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A Letter from the Executive Council

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Honourable Sir/Ma'am,

We hope this letter reaches you in moments of triumph and fulfilment.

Speaking of such instances, perhaps nothing can better describe those feelings than sports. Transcending gender, age, race and background, sports possess the unique ability to appeal to all people. The excitement of the final ball when your team needs a sixer, the aura on the pitch when everything comes down to a penalty, the adrenaline rush when the ball is in the air. When the shot clocks expired.

We strongly believe that sports and sporting events unite people and bring out the best in them. We believe that it is our moral duty to give the athletes of tomorrow the platform to practice and show off their skills. To not only showcase their own talent on the stage we provide, but to learn and become inspired.

Nobelium is not just a tournament, but an opportunity to not only learn but to socialise, make life long memories and gain unbreakable friendships along the way.

That is why, in the heart of Potohar region—in **Beaconhouse Potohar Campus**—, from the **16th to the 18th of February**, we will be hosting the **second edition of The Nobelium Cup!**

But we are all alone drops and only together can we make waves. As we embark on this journey, we invite you to join us in our endeavours. Together, let us create a platform where individuals from all walks of life can come together and embrace the unifying spirit of sports. Thank you for your support and dedication to this shared vision.

Yours Sincerely,
The Nobelium Cup Executive Council



Legacy

The Nobelium Cup is a beacon of athletic prowess and sportsmanship, standing as a **Premier Sports Tournament** dedicated to fostering a culture of excellence and camaraderie. Embarking on a journey that transcends the ordinary, Nobelium brings together the best athletes, schools, and communities across the nation to celebrate the spirit of competition and achievement. At Nobelium, we believe in the transformative power of sports – a platform where dedication, discipline, and passion converge to shape not just athletes, but future leaders. Our tournament will immerse participants in an environment that cultivates character, strategic thinking, and adaptability, fostering their ability to contribute to the world of



Electrifying rave at Nobelium '23

sports positively. Nobelium is also committed to breaking barriers and promoting women participation in the world of sports.

We believe in providing opportunities for athletes of all genders to shine on the field.

Through our tournament, we also aspire to create an environment where talent knows no gender and be the outlet in which experienced and inexperienced players can attain passion for a game they would have never felt otherwise.

To become an awakening for the future generations of students behind us and to lead them to become the best of the best.

Nobelium '23

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8 Formats



110+ Teams



1000+ Attendees



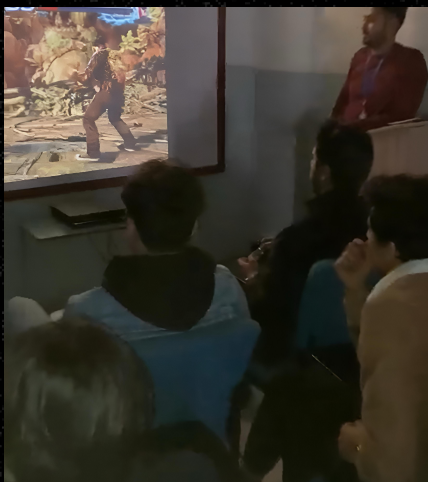
Grand Carnival



Rave w/ DJ Hanzi

Nobelium '23 was the first of its kind, a sports olympiad which boasted **100+ teams** across 8 formats, including never before seen competitions for Chess and E-Sports at a high school level. With separate segments for both boys and girls, we made it our mission to give as many athletes as possible the perfect platform. Moreover, our event was not just limited to football pitches and basketball courts, we held a **Grand Carnival** featuring adrenaline-pumping Arm Wrestling matches. Not to mention an **Electrifying Rave** orchestrated by the renowned **DJ Hanzi**; enhanced by **attendance of 1000+**.







Nobelium '24

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Nobelium '24 is poised to **shatter** every preconceived notion and **redefine** the boundaries of what is considered possible in a school event. This year we will be **increasing** the number of formats to 14, which includes football, volleyball, basketball, badminton, table tennis singles and duos, and chess. Moreover, we have **expanded** our list to include **cricket, tug of war, carrom board, ludo** and even **e-sports**: Tekken, FIFA and Call of duty. Just like last year, we will be charging registration fees for each of these sports.

 14 Formats  160+ Teams

CASH PRIZES

 Total Prize Pool: **Rs. 200,000+**

The **cash prize for cricket is Rs. 40,000**, for football, Rs. 25,000, and for basketball, Rs. 20,000.

SOCIALS

We will be starting off with a first of its kind **bike show** in sports festivals, followed by a **Grand Carnival** with stalls, displays and games like arm wrestling on the second day. And the best for the last. **Bonfire and Award ceremony**: truly something mesmerizing for the people of Islamabad, which we are sure would catch eyes.

 Bike Show  Bonfire  Musical Carnival



We are confident that the aforementioned incentives, along with our digital and in-school marketing to schools and private teams will pave way to one of the **biggest** sports tournaments the twin cities has ever seen, with an expected attendance of **1700+**. Our audience extends beyond participants to include **observers** who may opt to join the event for a nominal fee. Additionally, we are **selling tickets** of our **social** events, and we are optimistic about achieving a remarkably successful turnout.

✉ 50+ Institutions Invited

Website +
🌐 Automated
Registration System

Premier
Videography & Photography 📷

🏆 Total Cash Prize
Pool:
Rs. 200,000

The **First**
Highschool Deadlift 🏋️
Competition

Analyzing *the* Metrics

SOCIAL MEDIA & WEBSITE

In our digitally connected age, the social media and website dimensions of our Sports Olympiad amplifies the reach and impact of your brand. The first video of Nobelium'24 has accumulated **22000+** views. Our event generates a dynamic social media buzz. Another video has **34000+** views (and counting.).

We are confident that with a strategic focus on online visibility, your brand can soar higher through a seamless integration into the digital conversation.

Moreover, the venue with all its banners and displays, will serve as a picturesque backdrop. It will be a focal point for captivating photos and videos, creating shareable content that extends the event's influence beyond its physical boundaries.

The presence of your brand in that landscape will not only resonate with the attendees in real-time but also captures the attention of a broader virtual audience, maximising the exposure and fostering a lasting connection with your target market.

👁️ **68,000+** Total Views
≈ **315% Increase in**
Reach

GRAND VENUE

Our school provides an ideal setting to showcase your brand during the Sports Olympiad. As a valued sponsor, your brand will enjoy prominent visibility throughout the event, captivating a diverse audience. Situated strategically on the GT road at the crossroads of Bahria Town, DHA, and Rawalpindi, our venue's location plays a pivotal role in ensuring unparalleled exposure for your brand.

The event is set to take place at our exceptional school venue, accommodating 4500+ students. This location offers numerous branding opportunities, including prominent signage at the entrance, pervasive displays throughout the event space, and engaging interactive experiences. Collaborating closely with our dedicated team, we will seamlessly integrate your brand into the venue, ensuring that your message resonates with attendees in a meaningful and impactful manner.



4,500+ Student
Population



This creates a prime opportunity for your brand to forge connections with individuals who are poised to play pivotal roles in shaping the landscape of tomorrow.

This provides an unparalleled opportunity for your company to engage and network with potential partners, sponsors, and even athletes who may emerge as ambassadors for your brand. Beyond the traditional benefits of exposure, your brand will partake in exclusive engagement opportunities, solidifying its connection with this exceptional audience.

Available Packages

* and ** exclusively limited

Rs. 40,000: DIGITAL SPOTLIGHT PACKAGE

- Featured on website homepage with a photo and description
- Appreciation post on all of our social media accounts with description
- Company name and description in daily newsletter

Rs. 120,000: GAME CHANGER PACKAGE

- All perks of the preceding package
- 3-4 lines about Company during ceremony
- 2 Standees about company to be strategically placed within the premise of the event
- Logo on all large banners and backdrops

Rs. 132,000: GRAND SLAM PACKAGE

- All perks of the preceding packages
- Physical booth for advertising
- Logo on the card worn by participants and host team
- Logo on social's ticket
- Logo on certificates
- Brand's video posted on social media (max 30 secs)

Rs. 385,000: STADIUM SOVREIGNTY PACKAGE

- All perks of the preceding packages
- Nobelium powered by <the name of your company>*
- Largest logo amongst partners**
- Logo/name on shields besides nobelium logo
- 2-3min video played on SMD at socials
- Opportunity to speak to delegates during the ceremony (2-3 min speech)

In the lead-up to the tournament, our dedicated team—comprising videographers, curators, and various specialists—will leverage their expertise to actively collaborate with your company.

Together, we will craft a robust and enduring publicity campaign tailored to enhance your company's visibility through Nobelium, aligned with the chosen package.

Our team is committed to ensuring that your advertisement receives optimal exposure by strategically targeting potential clients who may include participants, supporters, or affiliates of the tournament. The aim is to position your brand prominently, maintaining a leading presence throughout the event. This strategic approach is designed to create a lasting impression that extends well beyond the tournament's conclusion



Our Team

PRESIDENT: HANNA AHMAD KHAN

Hanna, serving as Nobelium's President in 2023 and 2024, has led Potohar's team to numerous victories during her three-year tenure as the head of the student council. Additionally, she is the founder of several organizations, including the NGO Albero, and has held the position of Director General at PMUN. Her contributions to society are vast, ranging from organizing fundraising sports tournaments in collaboration with the Pakistan Horticulture Department to representing as an ambassador for the International Diana Award.



EVENT HEAD



Mirsab has a record of setting new parameters in the world of debating and in organizing renowned events the likes of MSEM. He has also served in the executive body of various debating competitions such as Model United Nations.

Role:
Managing registrations; linguistic works; and visual

VICE PRESIDENT



Asad has served as the director across multiple organisations like PotoharMUN. Moreover, as the deputy headboy, he has arranged multiple events with ease, including competitions and socials like bonfire, chess tournaments!

Role:
Manages marketing and Finance and assisting President



SECRETARY GENERAL & UNDER SECRETARY GENERAL

Abeera and Yahya have experience organising and winning across multiple sports formats including wins in football and Table tennis at the regional level of BSS. Abeera is also the Sports Captain for Potohar, she is responsible for formulating teams for representation of BPC across Potohar.

Yahya is also notable not only due to his experience in Student council but is also one of the Executives of the Intl NGO aser-a-anayat.

Role:

Manging sports logsitics, rules, fixtures, rules etc

Getting in Touch

You can reach out to us on:

- Email: contact@nobelium24.site
- Instagram: @nobelium.cup

***This sponsorship proposal is presented for discussion purposes only and does not constitute a binding agreement between The Nobelium Cup and the recipient. The terms and packages proposed herein are subject to further negotiation. The parties agree that neither shall be bound by any of the outlines in this proposal until a comprehensive written agreement is executed. No legal rights or obligations shall arise from this proposal alone. This non-binding proposal shall be governed by and construed in accordance with the laws of Pakistan. Any legal action or proceeding arising out of or related to this proposal shall be subject to the exclusive jurisdiction of the courts of Pakistan.