



កំណត់កម្ម កំរោង សង្គ្រាម 2023

ការគាំពារពលរដ្ឋ រដ្ឋធម៌ ដើម្បីអបអរសាទរពិធីបុណ្យចូលឆ្នាំថ្មី ប្រពៃណីជាតិ ឆ្នាំថ្មី

ពិព័រណ៍រដ្ឋធម៌ និងផលិតផលទូទៅ / ល្បែងប្រជាប្រិយ / របាំបុរាណ / គុនខ្មែរ / ការបង្ហាញឈុតបុរាណ / ការប្រគំតន្ត្រី / EDM

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ព្រះរាជាណាចក្រកម្ពុជា
ជាតិ សាសនា ព្រះមហាក្សត្រ



សាកលវិទ្យាល័យជាតិគ្រប់គ្រង
សមាគមនិស្សិតស.ជ.ក

លេខ: ០០១/២០២៣

សូមគោរពជូន
លោក ជឹម ធុត្តា

កាន់អគ្គសញ្ញាណបណ្ណលេខ ០១០៦០៩៥៦៥ (០១)
តំណាងក្រុមហ៊ុន KHB Event Plc.

យោង ៖ -លិខិតលេខ ០១៦/២៣ ស.ជ.ក ចុះថ្ងៃទី ០៤ ខែមករា ឆ្នាំ ២០២៣ របស់សាកលវិទ្យាល័យជាតិគ្រប់គ្រង។
-កិច្ចសហការរវាងសមាគមនិស្សិតសាកលវិទ្យាល័យជាតិគ្រប់គ្រង និងក្រុមហ៊ុន KHB Event Plc. ។

តបតាមសេចក្តីយោងខាងលើ ខ្ញុំបាទមានកិត្តិយស សូមគោរពជូនលោក ជឹម ធុត្តា តំណាង ក្រុមហ៊ុន KHB Event Plc. មេត្តាជ្រាបថា ឯកឧត្តមបណ្ឌិត ហោ ម៉ែង សាកលវិទ្យាល័យជាតិគ្រប់គ្រងបានអនុញ្ញាតឯកភាពយល់ព្រមជាគោលការណ៍ជូន គណៈកម្មាធិការនាយកសមាគមនិស្សិតស.ជ.ក សហការជាមួយស្ថាប័នពាក់ព័ន្ធ និងផ្នែកឯកជន ដើម្បីរៀបចំព្រឹត្តិការណ៍ ពិព័រណ៍វប្បធម៌ អិន យូ អឹម សង្គ្រាន្ត នាថ្ងៃទី ៣១ ខែមីនា ដល់ថ្ងៃទី ០២ ខែមេសា ឆ្នាំ ២០២៣ នៅក្នុងបរិវេណសាកលវិទ្យាល័យជាតិគ្រប់គ្រង។ ក្នុងន័យនេះ សមាគមនិស្សិតសាកលវិទ្យាល័យជាតិគ្រប់គ្រង បានយល់ព្រមឱ្យ ក្រុមហ៊ុន KHB Event Plc. តំណាងដោយលោក ជឹម ធុត្តា ដើម្បីសហការរៀបចំកម្មវិធី ព្រមទាំងស្វែងរកស្ថាប័ន និងក្រុមហ៊ុនឯកជនចូលរួមឧបត្ថម្ភក្នុងព្រឹត្តិការណ៍ពិព័រណ៍វប្បធម៌ អិន យូ អឹម សង្គ្រាន្ត ឱ្យកាន់តែអធិកអធម។ អាស្រ័យដូចបានជម្រាបជូនខាងលើសូម លោក តំណាងក្រុមហ៊ុន មេត្តាពិនិត្យ និងអនុវត្តទៅតាមការសម្រេចដោយក្តីអនុគ្រោះ។

សូម លោក តំណាងក្រុមហ៊ុន មេត្តាទទួលនូវការគោរពដ៏ខ្ពង់ខ្ពស់ពីខ្ញុំបាទ។

ថ្ងៃ ពុធ ១២ ខែ មេសា ឆ្នាំ ២០២៣ ឆ្នាំខាល ចត្វាស័ក ព.ស.២៥៦៦

រាជធានីភ្នំពេញ ថ្ងៃទី ១២ ខែ មេសា ឆ្នាំ ២០២៣
ជ.ក សាកលវិទ្យាល័យជាតិគ្រប់គ្រង



ឈ្មោះ កែវ ប៊ុន ធាន

ព្រះរាជាណាចក្រកម្ពុជា
ជាតិ សាសនា ព្រះមហាក្សត្រ



សហភាពសហព័ន្ធយុវជនកម្ពុជាប្រចាំ
សាកលវិទ្យាល័យជាតិគ្រប់គ្រង

សូមគោរពជូន

អ្នកឧកញ៉ា សំរេង វឌ្ឍនៈ

ប្រធានក្រុមប្រឹក្សាភិបាលក្រុមហ៊ុន វឌ្ឍនៈ ប្រ៊ីមី ៦.ក

កម្មវត្ថុ ៖ សំណើសុំគោរពអញ្ជើញ អ្នកឧកញ៉ា ចូលរួមជាភិក្ខុយស និងឧបត្ថម្ភគាំទ្រ ព្រឹត្តិការណ៍ អិនយូអឹម សង្គ្រាន្ត របស់សាកលវិទ្យាល័យជាតិគ្រប់គ្រង។

យោងតាមកម្មវត្ថុខាងលើ សហភាពសហព័ន្ធយុវជនកម្ពុជាប្រចាំសាកលវិទ្យាល័យជាតិគ្រប់គ្រង មានកិត្តិយសសូមជម្រាបជូន អ្នកឧកញ៉ា មេត្តាជ្រាបថា៖ សហភាពសហព័ន្ធយុវជនកម្ពុជាប្រចាំសាកលវិទ្យាល័យជាតិគ្រប់គ្រង និងរៀបចំព្រឹត្តិការណ៍ អិនយូអឹម សង្គ្រាន្ត (NUM Sankranta) ចាប់ពីថ្ងៃទី ៣១ ខែមីនា រហូតដល់ថ្ងៃទី ០២ ខែមេសា ឆ្នាំ ២០២៣ ក្រោមប្រធានបទ (លើកស្ទួយវប្បធម៌ជាតិក្នុង បរិបទឧស្សាហកម្ម ៤.០) គោលបំណងលើកស្ទួយចលនាស្រលាញ់ការពារក្បាច់គុនល្បីក្នុងតាមបុរាណខ្មែរដែលទើបបានចុះក្នុងបញ្ជីបេតិកភណ្ឌពិភពលោក បំផុសស្មារតីយុវជនឲ្យចេះជួយថែរក្សា វប្បធម៌បុរាណដ៏មានតម្លៃរបស់ជនជាតិខ្មែរយើងលើកស្ទួយចលនាស្រលាញ់ការពារវប្បធម៌ អរិយធម៌ ទំនៀមទម្លាប់ និងប្រពៃណីខ្មែរ ជាពិសេសថវិកាមួយចំនួនឧបត្ថម្ភដល់សិស្សានុសិស្ស និស្សិតដែលកំពុងមានជីវភាពខ្វះខាត សម្ភារៈសិក្សា បញ្ហាសុខភាព និងកុមារកំព្រាទីទីលក្រដាច់ស្រយាល។

អាស្រ័យដូចបានគោរពជម្រាបជូនខាងលើសូម អ្នកឧកញ៉ា មេត្តាជ្រាប និងពិនិត្យលទ្ធភាពអញ្ជើញចូលរួមជាភិក្ខុយស និងឧបត្ថម្ភគាំទ្រកម្មវិធី ដោយសេចក្តីអនុគ្រោះ។

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ជ.ក សហភាពសហព័ន្ធយុវជនកម្ពុជា
ប្រចាំសាកលវិទ្យាល័យជាតិគ្រប់គ្រង
អនុប្រធាន

ព័ត៌មានបន្ថែមសូមទំនាក់ទំនង៖

លោក ខុន គ្រូ ហេង





Host

Organizer

Co-Organizer

Supporter

Partners





Honorary Delegates

His Excellency Dr. Hang Chuon Naron
Minister of Education, Youth and Sports

His Excellency Hun Many
President of the Union of Youth Federations of Cambodia



Cutting the ribbon to launch the NUM Sankran 2023
event and hand over letter of appreciation to all
sponsors who support and collaborate on this event.



Honorary Delegates



His Excellency Sar Sokha
Vice President of the Union of Youth Federations of
Cambodia



His Excellency Say Samal
Vice President of the Union of Youth Federations of
Cambodia

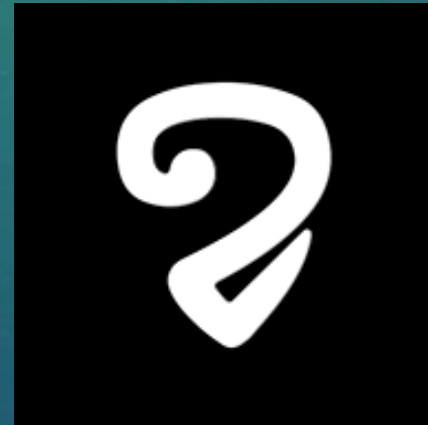


Contents

- Part 1: ——— About Us
- Part 2: ——— About the Event
- Part 3: ——— Sponsorship



Media Partner



CONTENTS



01

Organizer

02

Our Vision

03

About Event

04

Reasons Behind Event

05

Why to Participate

06

Sponsorship
Opportunity

07

Terms and Conditions

08

Contact Us

01



UYFC NUM has experienced in organizing and promoting many programs including NUM Sangkran, NUM Charity Concert and many more events.

Organizer

ស្នើសុំថ្នាំថ្មី
ប្រពៃណីខ្មែរ



Pijey Film Production specializes in managing event programs for more than 10 years from organizing of small to large music events, national events, especially managing and producing high quality videos and images in all formats for various events.





CO-ORGANIZER



Established in 2018 with experiences in organizing and promoting many events including: Cambodia Construction Industry Expo, Motorrad Angkor Festival, Morokdok Techo Stadium Sangkrant and many other events.

Cambodia Construction Industry
Expo 2014- 2019



Motorrad Angkor Festival 2019



Morodok Techo
Stadium Sangkrant
2022





Achievements

NUM Sangkran from 29th-30th March 2019



Audiences Participated

35,000 pax

2-Day event





Achievements

NUM Charity Music on 14th February 2020



Audiences Participated 25,000 pax

1-day event

Achievements

NUM Sangkran from 7th-8th April 2022



Audiences Participated 40,000 pax for 2-day event

Achievements



ASEAN Village Event From 25th-27th October 2022



Audience Participated 53,000 pax 3- day event

02

Our Vision



- To be an annual event at NUM that promote Khmer traditions, tourism, sport awareness and inspire young people to help preserve the precious ancient culture of our Khmer ancestors.
- To empower the movement of love and protection of Khmer culture, civilization, customs and traditions among Cambodian youth.
- To express the flexibility and combination of the modern arts with traditional arts.
- To demonstrate the creativity and adaptation between the ancient and modern arts
- Show the gentleness of Cambodian youth through dancing, which is the legacy of Cambodian ancestors
- To celebrate Khmer New Year Celebration among NUM students and teachers.



03



About the Event



Event Venue and Date

- NUM Sangkran 2023 event will be held on:
31 March 2023 to 2 April 2023
- Venue:
National University of Management



Reasons Behind Event



1. To create an exciting opportunity for students and professors at the National University of Management and the surrounding public for the incoming Khmer New Year Celebration.
2. To promote Khmer tradition through arts, traditional songs and Khmer popular games.
3. To demonstrate the potential of educational services at NUM to the public, especially students from various educational institutions.
4. Seek financial support to donate funds and studying materials to vulnerable students who are struggling
5. Promoting the trading of local products to boost the national economy.
6. Bridging between private sectors seeking for employees and students seeking for job opportunities.
7. Provide opportunities for companies to promote their products/services to mass audiences especially mostly students.



05

Reason to Participate



Estimated audience for 3 days

- NUM Students: 10,000 pax
- Students from other universities: 10,000 pax
- Students from high schools around Phnom Penh: 15,000 pax
- Employees from public and private sectors: 5,000 pax
- General public: 15,000 pax
- Foreign tourists: 5,000 pax

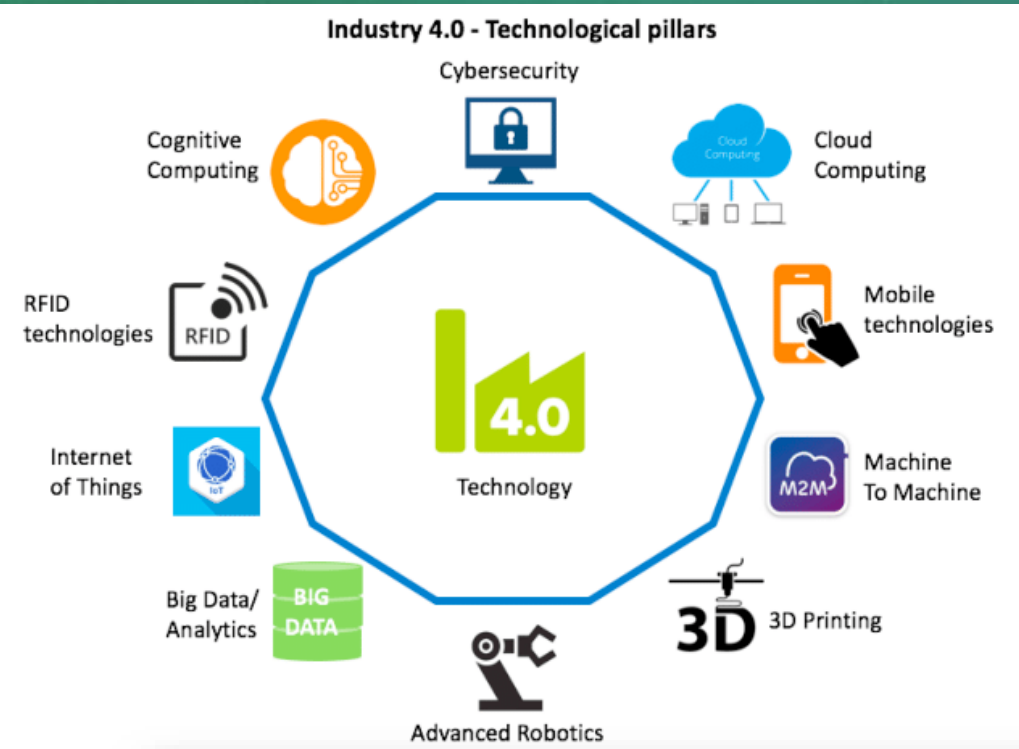
Trade Exhibition: 133 booths

- 15 booths for local product from Domnak Phumi Khmer district
- 70 booths for general product
- 30 booths for food and drink products
- 18 booths for exclusive sponsor and co-sponsors



60,000 pax

Targeted Exhibitor



Local product manufacturers

Electronic and technology product/service

Financial and banking services

General Product/ service

Famous brand product/service

Foods and drink products

Educational product/service

Main Activities



Day 1 :Ancient Custom Show



Day 2 :Laboktor Show



Day 3:បទពូជខ្មែរថ្លៃថ្នូរ show





Folk Games

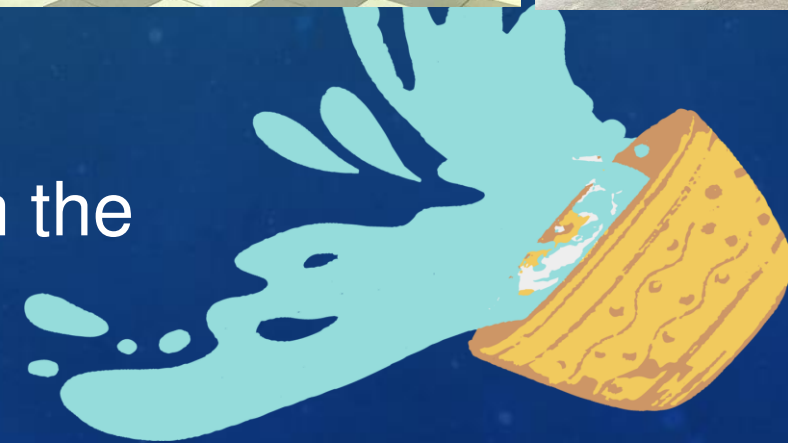
- Participating in mixed Khmer folk games with all kind of audiences to promote friendships and emphasize social solidarity.



Traditional Dance Show



Performing traditional dances for 3 days by over 300 students from the National University of Management.



06



ផលប្រយោជន៍

Benefits of Main Sponsors & Co-Sponsors

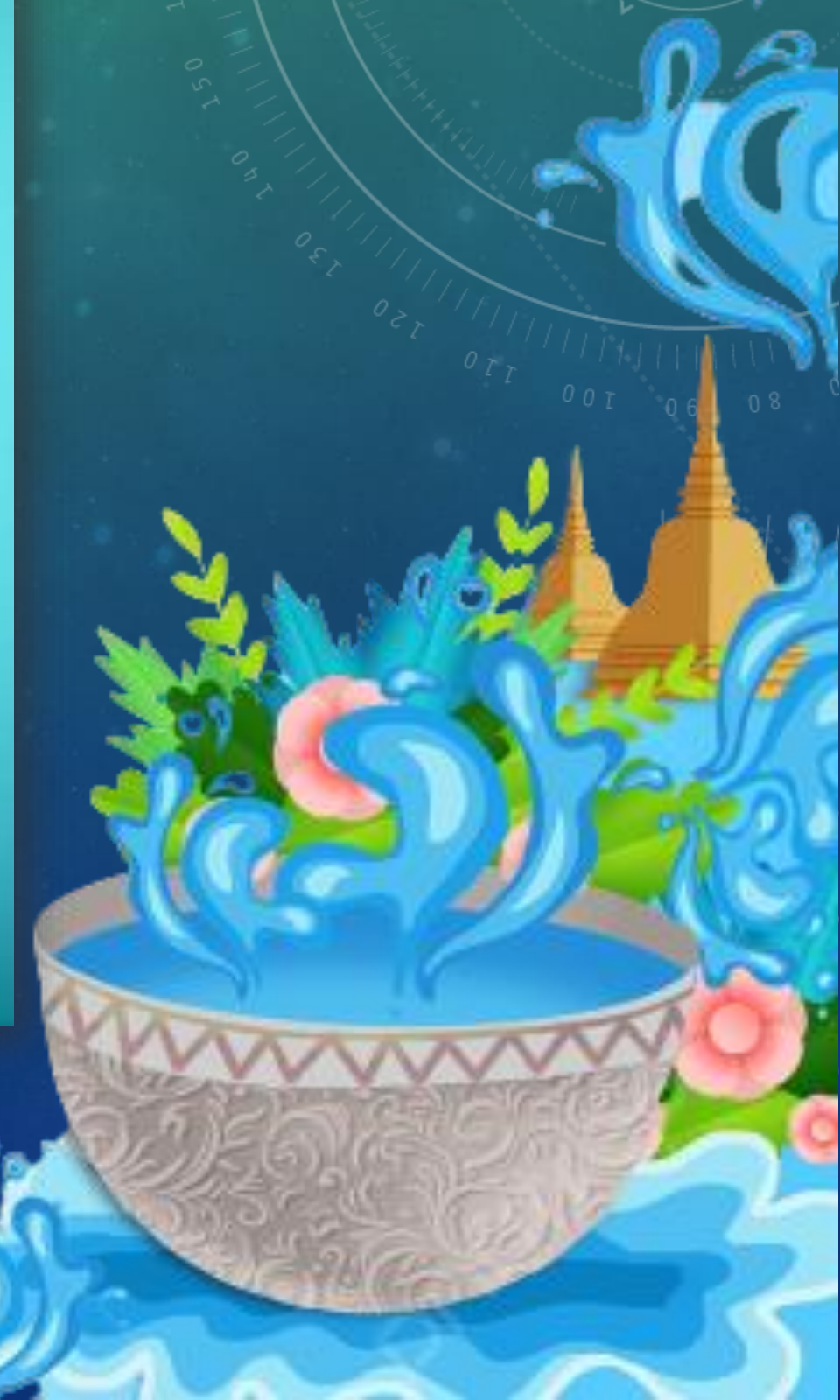


Main Sponsor: 2 Units

Exclusive Brand

USD 50,000.00/Unit

Total: USD 100,000.00





1. Use student's meeting room at NUM for free for 1 year (4 times/year & 4 hours/time)
2. Free booth activation at NUM for 4 times per year (2 days/time)
3. Opportunity to join event with NUM
4. Sponsor appreciation certificate and Crystal
5. 15 promotional A-boards during the event (Sponsor's own expense)
6. 15 J-flags (Sponsor's own expense)
7. Make a game during the event that benefit sponso
8. 20 media to feature new with Sponsor three times (pre-event, during event and post-event)
9. 1 premium event video to recap 3-day event
10. 200 photo per day
11. 4 PG girls to promote sponsor's booth for 3 days
12. A poster to promote sponsor on social media with \$200 FB boosting budget
13. A promotional video with influencer to promote sponsor before event with \$250 FB boost budget
14. 3 booths during the event at concert zone
15. Sponsor's logo on event's main entrance
16. Sponsor's large banner on 4-story building wall during the event (Sponsor's own expense)

Benefits

Main Sponsor







Banner Installation for Main Sponsor

Sponsor's large banner on 4-floor building wall during the event (Sponsor's own expense)



Main 1

Main 2

On-stage Benefits

- 5-mn Speech on stage at Opening Ceremony
- VIP ribbon cutting opportunity with delegation
- MC announces about the main sponsor across the show
- Running sponsor logo on FB Live
- Sponsor TVC during Break time on FB Live
- Crawling



Onsite Event

On-stage Benefits

Live on Facebook Page



- Sponsor TVC during Break time on FB Live
- <https://web.facebook.com/num.edu.kh>

- Sponsor TVC during Break time on FB Live
- <https://web.facebook.com/uyfccambodia>
- <https://web.facebook.com/sanum2022>
- <https://web.facebook.com/eschoolcambodia>



Co-Sponsor: 4 Units

USD 20,000.00/Unit

Competitive brands



**KHMER
NEW YEAR**

1. Use student's meeting room at NUM for free for 6 months (2time/year, 4 hours/time)
2. Free booth activation at NUM for 2 times per year (1day/time)
3. Opportunity to join event with NUM
4. Sponsor's appreciation certificate and Crystal
5. 5 A-boards during the event (Sponsor's own budget)
6. 5-J flags during the event (sponsor's own budget)
7. 10 media to feature new about Sponsor three times (pre-event, during event and post-event)
8. 100 photos per day
9. A poster to promote sponsor on social media with \$50 FB boost budget
10. 2 booths during the event
11. 2 PG Girl for 3 days
12. Sponsor's logo on event's main entrance

Benefits

Co-sponsor

Onsite Event Facebook Live

On-stage Benefits

- MC announces about the co-sponsor across the show
- Running sponsor logo on FB
- Sponsor TVC during Break time on FB
- Live Crawling

On-stage Benefits

Live on Facebook Page



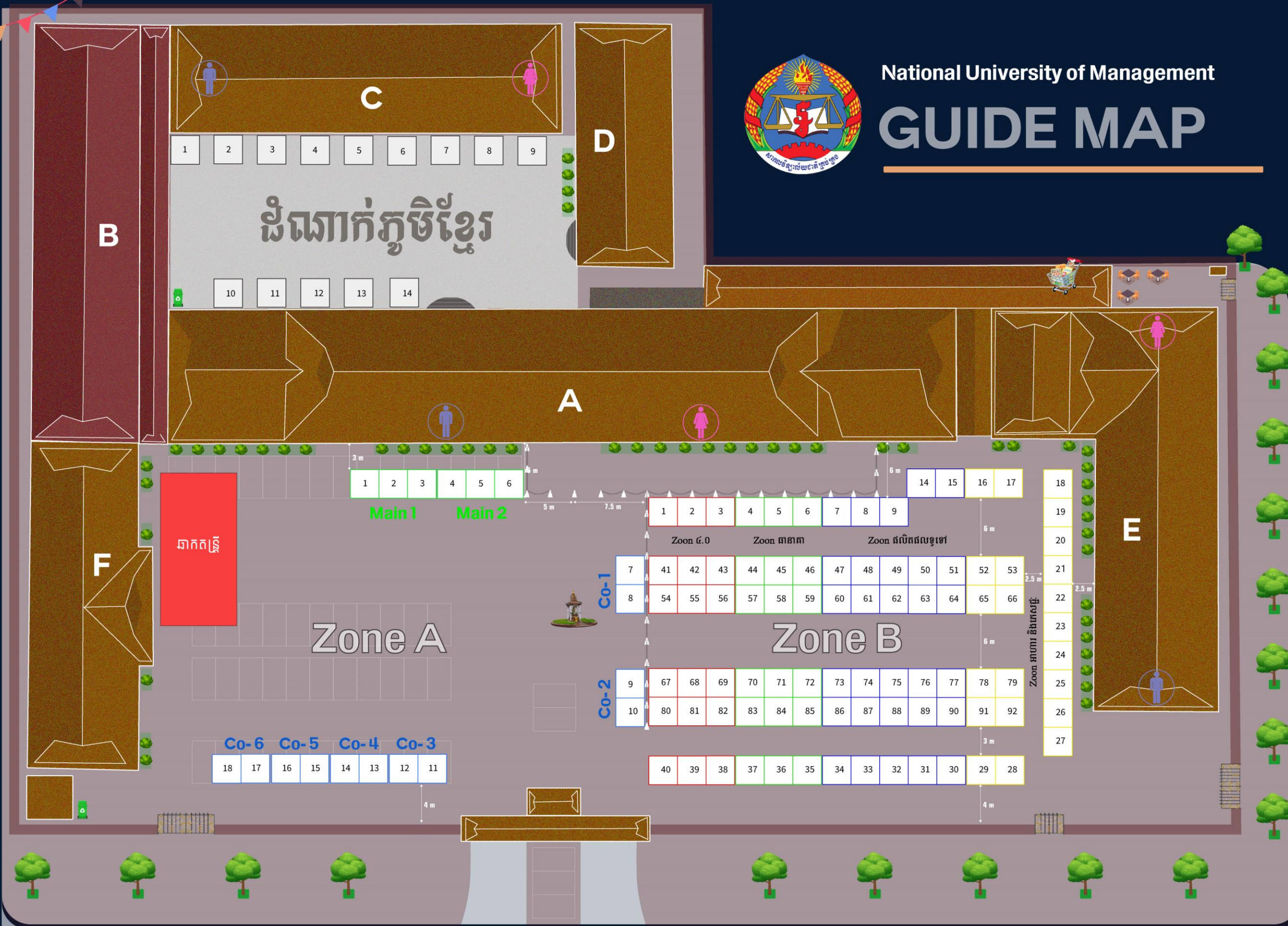
- Sponsor TVC during Break time on FB Live
 - <https://web.facebook.com/num.edu.kh>

- Sponsor TVC during Break time on FB Live
 - <https://web.facebook.com/uypfccambodia>
 - <https://web.facebook.com/sanum2022>
 - <https://web.facebook.com/eschoolcambodia>



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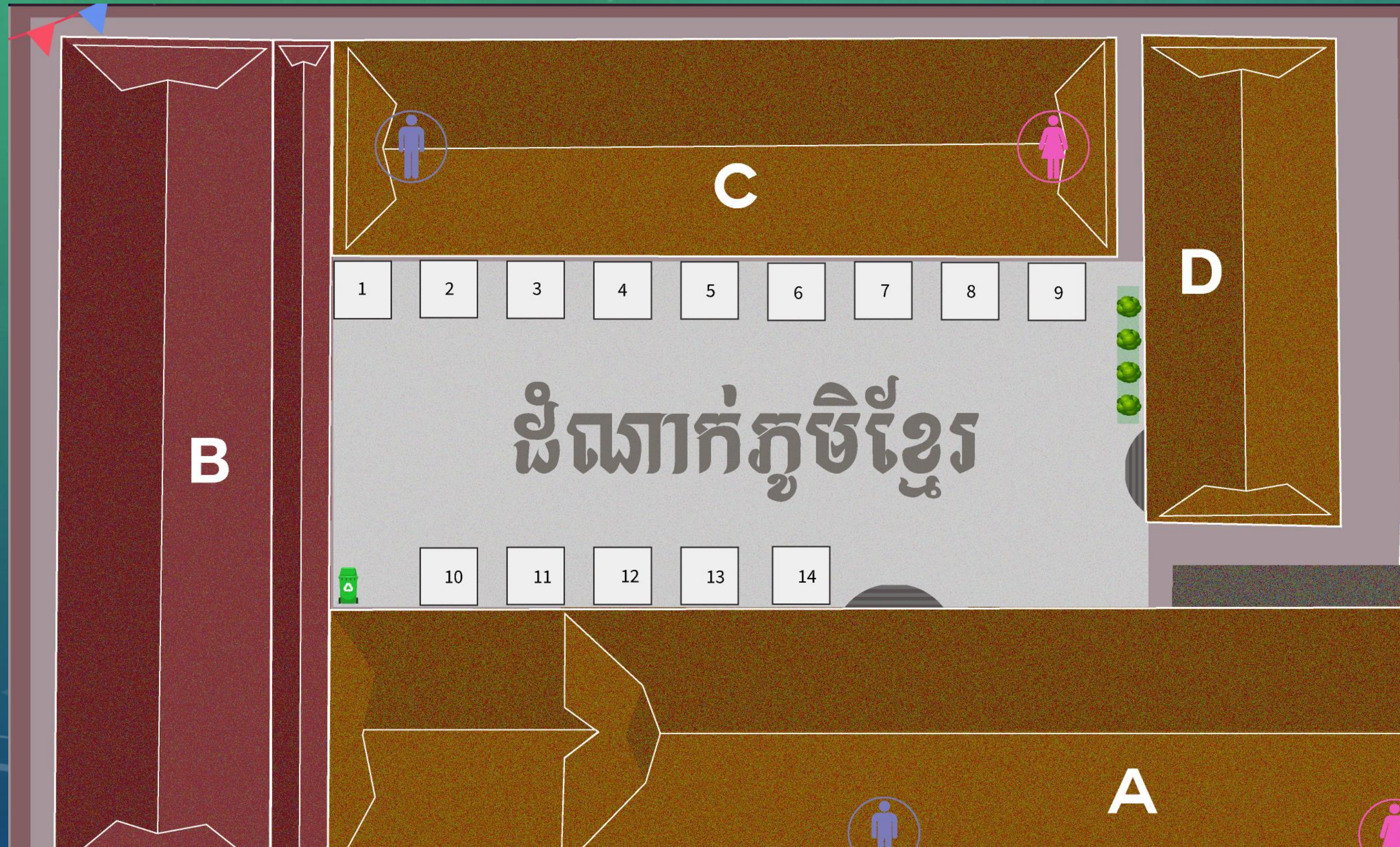
GUIDE MAP



- Booth in zone A
- Main sponsor
- Co-sponsor
- Booth in zone B
- Zoon ៤.0
- Zoon ធានាគា
- Zoon ផលិតផលទូទៅ
- Zoon អាហារ និងភេសជ្ជៈ
- ដំណាក់ក្រុមខ្មែរ
- Restroom for Female
- Restroom for Female
- Circle-K Mart
- Reserved
- Sold out
- Available

Event Floor Plan

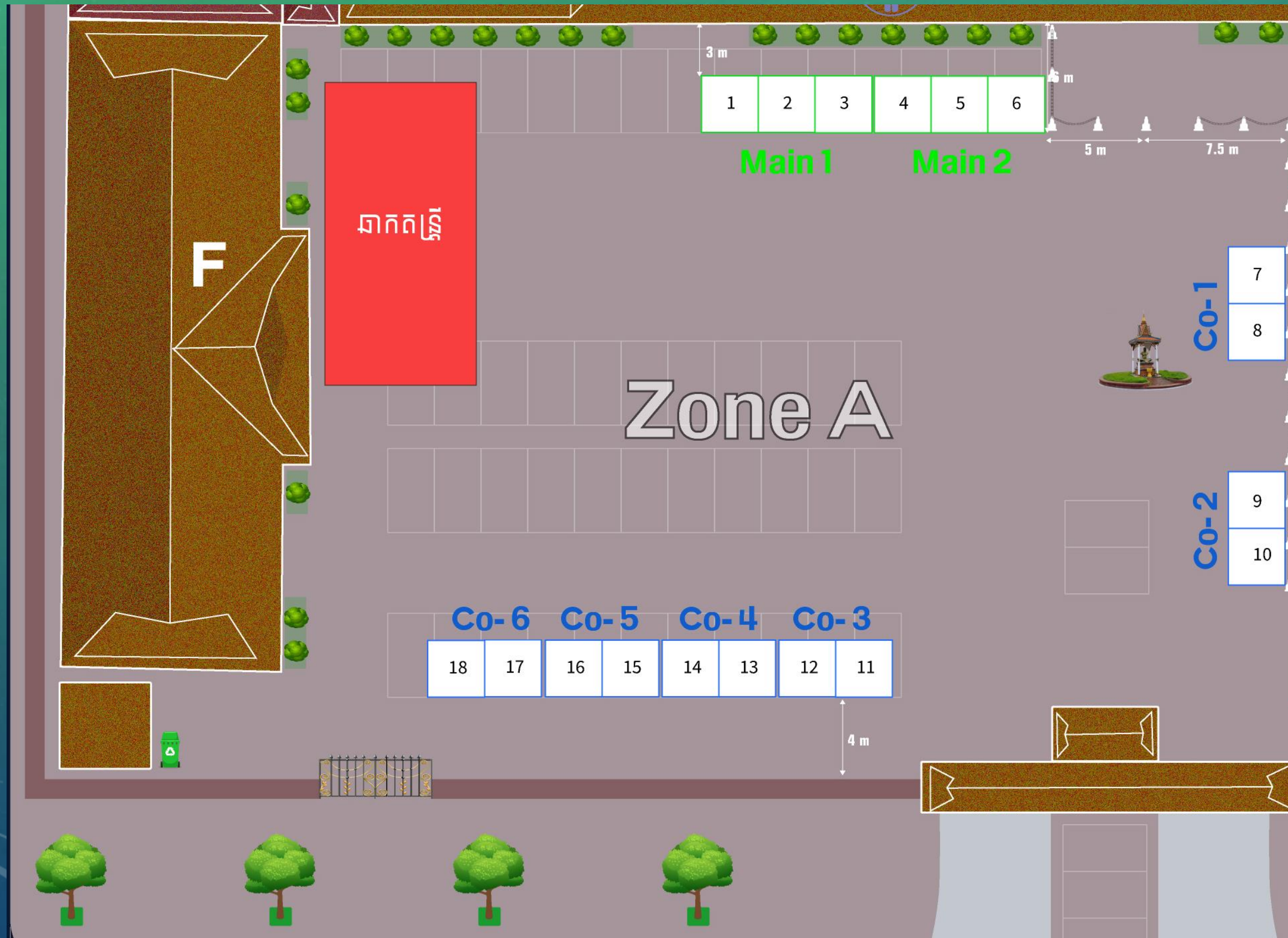
Located at the back of NUM's Building A



Khmer Product
Pavilion



Located at the most traffic zone



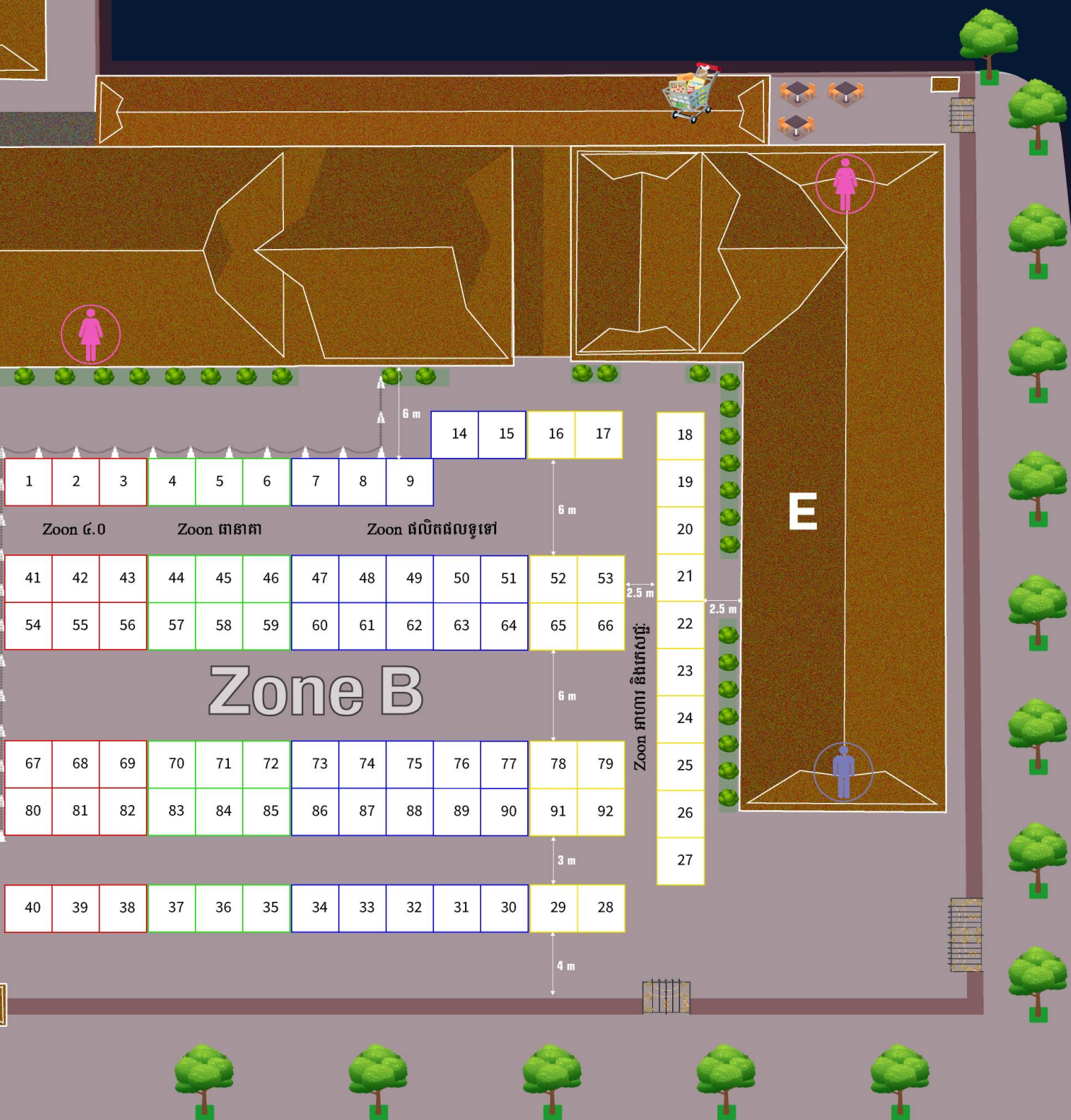
Booths for Main & Co-Sponsor





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GUIDE MAP



- Booth in zone A
- Main sponser
- Co-sponser
- Booth in zone B
- Zoon ៤.0
- Zoon ធានាគាំ
- Zoon ផលិតផលទូទៅ
- Zoon អាហារ និងភេសជ្ជៈ
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- Restroom for Female
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- Local product producers
- Electronic and technology sector
- Financial and banking service
- General product/service
- Famous brands
- Educational product/service
- Food and drinks sector



- The above price does not include 10% VAT
- The price above is for 3 days
- The Payment is non-refundable
- Event organizers reserve the right to change the programs, booth locations and other arrangements as needed with prior notice to exhibitors or sponsors.
- In case of incident, the organizers reserve the right to postpone or cancel the event with refund to exhibitor/sponsor according to the actual situation.



Mr. Tim Vutha
Managing Director

Ms. Heng Samneang
General Manager

Miss. O Davy
Talent Manager

Miss. Heng Samneang

Position: General Manager

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