

TEAM JUNOON | HIGHBROW COLLEGE

COMMERCIAL PARTNERSHIP PROPOSAL

OBSESSION, ENGINEERED.

Every month, college societies ask Karachi brands for sponsorship—and offer a tiny logo on a banner nobody looks at.

We did the opposite. Before asking a single brand for money, our six Highbrow College engineers built an in-house content engine that hit **180,000+ organic views**—before even revealing our Formula 1 car.

ORGANIC TRACTION	CAMPUS FOOTPRINT	2-DAY EXPO FINALS
180,000+ VIEWS	800+ STUDENTS	700+ EXPECTED CROWD

REAL NUMBERS, ZERO AD SPEND

WE EARNED ATTENTION FIRST.

You shouldn't have to gamble on whether a student team can deliver eyeballs. Here is what our six registered members have already built organically in Karachi:

180K+

OVERALL DASHBOARD VIEWS ON @TEAMJUNOON.HB

Generated with **Rs 0 spent on paid ads**. Our dark, fast-paced engineering and lifestyle Reels hold real watch-time across Karachi's college and young buyer demographic.

37K+

VIEWS ON OUR HIGHEST-PERFORMING REEL

Our debut teaser hit **13,600 views in its first 6 hours** and crossed 37,000+ views organically—directed, filmed, and edited entirely by our own team.

~3.6M

MONTHLY STUDENT NETWORK AMPLIFICATION

Supported by Karachi's largest student community pages (**@spideysincollege** & **@insidehighbrow**, partner-reported combined monthly reach).

WHY THIS MATTERS FOR YOUR BRAND: We hit 180,000+ views before showing our CNC race car, our black F1 team jackets, or our Expo Centre booth. Our biggest viral drops are still ahead—and your brand is built directly into them.

HOW YOUR BRAND WINS

FOUR WAYS WE DRIVE REAL VALUE FOR YOU.

We don't just put your logo on a shirt. Depending on your business and tier, we activate your brand across four distinct online and on-ground channels in Karachi:

01 // DIGITAL CONTENT

IG COLLAB + 4K FILES

REELS SHOT AT YOUR OUTLET OR SHOWROOM.

Our crew brings our F1 prototype to **your café, showroom, or studio** to shoot a story-driven Reel—plus our **Seaside Commercial**. Published as an Instagram Collab post so views and engagement land directly on your page.

PRACTICAL VALUE: You get both our student reach AND the raw 4K video to run as your own ads.

02 // CAMPUS MARKETING

800+ HIGHBROW STUDENTS

DIRECT ACCESS TO 800+ COLLEGE STUDENTS.

Led by Highbrow College's Head Boy, we market your brand directly to **800+ students on campus**—through student discount codes, voucher drops, QR posters, product sampling, or an on-campus activation tailored to your tier.

PRACTICAL VALUE: Turns student awareness into actual walk-ins, trials, and group orders.

03 // 2-DAY EXPO CENTRE EVENT

700+ EXPECTED FOOTFALL

2-DAY EXPO CENTRE PIT BOOTH SHOWCASE.

Across both days of the **Race Pakistan '27 Competition Event at Expo Centre Karachi** (700+ expected attendees, teams, and corporate guests), your brand is featured on our Paddock Booth, standees, and neon-mirror selfie station.

PRACTICAL VALUE: 2 full days of physical booth presence, product display, and QR lead capture.

04 // TEAM KIT & LIVERY

6 JACKETS · 6 JERSEYS · 2 CARS

BLACK F1 TEAM JACKETS & 2 CNC RACE CARS.

Every sponsor logo is printed in clean, high-contrast **monochrome white** on our 6 matte black F1 jackets and 6 collared jerseys, plus custom decals on both CNC-machined Formula 1 cars—seen in every Reel and race run.

PRACTICAL VALUE: Permanent visual association across every video, campus drop, and race day.

FIRST CONFIRMED LOCKS CATEGORY

PICK THE TIER THAT FITS YOUR GOALS.

Title and Gold partners lock 100% category exclusivity—meaning no competing brand in your sector can join.

TIER 1 // 1 SPOT AVAILABLE

TITLE
Rs 60,000

- **"Powered By [Brand]" Naming**
  Official Title Partner across our bio, intros & booth.
- **100% Category Lock**
  Zero competitors allowed in your industry sector.
- **3 Collaborative 4K Reels**
  On-location outlet shoot + Seaside Commercial + 4K raw files.
- **Full Highbrow Campus Push**
  Dedicated on-campus activation + voucher/promo drop to 800+ students.
- **Hero Jacket, Car & Expo Booth**
  Center-chest jacket logo, main car wing & dominant 2-day Expo display.

COMPLETE CAMPAIGN OWNERSHIP

TIER 2 // 2 SPOTS AVAILABLE

GOLD
Rs 40,000

- **100% Category Lock**
  Locks out direct competitors in your specific category.
- **2 Collaborative 4K Reels**
  On-location or Seaside feature + full 4K raw video handover.
- **Campus Student Promo Drop**
  Student discount code & QR poster campaign across Highbrow College (800+ students).
- **Upper-Chest & Nose Cone**
  Prime monochrome white logo on 6 jackets, jerseys & both race cars.
- **2-Day Expo Booth Branding**
  Large standee & backdrop placement at Expo Centre (700+ expected footfall).

BEST BALANCE OF CONTENT & REACH

TIER 3 // 3 SPOTS AVAILABLE

SILVER
Rs 20,000

- **1 Collaborative Feature Reel**
  Dedicated Reel + Instagram Story mentions across our student network.
- **Sleeve & Car Rear Wing**
  Monochrome white logo on 6 black F1 jackets, 6 jerseys & both CNC race cars.
- **2-Day Expo Booth Presence**
  Brand logo & QR link inside our Expo Centre Paddock Booth & judging books.
- **Campus QR & Web Feature**
  Featured on campus promotional boards & teamjunoon.com.
- **Post-Event Insights Report**
  Screenshots of views, reach & engagement delivered after finals.

SHARP ENTRY PARTNERSHIP

FINANCIAL TRANSPARENCY: WHERE OUR RS 150,000 BUDGET GOES

INSTITUTIONAL SEED BACKED BY HIGHBROW COLLEGE

Rs 55k	Rs 25k	Rs 20k	Rs 15k	Rs 10k	Rs 10k	Rs 15k
2 CNC Cars	6 Team Kits	Expo Booth	Branding	Portfolios	Media Shoots	Buffer

AUDITED BY FINANCE LEAD RAYYAN // CUSTOM IN-KIND / PRODUCTION TRACKS AVAILABLE ON REQUEST

THE NEXT STEP

LET'S LOCK YOUR BRAND BEFORE WE PRINT.

Our jacket DTF print run and CNC car liveries are locking soon. Once a brand confirms a category in Title or Gold, that industry slot is closed.

TEAM JUNOON | HIGHBROW COLLEGE

• CATEGORY SLOTS OPEN // KARACHI

> "We don't want a passive cheque. Give us 10 minutes at your office, showroom, or over a call this week—tell us what you want to push in Karachi right now, and we will map the exact Reel, Highbrow campus drop, and Expo booth plan with you."

STEP 01 // 10 MINUTES

QUICK MEETING OR CALL

Pick your tier (Title, Gold, or Silver) and lock your category slot.

STEP 02 // LOGO SEND

JACKET & CAR LOCK

Send your PNG/vector logo for our 6 black F1 jackets and both race cars.

STEP 03 // EXECUTION

SHOOT, CAMPUS & EXPO

We shoot your Reel, launch on campus (800+ students), and showcase at Expo.

ZAIN MUHAMMAD KHAN

TEAM LEAD & HEAD BOY // HIGHBROW COLLEGE

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SCAN FOR @TEAMJUNOON.HB