ANCHOR**	**CELEBRITY / ANCHOR**	**CELEBRITY / ANCHOR**	**CELEBRITY / ANCHOR**
6 shout-outs	4 shout-outs	3 shout-outs	2 shout-outs	1 shout-out
TEAM-SHIRT BRANDING	**TEAM-SHIRT BRANDING**	**TEAM-SHIRT BRANDING**	**TEAM-SHIRT BRANDING**	**TEAM-SHIRT BRANDING**
Celebrity XI front & back	Anchors XI front & back	Celebrity XI left shoulder	Anchors XI left shoulder	Umpire / team trousers
4 x 20 FT PANELS	**4 x 20 FT PANELS**	**4 x 20 FT PANELS**	**4 x 20 FT PANELS**	**4 x 20 FT PANELS**
6	4	3	2	1
10 x 10 FT WALLS	**10 x 10 FT WALLS**	**10 x 10 FT WALLS**	**10 x 10 FT WALLS**	**10 x 10 FT WALLS**
3	2	1	1	1
MATCH PASSES	**MATCH PASSES**	**MATCH PASSES**	**MATCH PASSES**	**MATCH PASSES**
30	20	15	10	10



PRE-EVENT EXPERIENCES

BRANDING & CONTENT IN APPLICATION

LAUNCH EVENT AND EXHIBITION CRICKET MATCH



LAUNCH MEDIA-WALL LOGOS



PRODUCTS, PEOPLE & CONTENT



TEAM-SHIRT BRANDING



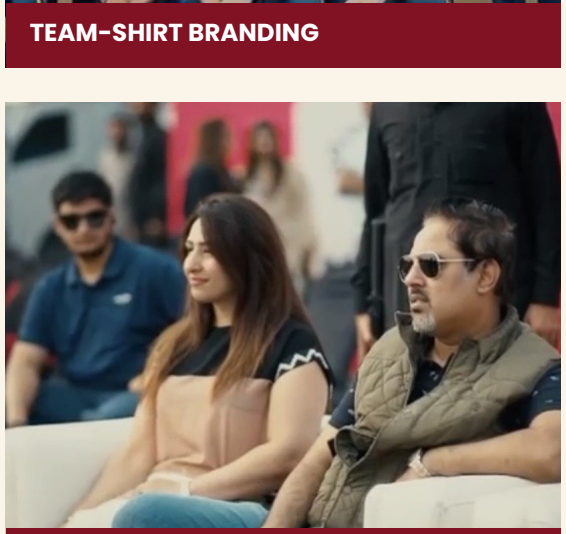
GROUND BOUNDARY PANELS



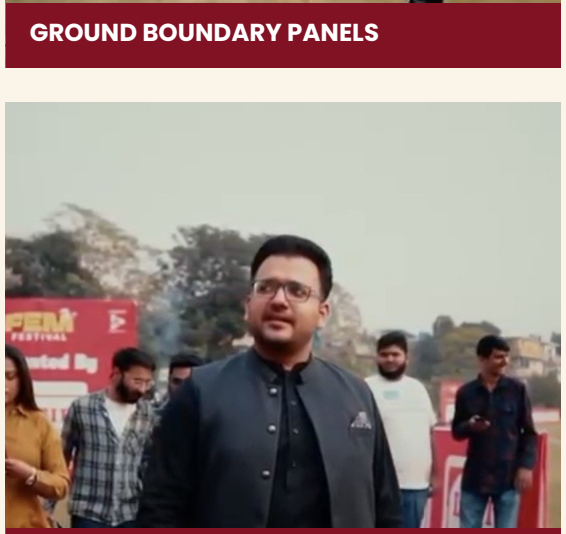
DEDICATED BRANDING WALLS



SPONSORS & CELEBRITIES



LAUNCH GUESTS & BRAND PRESENCE



INTERVIEWS & EVENT CONTENT

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

CAMPAIGN & MERCHANDISE

ADVERTISING & DIGITAL BENEFITS

ALL FIVE TIERS

EVENT PROMOTION ON DIGITAL SCREENS

LOGO ON MARKETING COLLATERAL

PAID DIGITAL CAMPAIGN

PRESENTED BY	POWERED BY	MARKETED BY	GOLD SPONSOR	CATEGORY SPONSOR
BLOGGER ENDORSEMENTS	BLOGGER ENDORSEMENTS	BLOGGER ENDORSEMENTS	BLOGGER ENDORSEMENTS	BLOGGER ENDORSEMENTS
30+	20+	15+	10+	5+
BILLBOARD SPACE	BILLBOARD SPACE	BILLBOARD SPACE	BILLBOARD SPACE	BILLBOARD SPACE
40%	30%	20%	10%	5%
DEDICATED STREAMERS	DEDICATED STREAMERS	DEDICATED STREAMERS	DEDICATED STREAMERS	DEDICATED STREAMERS
500	250	150	100	60
GENERIC STREAMER LOGO	GENERIC STREAMER LOGO	GENERIC STREAMER LOGO	GENERIC STREAMER LOGO	GENERIC STREAMER LOGO
300	200	150	100	70
EVENT WEBSITE	EVENT WEBSITE	EVENT WEBSITE	EVENT WEBSITE	EVENT WEBSITE
Included	Included	Included	Not included	Not included

Dedicated streamers: 40% branding space per unit.



CAMPAIGN & MERCHANDISE

MERCHANDISE BRANDING

ELIGIBLE TIERS ARE SHOWN ON EACH ITEM

EVENT MERCHANDISE SHIRTS

INCLUDED FOR

PRESENTED BY | POWERED BY | MARKETED BY

EVENT MERCHANDISE CAPS

INCLUDED FOR

PRESENTED BY | POWERED BY

VOLUNTEER CERTIFICATES

INCLUDED FOR

PRESENTED BY | POWERED BY

CUSTOMIZED EVENT SHIRTS

INCLUDED FOR

PRESENTED BY | POWERED BY | MARKETED BY

CUSTOMIZED EVENT CAPS

INCLUDED FOR

PRESENTED BY | POWERED BY

CUSTOMIZED EVENT JACKETS

INCLUDED FOR

PRESENTED BY

Items are not included for tiers not listed on the corresponding card.



CAMPAIGN & MERCHANDISE

CAMPAIGN & APPAREL IN APPLICATION

LOGO PLACEMENT, DIGITAL CREATIVE AND OUTDOOR ALLOCATION



SHIRT & CAP LOGO APPLICATION



FEM DIGITAL CAMPAIGN CREATIVE

DEDICATED STREAMER

FEM 5

EVENT CAMPAIGN

YOUR BRAND

40%
BRANDING AREA

40% of each dedicated unit.
Unit counts vary by tier.



FESTIVAL & DELIVERY

BRANDING, ACCESS & STALL FOOTPRINTS

THREE-DAY FESTIVAL - ISLAMABAD STATION

PRESENTED BY	POWERED BY	MARKETED BY	GOLD SPONSOR	CATEGORY SPONSOR
VENUE BRANDING	**VENUE BRANDING**	**VENUE BRANDING**	**VENUE BRANDING**	**VENUE BRANDING**
40%	20%	15%	10%	10%
HOST ENDORSEMENT	**HOST ENDORSEMENT**	**HOST ENDORSEMENT**	**HOST ENDORSEMENT**	**HOST ENDORSEMENT**
40%	20%	10%	5%	5%
STAGE SMD CONTENT	**STAGE SMD CONTENT**	**STAGE SMD CONTENT**	**STAGE SMD CONTENT**	**STAGE SMD CONTENT**
40% of time	20% of time	10% of time	5% of time	5% of time
GENERAL PASSES / DAY	**GENERAL PASSES / DAY**	**GENERAL PASSES / DAY**	**GENERAL PASSES / DAY**	**GENERAL PASSES / DAY**
50	25	15	10	10
VIP PASSES / DAY	**VIP PASSES / DAY**	**VIP PASSES / DAY**	**VIP PASSES / DAY**	**VIP PASSES / DAY**
3	2	1	Not included	Not included
VVIP BACKSTAGE PASSES	**VVIP BACKSTAGE PASSES**	**VVIP BACKSTAGE PASSES**	**VVIP BACKSTAGE PASSES**	**VVIP BACKSTAGE PASSES**
2	1	Not included	Not included	Not included
SPONSORED STALL	**SPONSORED STALL**	**SPONSORED STALL**	**SPONSORED STALL**	**SPONSORED STALL**
24 x 40 ft	24 x 30 ft	24 x 24 ft	20 x 20 ft	20 x 20 ft



FESTIVAL & DELIVERY

STALL SETUP, COVERAGE & DEDICATED TEAM

LAUNCH, EXHIBITION MATCH AND THREE-DAY FESTIVAL

WOODEN PLATFORM + SMD + LOUNGES + TRUSS INCLUDED

EVENT COVERAGE INCLUDED

PRESENTED BY	POWERED BY	MARKETED BY	GOLD SPONSOR	CATEGORY SPONSOR
DEDICATED PHOTOGRAPHERS	DEDICATED PHOTOGRAPHERS	DEDICATED PHOTOGRAPHERS	DEDICATED PHOTOGRAPHERS	DEDICATED PHOTOGRAPHERS
2	1	1	1	0
DEDICATED VIDEOGRAPHERS	DEDICATED VIDEOGRAPHERS	DEDICATED VIDEOGRAPHERS	DEDICATED VIDEOGRAPHERS	DEDICATED VIDEOGRAPHERS
2	1	1	0	0
DEDICATED VOLUNTEERS	DEDICATED VOLUNTEERS	DEDICATED VOLUNTEERS	DEDICATED VOLUNTEERS	DEDICATED VOLUNTEERS
2	1	1	0	0
DEDICATED HOST	DEDICATED HOST	DEDICATED HOST	DEDICATED HOST	DEDICATED HOST
1	0	0	0	0



FESTIVAL & DELIVERY

SPONSOR PRESENCE IN APPLICATION

PAVILIONS, CATEGORY PARTNERS, PRODUCTION AND THE LIVE AUDIENCE



TITLE-SPONSOR BRAND PRESENCE



PARTNER PAVILION & TRUSS



CATEGORY-PARTNER SETUP



LOUNGES & VISITOR ENGAGEMENT



STAGE SMD VISIBILITY



EVENT MEDIA COVERAGE



LIVE EVENT AUDIENCE



BRANDS ACROSS THE VENUE

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

SPONSORSHIP INVESTMENT

ISLAMABAD - PER STATION - ALL AMOUNTS IN PKR

PRESENTED BY	POWERED BY	MARKETED BY	GOLD SPONSOR	CATEGORY SPONSOR
25,000,000	15,000,000	10,000,000	7,000,000	5,000,000

01 SELECT

Choose your sponsorship tier.

02 COORDINATE

Confirm availability, placement and production specifications.

03 CONFIRM

Agree the final scope and agreement with FEM.

FOOD | ENTERTAINMENT | MUSIC

#SEASON5

FEM MOMENTS / BRANDS & STARS

LAUNCH, CRICKET AND SPONSOR MOMENTS



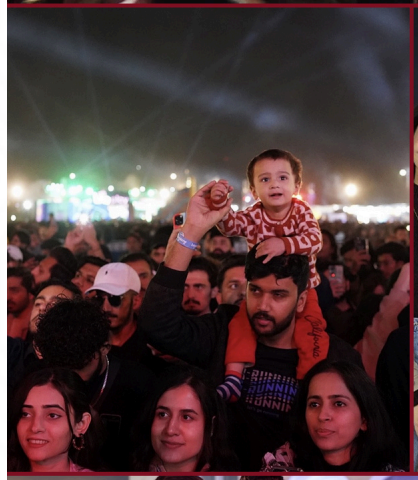
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FEM MOMENTS / PEOPLE & FESTIVAL ENERGY

FAMILIES, FRIENDS AND LIVE ENTERTAINMENT











FOOD | ENTERTAINMENT | MUSIC

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FEM MOMENTS / EXPERIENCES & ACTIVATIONS

BRAND ENGAGEMENT ACROSS THE FESTIVAL

























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