



الخدمت فاؤنڈیشن پاکستان
ALKHIDMAT FOUNDATION PAKISTAN

ALKHIDMAT FUTSAL LEAGUE

Season 2

Sponsorship Proposal

Prepared By

Alkhidmat Sports Club



الخدمت فاؤنڈیشن پاکستان
ALKHIDMAT FOUNDATION PAKISTAN

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Dear Concerned,

I hope this message finds you well.

We are excited to announce Season 2 of the Alkhidmat Futsal League (AFL) – Pakistan's pioneering futsal league that has already made its mark by redefining the sports entertainment landscape in the country.

Building on the success and momentum of our inaugural season, AFL has quickly grown into more than just a sporting event. It now stands as a symbol of excellence, sportsmanship, and community engagement. Season 2 promises to take this vision even further – with greater talent, broader reach, and enhanced experiences for fans and partners alike.

By partnering with AFL, your brand will gain exposure through dynamic sports-related content, connect with a vibrant and growing audience of futsal enthusiasts, and contribute to a movement that is positively impacting communities across Pakistan.

We believe this collaboration will bring lasting value to your organization while supporting the growth of futsal in Pakistan. Together, we can elevate the sport to new heights and inspire the next generation of athletes.

Thank you for considering this opportunity. We look forward to the possibility of working together on this exciting journey.

DR. Mushtaq Ahmad Mangat
Vice President
Alkhidmat Foundation Pakistan



Donations Exempted From Income Tax

INTRODUCTION

The Alkhidmat Futsal League (AFL) is a pioneering initiative dedicated to promoting the growth and development of futsal in Pakistan. As the country's first-ever structured futsal league, AFL has already set a benchmark in its inaugural season by redefining sportsmanship, professionalism, and fan engagement. Now returning with Season 2, AFL continues to elevate the national futsal scene, offering a competitive platform for emerging talent while strengthening community involvement through the power of sports.

ABOUT AFL:

THE ALKHIDMAT FUTSAL LEAGUE (AFL) REPRESENTS A GROUNDBREAKING INITIATIVE TO PROMOTE THE GROWTH AND DEVELOPMENT OF FUTSAL IN PAKISTAN. AS THE FIRST- OF- ITS- KIND TOURNAMENT IN THE NATION, AFL AIMS TO SET NEW STANDARDS OF EXCELLENCE IN SPORTSMANSHIP, PROFESSIONALISM, AND FAN ENGAGEMENT.

Event Attraction:

The Alkhidmat Futsal League stands out not only for its competitive spirit but also for its unique and player-centric reward model, where athletes are compensated for every minute they play – regardless of the match outcome. With each match lasting 20 minutes, the financial incentives grow with every round:

Round 1: PKR 30,000 per team (PKR 100 per minute per player)

Round 2: PKR 45,000 per team (PKR 150 per minute per player)

Round 3: PKR 60,000 per team (PKR 200 per minute per player)

This structure ensures that every player's efforts are both recognized and rewarded, making AFL a true game-changer in Pakistan's futsal scene.

WHY SPONSOR AFL?

PIONEERING OPPORTUNITY:

AFL offers sponsors the chance to be part of history as the season 2 of this futsal league in Pakistan. By associating your brand with this pioneering event, you will demonstrate leadership and innovation in the sports industry.

ENGAGING CONTENT:

Sponsors of afl will have access to a wealth of engaging sports-related content, including match highlights, player interviews, behind-the-scenes footage, and fan interactions. This content provides unique opportunities to connect with a passionate audience of futsal enthusiasts.

AUDIENCE ENGAGEMENT:

Afl will attract a diverse audience of sports fans, futsal enthusiasts, and community members from across Pakistan. Sponsors can engage with this audience through strategic branding, activations, and partnerships, both online and offline.

COMMUNITY IMPACT:

By supporting afl, sponsors will play a vital role in nurturing local talent, promoting healthy competition, and fostering a culture of sportsmanship and teamwork. Your sponsorship will contribute to the growth and development of futsal at grassroots levels, leaving a lasting impact on communities.

Sponsorship Packages for Alkhidmat Futsal League – Season 2

1. Title Sponsor – PKR 2,000,000

Exclusive Benefits:

- **Event Title Branding:** The sponsor's name/logo will appear as the main title of the league (e.g., "Alkhidmat Futsal League powered by [Sponsor Name]").

Logo Placement:

- Prime logo placement on players' kits (front and back).
- Prominent display on event backdrops, stage banners, and all branding materials.

Social Media Promotion:

- Featured posts across all official Alkhidmat social media channels.
- Customized sponsor-focused posts (10+ dedicated posts).
- Logo and mention in all event-related content.

Media Coverage:

- Sponsor mentions in news channel coverage and interviews.
- Featured in all print media articles.
- Logo in press releases.

On-Site Branding:

- Logo placement on event banners, player stands, and entrance gates.
- 20 branded standees across the venue.

Sponsor Booth: Dedicated booth space at the event for promotion or engagement activities.

2. Gold Sponsor – PKR 1,500,000

Prominent Benefits:

Logo Placement:

- Logo on players' kits (sleeves or shorts).
- Significant display on event backdrops and promotional materials.

Social Media Promotion:

- Featured in official posts and tagged in promotional content (6+ dedicated posts).
- Logo placement in event highlight videos and stories.

Media Coverage:

- Mention in news coverage and print articles.
- Logo inclusion in press releases.

On-Site Branding:

- Logo on event banners and stands.
- 10 branded standees across the venue.

Sponsor Booth: Booth space available upon request.

3. Silver Sponsor – PKR 500,000

Key Benefits:

Logo Placement:

- Logo on players' kits (small placement on the back or sleeves).
- Display on selected branding materials and banners.

Social Media Promotion:

- Included in promotional content (4+ general posts with tags).
- Logo in event-related stories and reels.

Media Coverage:

- Mention in print articles and press releases.

- **On-Site Branding:**

- Logo on event banners.
- 5 branded standees at the venue.

Add-On Opportunities

Sponsors can further amplify their visibility through:

- Exclusive Trophy Sponsorship: PKR 200,000 (Sponsor logo on the trophy and exclusive announcement during the prize distribution).
- Refreshment Sponsor: PKR 100,000 (Branding at all refreshment stands).

Glimpses of Season 1



Glimpses of Season 1



Closing Ceremony



Closing Ceremony





**THANK
YOU**