

EDEX MID YEAR EXPO 2026 Sponsorship Proposal

		Platinum	Gold
Sponsorship Value		LKR 2,000,000	LKR 1,600,000
Event dates	Colombo	05th & 06th September at BMICH Colombo	
Space & Venue	BMICH - Colombo	04 stalls (each 3x3 meters)	03 stalls (each 3x3 meters)
Social Media	Facebook	Exclusive cross promotions on Facebook for 6 days	Exclusive cross Promotions on Facebook for 3 days
	Facebook	Weekly updates (20 posts) with logos (from Mid July 2025) and daily updates from the last week prior to the event	Weekly updates (10 posts)with logos (from Mid July 2026) and daily updates from the last week prior to the event
	You Tube	03 minutes video clip	02 minutes video clip
	instagram	Weekly updates with logos (from Mid July 2026)	Weekly updates with logos (from Mid July 2026)
Media	Newspapers	Logo under "Platinum Sponsor"	Logo under "Gold Sponsor"
	PR Article - exclusive	Exclusive PR article (limited to 300 words) with a photograph (02 rounds)	Exclusive PR article (limited to 300 words) with a photograph
	PR Article - EDEX related events	Collaborative publicity	Collaborative publicity
	News paper supliment (*subject to conditions)	PR article photograph under "Platinum Sponors"	PR article photograph "Gold Sponsors"
Website http://edex.lk/	Recognition in the home page - under relevent sponsorship category	√	√
	Inner pages- PR articles	√	√
	Inner pages- PR photograph	√	√
	Inner pages - Company profile	√	√
	Inner pages - link to sponsor web sites	√	√
Poster campaign	Posters - coverage over 250 schools	Colombo suburbs	
Banners	Banners - at over 30 bus stands	Key bus lines in Colombo & suburbs	
	Banners - at over 60 railway stations	Key railway stations	
Pennants	Pennants - 60 (11*2) at entry points to Colombo	Peliyagoda,Kaduwela,Battaramulla,Dehiwala,Moratuwa, Nugegoda	
Leaflets	Leaflets - 20,000 with logo belt	5,000 - direct mail and balance at tution centers	
	Leaflets - with logo belt at Fort railway station and Central bus stand	Prior week Friday evening and Saturday morning	
Hordings	Entrance backdrop with logo	√	√
	Hording with Sponsor logos- at event location	√	√
	Hording with Sponsor logos- at 06 prime locations in Colombo	√	√
Digital screens	Digital screens in prime locations in Colombo - EDEX advertistments with Sponsor logos	√	√
	Mobile digital screen at event location - introductory videos with sponsor logos	2 minutes video/ trailers	1 minutes videos/ trailers
Exhibition Material	Exhibitor Catalogue - recognition under relevant category	√	√
	Floor plan with Sponsor logo	√	√
Onsite Promotions & Advertising	Pennants *	08 pennants	05 pennants
	A Boards*	04 "A" boards	02 "A" boards
	Ushers for unrestricted distribution of promotional materials	05 ushers	02 ushers
Pre - Event Media Briefing	Recognition in the backdrop with logos	√	√
	Reserved chair at the headtable	√	√
	Two minutes introductory video presentation	√	√
Inauguration Ceremony	Invitations to the ceremony	08 Invitees	04 Invitees
	Invitation for Lighting the oil lamp	√	√
Visitor insights	Insights gathered through interviews, questionares	Free access	Free access
	Access to Visitor Database	Free access	Free access

Note: Display of logo sizes in all promotional material will vary according to the category of Sponsorship.

Onsite promotional activities are subject to clearance of BMICH security authorities

Artworks for the social media posts to be provided by the respective sponsors

Pennants and A boards can be arranged only inside the BMICH premises

Eligibility to participate depends on the sponsorship confirmation at that time



Organised By



Royal College Union

Live your dream

සිහිනෙහි ජීවිතයක

கனவை நனவாக்குங்கள்

