

# **SPONSORSHIP PROSPECTUS**

## **Nepal Travellers Mart 2022**

**February 11<sup>th</sup> - 13<sup>th</sup>, 2022**

**Bhrikutimandap – Kathmandu**

**One and Only Market for Nepali Travellers, Converting Business Potentials to Business Realities.  
Unlocking Bumper Sales for Upcoming Dashain and Winter Holidays Plus Beyond!**

## **EVENT OVERVIEW**

Nepali tourists and travellers offer a better potential to Nepal's tourism industry than it is ready to acknowledge or act upon lately. Nepali travellers estimated to be 4- 5 times more than foreign travellers ..... growing faster than foreign travelers! Nepali travellers contribute to 54% percent of Nepal's international air traffic ..... make up 65% of yearly tourism revenue! If you cannot trust the statistics, one can feel the overwhelming presence of domestic tourists anywhere you go in Nepal .....airports & airplanes, bus terminals & coaches, hotels and lodges, bars and restaurants, Lumbini Peace Garden, Bungy Jump line, trekking, rafting, para-gliding, mountain biking and motor-biking. Likewise, one can spot Nepalese travelling to every part of the world .... from the temples of India, beaches of Bali, shopping in Thailand to American theme parks!

Nepal as a tourism market has been neglected or forgotten for a very long time. Tourism infrastructure such as airports, aircrafts, roads and other facilities have always been planned and developed keeping the foreign tourists and travellers in mind. It is time the Nepal's tourism industry stop taking Nepalese for granted and start offering holidays and hospitality tailored to Nepalese preferences. It is time to knock on the doors of Nepali homes and businesses expand Nepalese Tourism Sector. Nepal Travellers Mart 2022 will be a good starting point to market and cater to no-longer obscure Nepalese traveller.

Exhibit at NTM 2022 to meet 50,000 Nepalese and expatriates actively looking for destinations, holidays, leisure activities, hotels and air/coach tickets for the coming Dashain and winter holidays. Dashain holidays and the school winter break during December-January is the peak season for the Nepalese holiday-makers.

The NTM 2022 is expected to host about 200 exhibitors, 7 Pradhes Pavilions and a one-of-a-kind Tourism Poster Show. The Mart is also expected to feature 8 interactive live events and cultural attractions to engage and entertain Nepalese travel enthusiasts and business buyers. While the event is primarily a consumer event, travel buyers from Nepal and the region are expected to visit in significant numbers.

The NTM 2022 clearly defines and demonstrates the power of live marketing. A TV or FM commercial cannot do what an exhibition can do. What an exhibition can do, a print or bill-board ad cannot do. The exhibition is a rare event that gives you far more possibilities that even a door-to door sales call. For these compelling reasons, NTM 2020 looks forward to your participation and visit soon!

## **VISITORS PROFILE**

Nepali Holiday-Makers and Travellers, Regional Travel Agents (India, China, Bangladesh, Thailand, Myanmar, Malaysia, Singapore), Tour Operators, Travel Agents, Nepalese Tourists and Travelers, Corporate and Institutional Travel Managers, Event Managers, School Tour Mangers, Tour Guides, Trekking Guides

## **EXHIBITORS PROFILE**

Travel Destinations, Pradesh Tourism Authorities, Hotels, Resorts, Tea-Houses, Home-Stays, Spa & Wellness Centers, Restaurants and Bars, Cafes And Pubs, Pilgrimage Sites, Heritage Sites, National Parks, Theme Parks, Travel Agents, Tour Operators, Trekking Agencies, Rafting Agencies, Jungle Safari And Expedition Operators, Overland Motor-cycles Mountain Biking Operators, Extreme Sports Operators, Paragliding Operators, Zip-Wire Operators, Coach & Car Hire, Outdoor Adventure Gear and Sports, Mountain Bikes, Overland Vehicles.

## SPECIAL EVENTS

About 8 live special events are planned during the three days of NTM 2022 to not only attract the visitors but also enliven the atmosphere of the visitors.

Pradesh Pavilions

Outdoor Cuisine Show

Rock-climbing Trials

Children Zip-wire Trials

Adventure Sports Workshops

Tourism Poster Show

Travel Film Festival

Travel Instagram Challenge

Travel Selfie Contest

Travel Guff Hour

## VISITOR PROMOTION STRATEGY AND CAMPAIGN

Nothing will be left to hopes or chances or the weather ..... all that can be done, will be done to ensure that the maximum number of Nepali travellers and travel professionals visit the exhibition. The advertising and promotions package include print media advertisements, TV and electronic media, internet and social media, email campaign, bulk SMS and a robust public relations program.

- General Print Media: All major Daily/Weekly News Media Advertisements, TV Live
- Travel & Tourism Trade Print Media Advertisements
- Electronic Media: TV LiveCoverage, Cable TV Scrollers
- Direct Marketing: Invitation Delivery (15,000), Email Campaign (30,000), SMS Messages (20,000)
- Media PR: Media Editorial Coverage: press releases, press conferences, media interviews
- PR Program: Opening Ceremony, Special Preview Mocktail Reception, 8 On-site Special Events
- Internet Marketing: Google Banners, Website Banners (eKantipur, Online Khabar, Bizmandu, Setopati, TimroHamro, Furshad)
- Outdoor Advertisements: Bill-boards and Posters

## WHY SPONSOR NEPAL TRAVELLERS MART

### 1. Branding:

You get a chance to associate with an event that is close to your product and niche consumer. The positive impression will last beyond the 3 days of the Mart. Catch the media attention and gain effective exposure in the media due to the strong content of our advertisements.

### 2. Public Relations:

Sponsorship is not looked upon as hard sell like advertising. It creates a positive ethical corporate image as a product that cares for the community. It assures the consumers that the company gives something back to its consumers as a do-gooder.

### 3. Live Marketing and Sales:

Take full advantage of an exhibition platform which allows you creative face-to-face interaction with your consumers and increase your sales. Given the exhibition environment, interact with your consumers when at a time they are ready to meet you, willing to listen to you and capable of buying your services.

### 4. Market Research:

The Mart will give a chance to get the feel of your consumers ..... understand their psyche and what turns them on. A live information feedback that no marketing cook-book or reports will give you. Face-to-face moments with your consumers or competitors will give you insights that no marketing data will give you. A rare chance to sharpen your marketing and sales instincts which tend to be far more effective tool than marketing strategies and schemes.

## CONSIDERING SPECIFIC SPONSORSHIPS

NTM 2022 offers a variety of following sponsorship packages to suit your objectives and budget.

Sponsorships	Fees	No. of Sponsors
Event Title	NRs. 15,00,000	1
Platinum	NRs. 5,00,000	1
Diamond	NRs. 3,00,000	2
Gold	NRs. 2,00,000	3
Silver	NRs. 1,00,000	4

## SPONSORSHIP MILEAGE

### Event Title:

- Shall carry company logo as the Title Sponsor preceding the name of the Nepal Travellers Mart 2021 in all the advertisements, signage and promotional materials to be printed.
- Allow 2 bill-boards left and right of entrance and 10 company banners in the BhrikutiMandapGarden wall venue for all days.
- Shall provide a complimentary space of 54 sq. m to use as a corporate stand to promote products and services.

### Platinum:

- Shall carry company logo as Platinum Sponsor in all the advertisements, signage and promotional materials to be printed.
- Allow 1 bill-board and 10 company banners on the BhrikutiMandapGarden wall for all days.
- Shall provide a complimentary space of 36 sq. m to use as a kiosk to promote the products and its services.

### Diamond:

- Shall carry company logo as Diamond Sponsor in all the advertisements, signage and promotional materials to be printed.
- Allow 1 bill-board and 5 company banners in the BhrikutiMandap Garden wall for all days.
- Shall provide a complimentary space of 27 sq. m to use as a kiosk to promote the products and its services.

### Gold:

- Shall carry company logo as Gold Sponsor in all the advertisements, signage and promotional materials to be printed.
- Allow 5 company banners in the BhrikutiMandap Garden wall for all days.
- Shall provide a complimentary space of 18 sq. m to use as a kiosk to promote the products and its services.

### Silver:

- Shall carry company logo as Silver Sponsor in all the advertisements, signage and promotional materials to be printed.
- Allow 3 company banners in the BhrikutiMandap Garden wall for all days.
- Shall provide a complimentary space of 9 sq. m to use as a kiosk to promote the products and its services.

## **STILL OTHER WAYS TO GETTING INVOLVED**

There are other opportunities of getting involved with the mega event of “NTM 2022 besides regular sponsorship packages such as the following.

### **A. Special Event Sponsorships**

Live special events are planned during the five days of NTM 2022 to not only to attract the visitors but also enliven the atmosphere and mood of the shoppers.

- Title Sponsor - Rock-climbing Trials - NRs. 5,00,000
- Title Sponsor - Children Zip-wire Trials - NRs. 5,00,000
- Title Sponsor - Travel Guff Hour - NRs. 4,00,000
- Title Sponsor - Adventure Sports Workshops - NRs. 4,00,000
- Title Sponsor - Travel Film Festival - NRs. 3,00,000
- Title Sponsor - Travel Instagram Challenge - NRs. 3,00,000
- Title Sponsor - Travel Selfie Contest - NRs. 3,00,000
- Title Sponsor - Outdoor Cuisine Show - NRs. 2,00,000

### **B. Exhibition On-premise Pillar Branding - NRs. 5,00,000**

Please, request full details of the sponsorships by directly contact us. Please, call Birendra Rajkarnicar at 9851120585 or Meenu Rajkarnicar at 9851020528.