



Dates: (2nd and the 3rd Day of Eid) - June 8th & 9th, 2025

Venue: YMCA Ground, Service Station Rd, Civil Lines, Karachi

CONCEPT

Eid Celebration Through Music & Community

A two-day open-air festival designed to offer a joyful, immersive entertainment experience for families, youth, and music lovers during the Eid holidays.

Live Performances by Top Pakistani Artists

Featuring six live acts across pop, semi-classical, and contemporary genres to highlight local talent and mainstream music on a professionally managed stage setup.

Dual Format: On-Ground & Live Stream

Audiences can attend physically or tune in from anywhere via Mawj Stream, a ticketed digital platform offering a multi-angle, interactive concert experience.

Culinary Village & VVIP BBQ Lounges

A curated food court, including restaurant stalls and exclusive VVIP BBQ rooms, adds a lifestyle dimension that blends entertainment with high-quality dining.

Brand Activation & Ad Integration

Designed as a brand-forward platform, the festival integrates SMD ad slots, sponsor visibility, and digital engagement opportunities for businesses to reach thousands.



Objectives

Celebrate Eid with Music, Community & Culture

Create a joyful, inclusive space where people come together during Eid to enjoy music, food, and shared celebration — reflecting the spirit of togetherness.

Blend Live Music with Pakistan's Eid BBQ Tradition

Introduce a unique fusion of live entertainment and Eid festivities by offering curated food stalls and exclusive VVIP BBQ lounges, elevating the traditional celebration into a lifestyle experience.

Provide a Premium Performance and Visual Experience

Deliver high-production music performances with professional sound, stage, and lighting, enhancing the on-ground and digital audience experience.

Create Strategic Value for Sponsors and Partners

Offer meaningful, branded engagement through SMD ad slots, on-site branding, and integrated digital promotions, turning the festival into a marketing platform for local and national brands.

Establish a Scalable Annual Entertainment Property

Build Mawj Music Festival as an annual cultural staple in Karachi, with potential to expand across cities and through digital channels in future editions.





Target Audience

- Families, youth, and music lovers
- Urban Eid celebrators
- Nationwide and global virtual audiences
- Estimated 5,000 daily attendees and 10,000+ stream

Event Programming

Day 1 – June 8th



Afusic



Natasha Beyg



Young Stunners

Event Programming

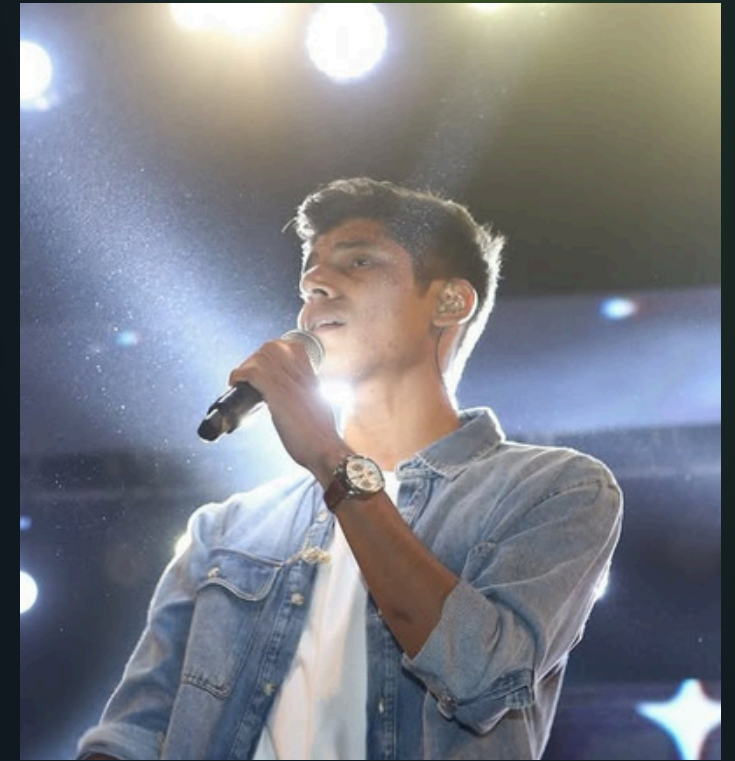
Day 2 – June 9th



Zeeshan Ali



Sounds of Kolachi



HAVI

Programming Highlights - Our USPs

- Curated and choreographed dances for the popular Artists' songs
- A curated stage design, with a mix of elements on the SMD Screens and physical assets on stage
- Light show design with Projection Mapping
- Global live Stream targeting International South Asians expecting 10,000+ stream viewers.



Culinary Experience

General Food Court

Eid snacks, fusion bites, desserts, and sponsor food stalls.

VVIP BBQ Lounge

Private rooms, grill stations, chef add-ons, premium dining with performance vibe.



Driving Hype, Visibility, and Ticket Sales Across All Channels

Our campaign is designed to build momentum leading up to Eid and convert audience excitement into attendance — both on-ground and online via Mawj Stream.

1. Digital Marketing

- Paid ads across Instagram, Facebook, YouTube, and TikTok
- Geo-targeted campaigns for Karachi and major urban centers
- Countdown teasers, artist drops, and live Q&A promos

2. Influencer Partnerships

- Collaborations with lifestyle, music, and comedy creators
- Live reaction videos and BTS content leading up to the event

3. Radio & Audio Branding

- Sponsored segments on FM channels
- Festival countdown mentions & ticket giveaways

4. Outdoor Advertising

- Billboards in high-traffic areas of Karachi
- LED van screens & digital signage pre-event week

5. Media & PR

- Press releases to entertainment publications
- Artist interviews and media days
- Coverage through digital magazines and YouTube shows

6. Community Outreach

- Cross-promotions with music schools, event communities, and student groups
- Exclusive group booking incentives

International Brand Exposure

Access to the Global South Asian Diaspora

Live streaming allows Mawj Music Festival to tap into millions of overseas Pakistanis and South Asians who celebrate Eid and crave cultural connection — making it a targeted way to reach emotionally engaged viewers abroad.

Extended Brand Reach Without Physical Presence

Sponsors and partners featured in the stream (via ads, overlays, and banners) gain real-time exposure across international markets — without the cost of on-ground activations in those regions.

Multi-Device Viewing Increases Visibility

Viewers will tune in via smartphones, smart TVs, tablets, and laptops — multiplying ad impressions and ensuring brand content appears in diverse, high-attention digital environments.

Real-Time Viewer Analytics for Global Impact

The streaming platform offers data on geographic viewership, engagement, and ad performance, enabling measurable insights for brands targeting consumers in specific countries like the UAE, UK, and North America.

Digital Word-of-Mouth & Shareability

International viewers sharing clips, reactions, and content online will organically extend brand visibility — turning the stream into a viral medium for music, culture, and brand storytelling beyond borders.

Core Team



Ahsan Mawji
Festival Director / Producer



Zeeshan Parvez
Production Head / Artists Manager



Ali Raza
Video Production / Streaming Lead

Core Team



Basit Afzal
Stage and Sound



Muhammad Ghani
Dance Choreography



Hamza Awan
Light Design / Projection Mapping.



Sponsorship Packages Overview

Explore flexible sponsorship tiers crafted for maximum brand exposure and impact.



Sponsorship Tiers & Investments

Tier	Slots	Investment (PKR) - Net
Title	1	7,500,000
Gold	2	4,000,000
Silver	4	2,500,000
Bronze	6	800,000

Sponsorship Exposure

Title Sponsor (1 Slot) – PKR 7,500,000	
Category	Brand Exposure
Marketing Collateral	- Exclusive logo on all official posters, flyers, invites
	- Primary placement in all radio, print, and press campaigns
	- Brand name included in event title ("Mawj Music Festival presented by [Brand]")
On-Ground Branding	- Center-stage and LED backdrop logo
	- Exclusive branding at main entrance
	- Logo on all VVIP lounges
	- Dedicated booth space
Digital Branding	- Logo in all paid social media ads
	- Branded posts with exclusive tags
	- Logo on festival website, RSVP forms, ticket pages
Live Stream Branding & Ads	- 25% of total ad slots (prime-time placement)
	- Watermark on stream throughout
	- 45-sec ad at stream start & end
	- Brand shoutouts by host

Sponsorship Exposure

Gold Sponsor (2 Slots) – PKR 4,000,000 each	
Category	Brand Exposure
Marketing Collateral	- Logo on all posters and flyers (below title sponsor)
	- Mention in radio promotions
	- Included in press release footer
On-Ground Branding	- Logo placement near the stage wings
	- Branded panels on event barricades
	- Shared branded booth space
	- Shared branded booth space
Digital Branding	- Logo in promotional videos and posts
	- Mention in artist Instagram stories or reels
Live Stream Branding & Ads	- 15% of total ad slots
	- Logo during transition screens
	- Mid-show ad placement (45 sec)
	- Logo during stream intermissions

Sponsorship Exposure

Silver Sponsor (4 Slots) – PKR 2,500,000	
Category	Brand Exposure
Marketing Collateral	- Logo in secondary placement on posters
	- Mention in joint sponsor listings
On-Ground Branding	- Logo on shared sponsor banners
	- Branding at side barricades
Digital Branding	- Shared posts on festival social media (logo only)
	- Logo listed on event website
Live Stream Branding & Ads	- 7.5% of total ad slots
	- Shared overlay banners
	- Shoutout in the mid-reel compilation

Sponsorship Exposure

Bronze Sponsor (6 Slots) – PKR 800,000	
Category	Brand Exposure
Marketing Collateral	- Small logo placement on select flyers
	- Included in sponsor collage visuals
On-Ground Branding	- Shared branding in food court or entry corridors
	- Logo on group banner stands
Digital Branding	- Group feature on festival’s Instagram & Facebook
	- End credits placement
Live Stream Branding & Ads	- 2.5% of total ad slots
	- Mention in end-credit roll
	- Logo included in shared stream visuals

Budget & Funding Sources

Total Budget

PKR 3.85 Cr

Funding Sources

Sponsor packages

Ticket sales (on-ground + stream)

On-stream ads (Mawj Stream)



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**Join us to co-create Pakistan's
next big cultural moment!**

MUSIC FESTIVAL

MAWJ



MEDIA