



សាខាលីក្សាអ៊ីជីតិត្រិក្រានី

សេវាយុទ្ធសម្រាន 2023



2023

ការរំនៀកពីពេលវេលាប្រជុំ ដែលមានបន្ទាត់បុណ្យចុះឆ្នាំ ប្រព័ណិត នូវចេះ



ពីពេលវេលាប្រជុំ និងផលិតផលទូទៅ / លោកស្រីប្រជុំ / បានបុរាណ / គុណខ្ពស់ / ការបង្ហាញយុត្តិបុរាណ / ការប្រគល់ផ្តៃ / EDM

Hosted by



Organized by



Co-Organized by

Supported by



Partners



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



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Media Partner



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01



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

Organizer

ល្អល្អ៉ន្នាំចូ
ប្រធោណីខ្មែរ



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 Sankgran and many other events.

Cambodia Construction Industry
Expo 2014- 2019



Motorrad Angkor Festival 2019



Morodok Techo
Stadium Sangkran
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





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.



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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



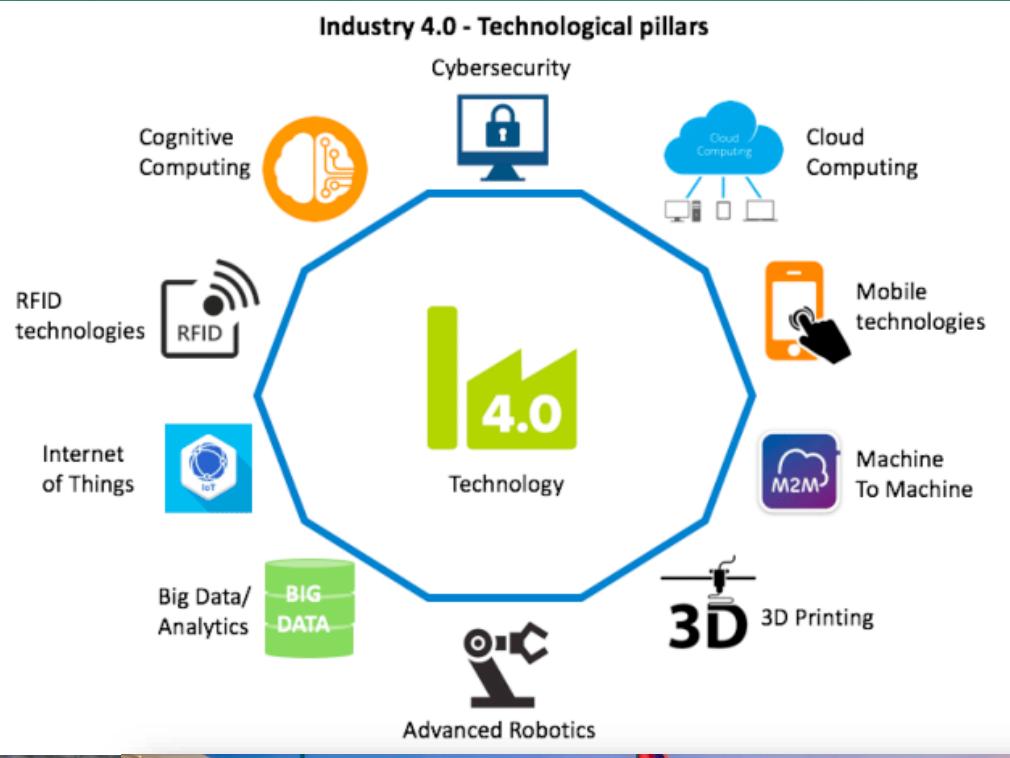
60,000 pax

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



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: បទពុជ្ជីខ្មែរប៊ែបី 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

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Benefits of Main Sponsors
&
Co-Sponsors

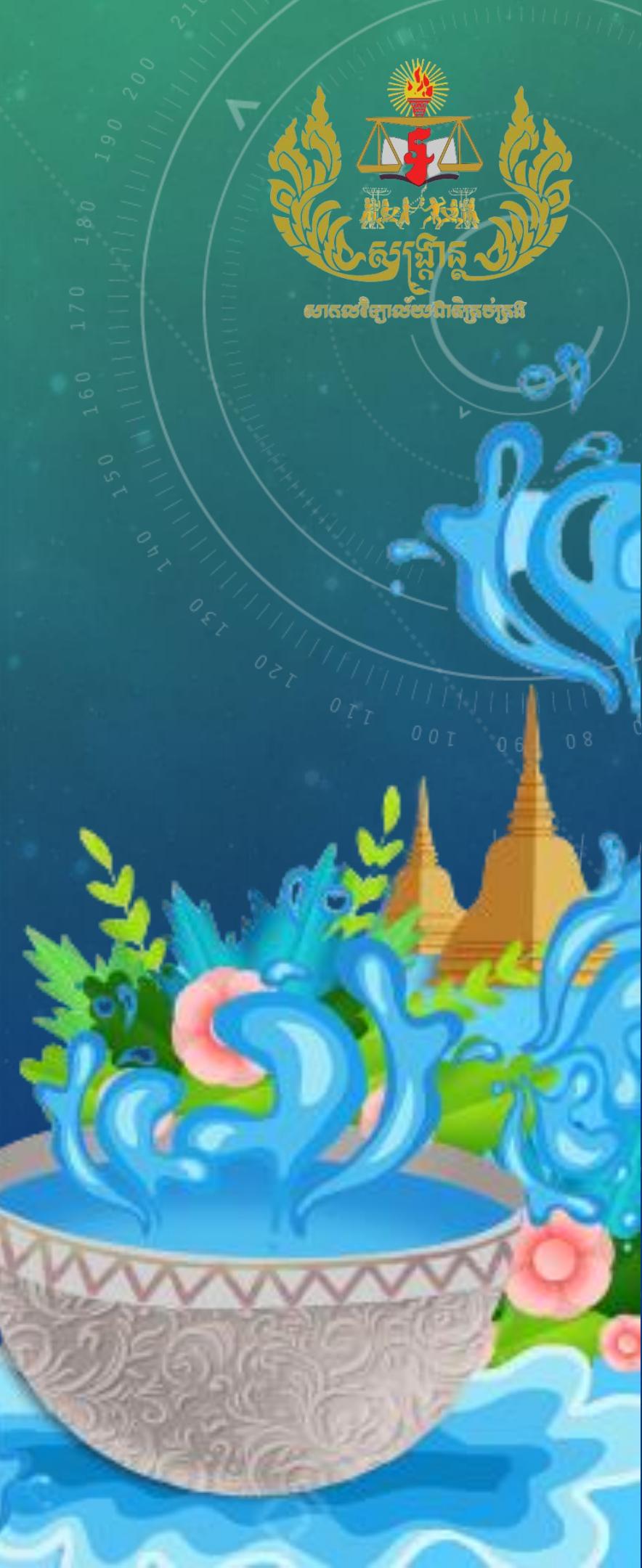


Main Sponsor: 2 Units

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

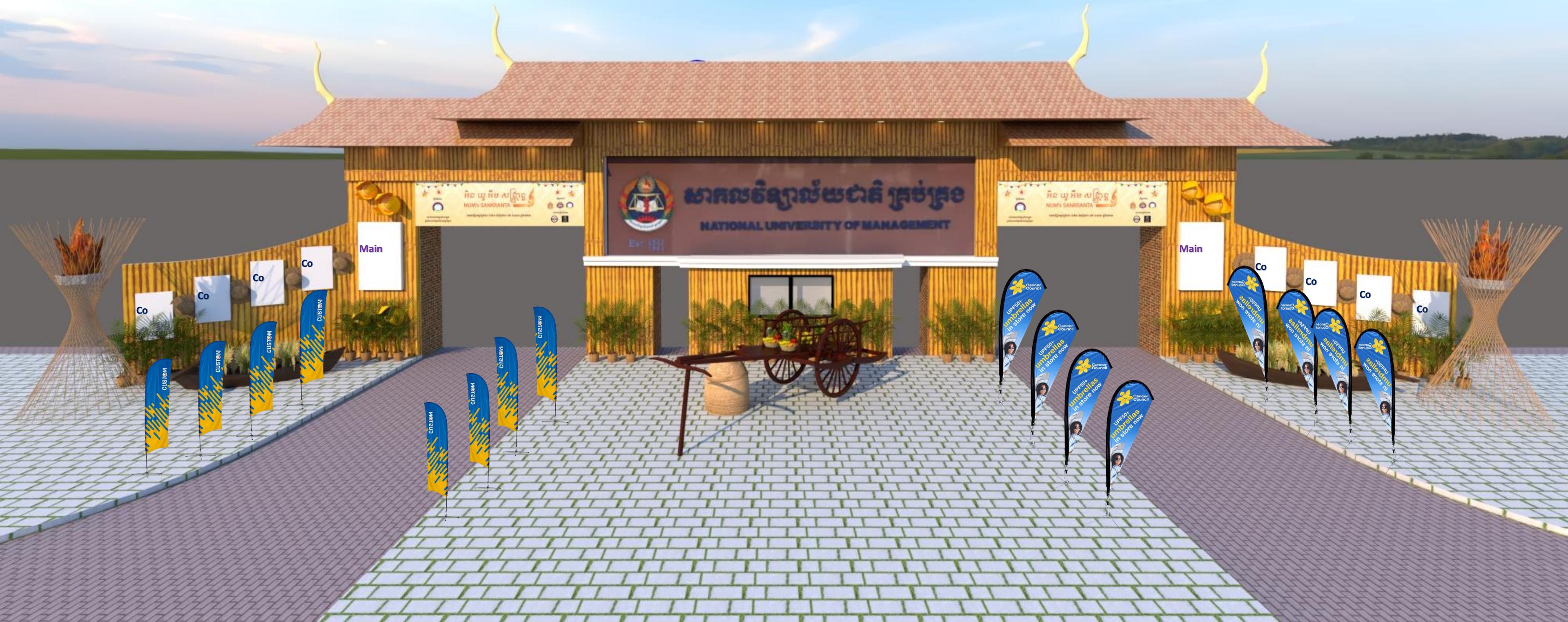
Main Sponsor





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សាខាលីក្សាប់បានក្រោមព្រៃន





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

Roth Sovannakolcho
Phnom Penh

On-stage Benefits

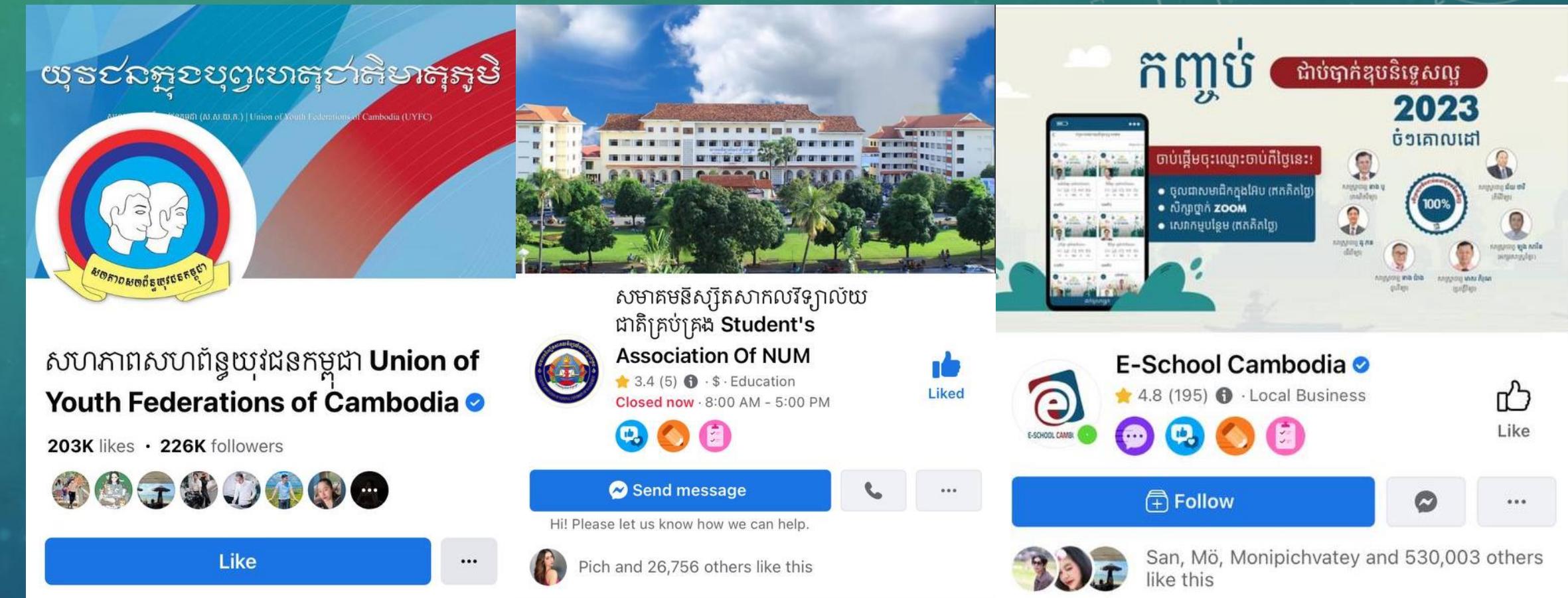
- 5-mn Speech on stage at Opening Ceremony
- VIP ribbon cutting opportunity with delegation
- MC announces about the main sponsor across the show
- Running sponsor logo on FB Live
- Sponsor TVC during Break time on FB Live
- Crawling



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

Benefits

Co-sponsor

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

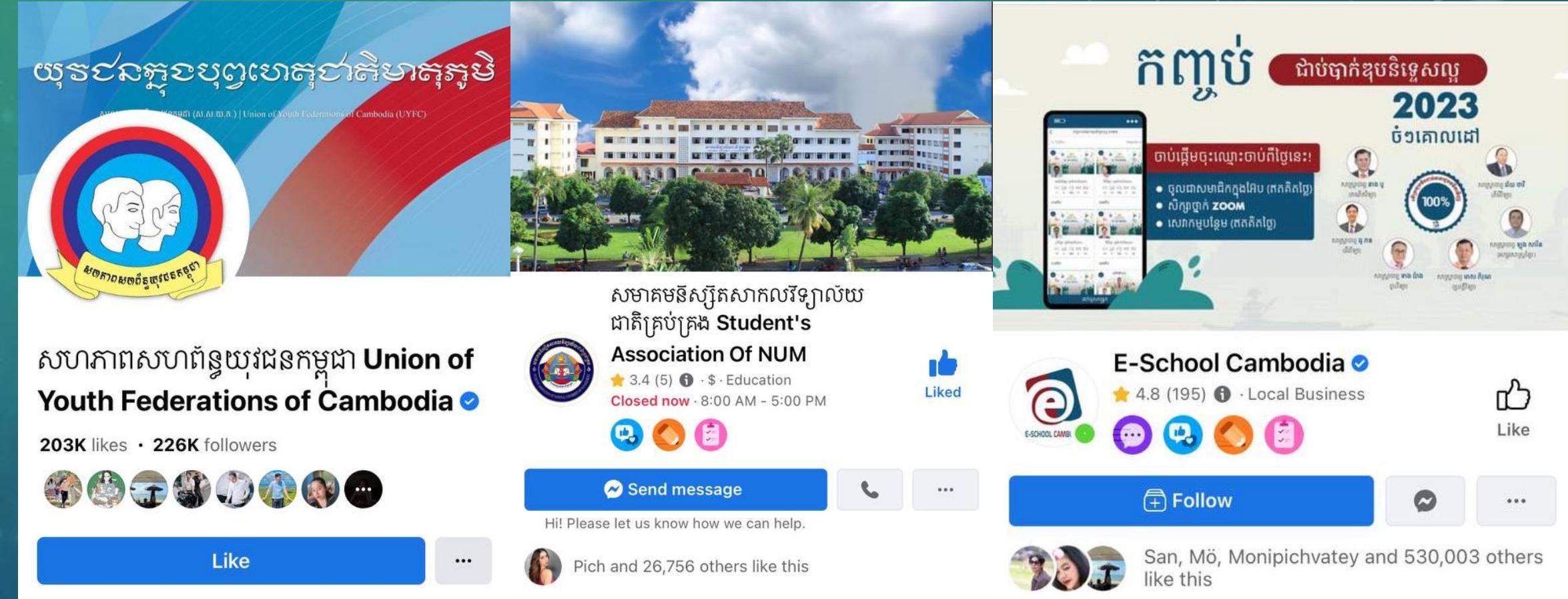
Onsite Event Facebook Live

On-stage Benefits

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

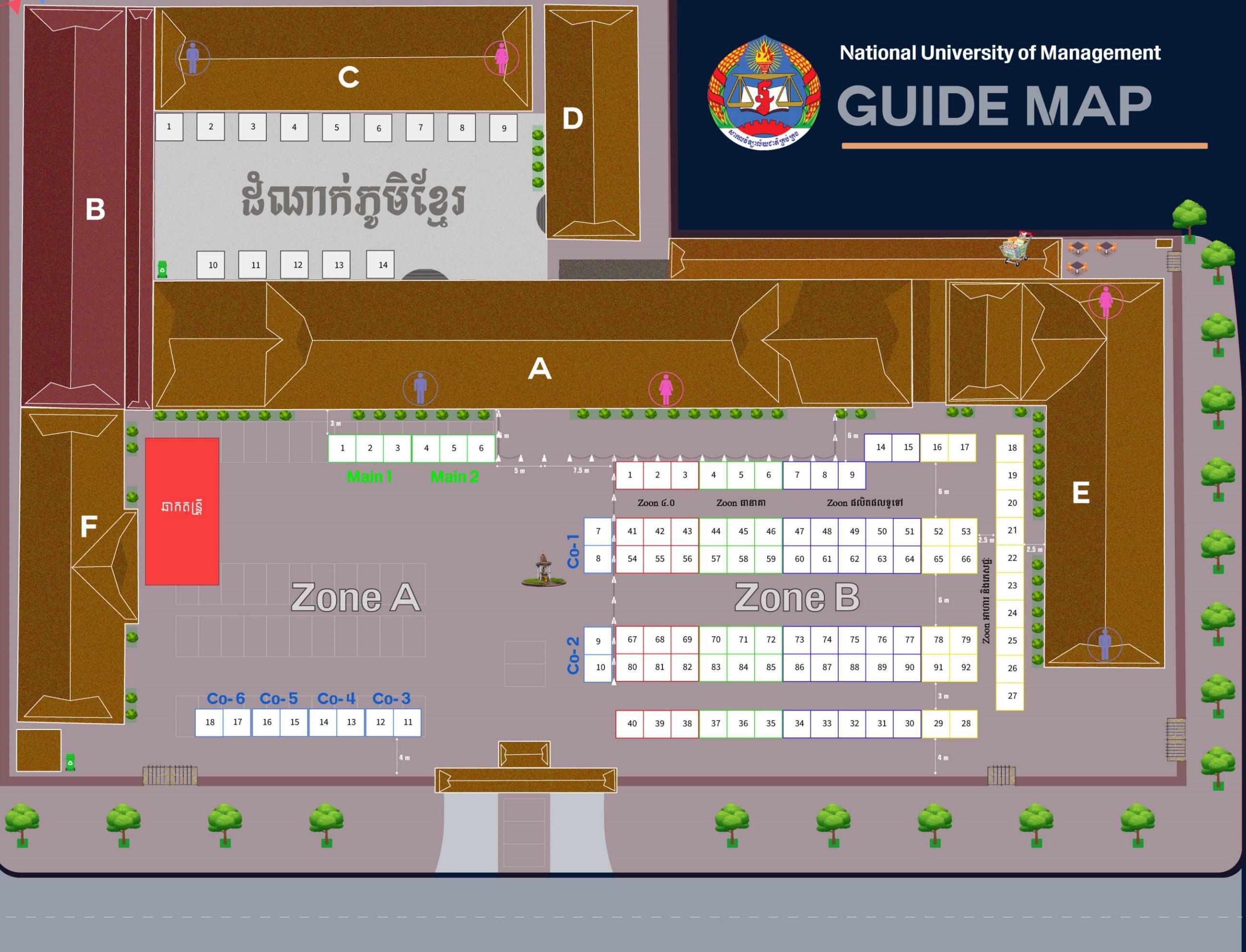
On-stage Benefits

Live on Facebook Page



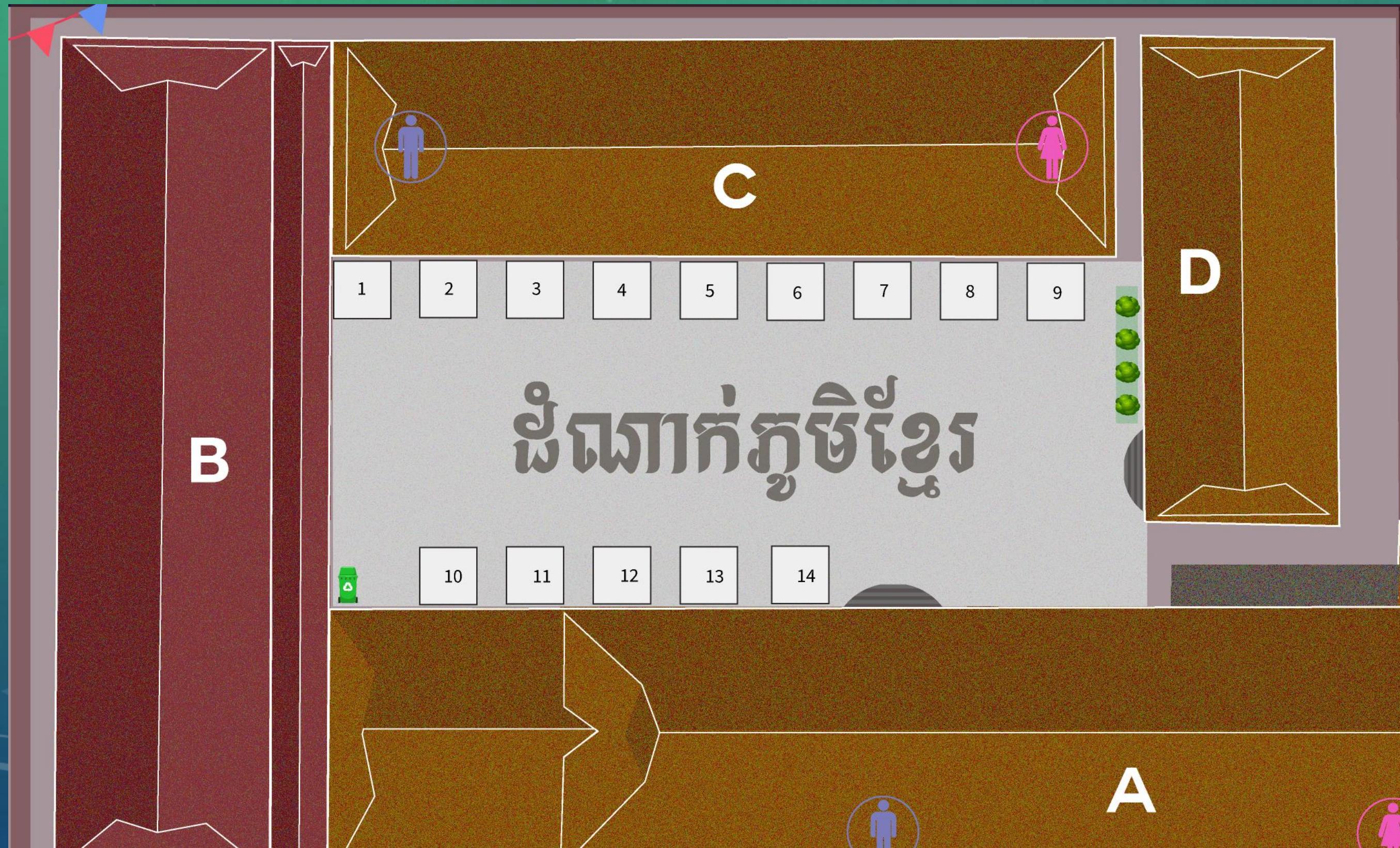
- Sponsor TVC during Break time on FB Live
- <https://web.facebook.com/num.edu.kh>
- Sponsor TVC during Break time on FB Live
 - <https://web.facebook.com/uyfccambodia>
 - <https://web.facebook.com/sanum2022>
 - <https://web.facebook.com/eschoolcambodia>

National University of Management
GUIDE MAP



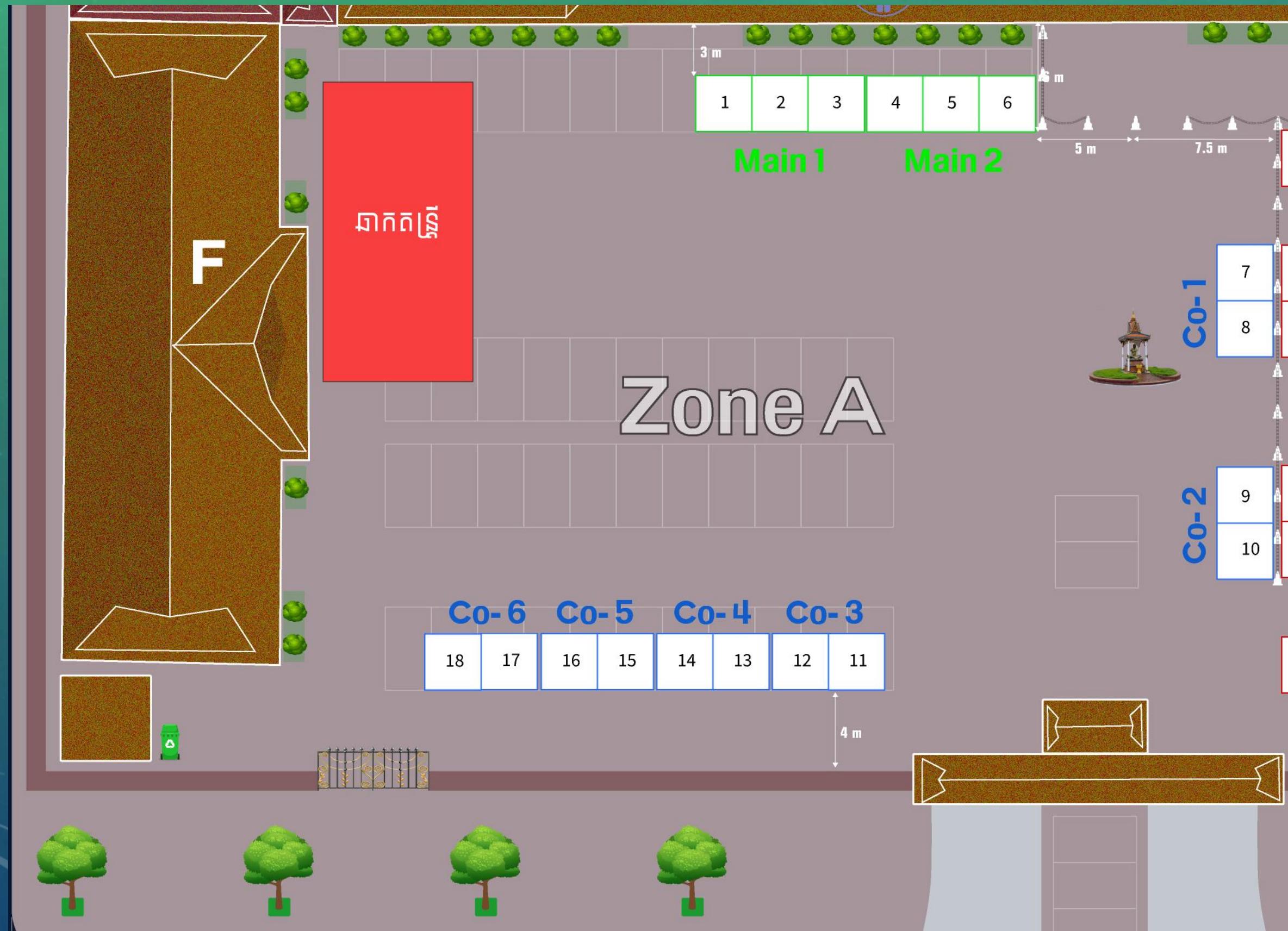
Event Floor Plan

Located at the back of NUM's Building A



Khmer Product Pavilion

Located at the most traffic zone



Booths for Main & Co-Sponsor



National University of Management

GUIDE MAP



- Booth in zone A
- Main sponser
- Co-sponser
- Booth in zone B
- Zoon ៤.០
- Zoon ពាណិជ្ជ
- Zoon ធម្មិកធម្មទទេ
- Zoon អាបារ និងកែសជ្នៃ
- ផែលរាក់ក្បាសិខ្មោះ
- Restroom for Female
- Restroom for Female
- Circle-K Mart
- Reserved
- Sold out
- Available

Local product producers

Electronic and technology sector

Financial and banking service

General product/service

Famous brands

Educational product/service

Food and drinks sector

07

Terms and Conditions



- 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.



Miss. Heng Samneang
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Mr. Tim Vutha

Managing Director



Ms. Heng Samneang

General Manager



Miss. O Davy

Talent Manager