



**BEST PLACE
TO WORK PAKISTAN
AWARDS GALA 2025**

SPONSORSHIP KIT

Get Ready to Sponsor Pakistan's Biggest HR Awards Gala Night



PRESENTED BY
**PAKISTAN SOCIETY OF HUMAN
RESOURCE MANAGEMENT**

POWERED BY **engageconsulting**
Engaging People - Growing Business

BEST PLACE TO WORK

AWARDS GALA

The Best Place to Work Awards is an initiative by Pakistan Society of Human Resource Management (PSHRM), powered by Engage Consulting.

Mission:

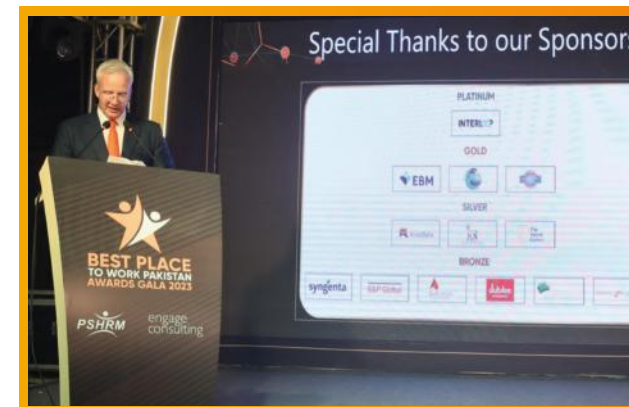
Celebrate exceptional workplaces that prioritize well-being, growth, and innovation, inspiring a culture of excellence.

Vision:

Lead a global movement transforming workplaces into nurturing environments that empower individuals to thrive.

Outcome:

17 years of highlighting key trends in HR such as Belonging, Growth, Alignment & Future.



Celebrating

17 Years

of Workplace Excellence



RECOGNIZING & CELEBRATING
BEST PLACES TO WORK

WHY SHOULD YOU SPONSOR

BEST PLACE TO WORK AWARDS 2025?

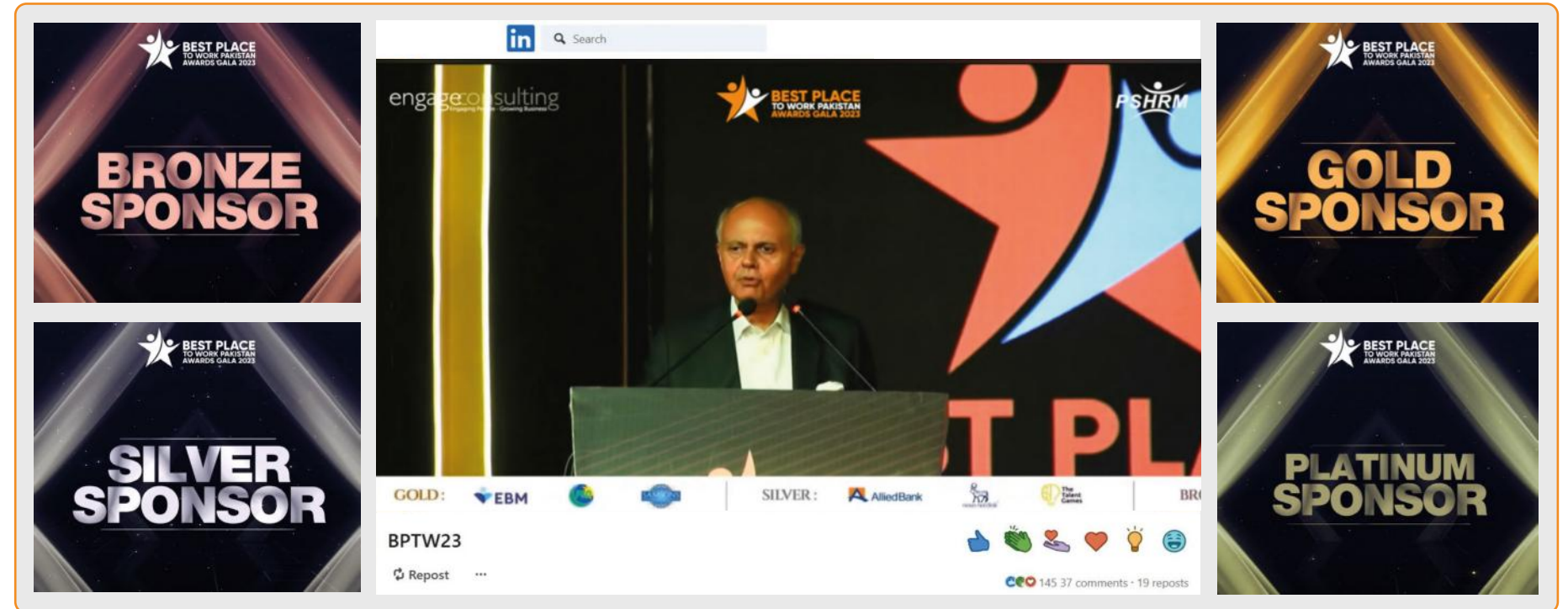
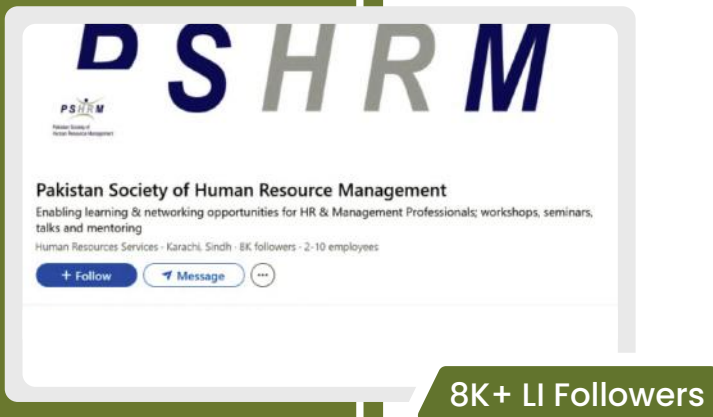
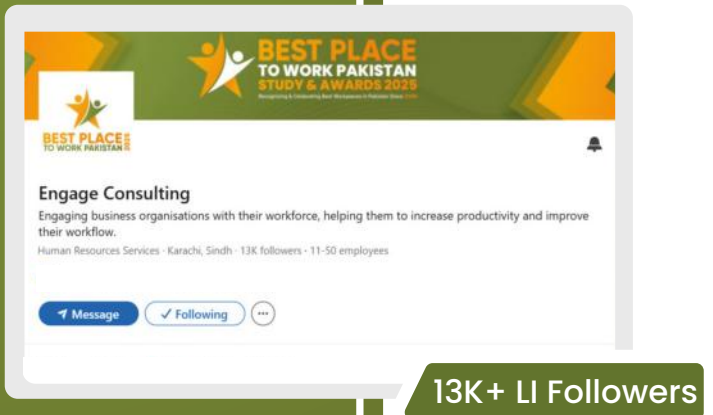
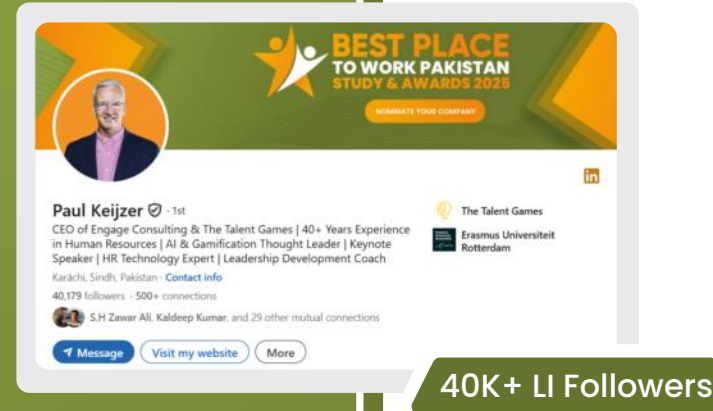
BRAND VISIBILITY

As a sponsor you will be offered the following benefits:

- Top-class Employer Branding
- Consolidated BPTW Survey Report
- Networking Opportunities with HR Fraternity
- Extra Passes to Attend the Awards Gala
- Large Booth at the Awards Gala Venue
- Corporate Video display at Awards Gala
- Exposure on Social Media Channels
- Brand Positioning at BPTW Awards Gala
- Announcement on BPTW Email Newsletter
- Company Logo in LinkedIn Live Broadcast
- Company Logo on Main Stage Backdrop
- Company Logo on Media Wall
- Company Logo on Event Invites
- Company Logo on Banners/Standees



MARKETING & EMPLOYER BRANDING MILEAGE



Sponsoring the Best Place to Work Awards offers unmatched visibility as part of the biggest **HR Awards in Pakistan**. Sponsors are prominently featured on our social media channels via separate announcements, engaging with **thousands of followers**, and showcased during our **LinkedIn Live broadcast**, which attract **thousands of views** nationwide and globally. It's a unique opportunity to align your brand with workplace excellence and gain impactful exposure to HR leaders and top organizations.



Company & HR Team Recognition via LinkedIn profile tags



LinkedIn Live Broadcast with thousands of views



Announcement on Social Media Channels with thousand of followers

2019



500K+

Views on LinkedIn



15K+

Engagements on
Social Media



55

Print and Digital
Media Coverage

2021



1.5M+

Views on LinkedIn



22K+

Engagements on
Social Media



115

Print and Digital
Media Coverage

2023



2.2M+

Views on LinkedIn



30K+

Engagements on
Social Media



142

Print and Digital
Media Coverage

DIGITAL MEDIA IMPACT

We promote all nominated companies on our social media platforms. We feature our sponsors on our website and promote them with dedicated posts on social media while mentioning their HR team members. This is a great opportunity to showcase and improve your employer brand.

INTERNATIONAL
THE NEWS



THE EXPRESS
TRIBUNE

**BUSINESS
RECORDER**
Founded by M.A. Zuberi



Pakistan
OBSERVER

THE
REGIONAL TIMES



TECHJUICE

The Financial Daily
International



24/7 NEWS

And many more...

IN THE NEWS

SPONSORSHIP PACKAGES

Sponsoring the awards gala is for branding purposes only and has nothing to do with winning an award.

ONLY 1 SLOT			
BRONZE	SILVER	GOLD	PLATINIUM
3 Passes for Awards Gala Night	5 Passes for Awards Gala Night	7 Passes for Awards Gala Night	10 Passes for Awards Gala Night
Company Logo on Media Wall	2 Company Branded Banners Placement	4 Company Branded Banners Placement	6 Company Branded Banners Placement
Company Logo on Main Stage	Company Logo on Media Wall	2-min Corporate Video Display on Stage	5-min Corporate Video Display on Stage
Company Logo on Awards Gala Invite	Company Logo on Main Stage	Mid-Sized Company Booth (8ft x 8ft)	Large Company Booth (10ft x 10ft)
Company Logo on BPTW Standee	Company Logo on Awards Gala Invite	Company Logo on Media Wall	Exclusive (Consolidated) BPTW Report
Company Logo on EC Website	Company Logo on BPTW Standee	Company Logo on Main Stage	Company Logo on Media Wall
Company Logo in LinkedIn Live Broadcast	Company Logo on EC Website	Company Logo on Awards Gala Invite	Company Logo on Main Stage
Announcement Post on Social Media	Company Logo in LinkedIn Live Broadcast	Company Logo on BPTW Standee	Company Logo on Awards Gala Invite
Announcement on BPTW Email Newsletter	Announcement Post on Social Media	Company Logo on EC Website	Company Logo on BPTW Standee
VIP Table/Seating Arrangement (Mid-Corner)	Announcement on BPTW Email Newsletter	Company Logo in LinkedIn Live Broadcast	Company Logo on EC Website
	VIP Table/Seating Arrangement (Mid-Center)	Announcement Post on Social Media	Company Logo in LinkedIn Live Broadcast
		Announcement via BPTW Email Newsletter	Announcement Post on Social Media
		VIP Table/Seating Arrangement (Front Area)	Announcement via BPTW Email Newsletter
			Special Video Shoutout by Paul Keijzer
			VIP Table/Seating Arrangement (Best View)
			Exclusive Post-Event Podcast Opportunity
PKR 7.5 Lacs	PKR 12 Lacs	PKR 17 Lacs	PKR 22 Lacs

*Prices are exclusive of Sales Tax

Message From CEO

At Best Place to Work Pakistan, we hold the credibility and integrity of our platform above anything else. We do not sell awards! The sole purpose of getting sponsors is to provide brand visibility to companies and put up a grand awards show where HR Leaders network and enjoy their time with keynote sessions, entertainment, award segments and confetti celebration alongside top-class dinner. There have been times when potential sponsors have expressed interest in sponsoring the awards while also expecting to win, but that's not how it works. Awards are earned solely based on employee engagement and how external talent perceives a company, not through sponsorship or influence.

Paul Keijzer

CEO, Engage Consulting





BLAST FROM THE PAST





JAMAL NASIR
President, PSHRM



PAUL KEIJZER
CEO, Engage Consulting

MEDIA WALL





SPONSOR BOOTHS



SPONSOR BANNERS





2023

STAGE



2021



2019



2017

A central graphic with the text 'PROMINENT FIGURES' in a bold, green, sans-serif font. The word 'PROMINENT' is in smaller letters above 'FIGURES'. The background is white with a subtle texture.

PROMINENT FIGURES

A photograph of Ehsan Malik, a middle-aged man with grey hair, wearing a dark suit and a white shirt. He is standing at a podium with two microphones, gesturing with his hands as he speaks. The background features a large, stylized logo with a blue and red star-like shape.

Ehsan Malik
CEO, Pakistan Business Council

A portrait of Irfan Siddiqui, a man with a grey beard and glasses, wearing a dark suit and a dark tie. He is looking slightly to the right. The background is a blurred image of a stage with blue and white geometric shapes.

Irfan Siddiqui
Ex President of OICCI
(Overseas Investors Chamber of Commerce & Industry)

A photograph of Shafat Ali, a man with dark hair and glasses, wearing a patterned shirt. He is holding a microphone and gesturing with his right hand. The background features a large, stylized logo with a yellow and white star-like shape.

Shafat Ali
TV Host and Entertainer

A photograph of Natasha Baig, a woman with long dark hair, wearing a pink top. She is holding a microphone and singing. The background features a large, stylized logo with a yellow and white star-like shape.

Natasha Baig
Singer and Songwriter

A photograph of Omair Rana, a man with grey hair, wearing a brown blazer over a dark shirt. He is holding a microphone and gesturing with his right hand. The background features a large, stylized logo with a yellow and white star-like shape.

Omair Rana
Event Host

AWARDS GALA SPONSORS OVER THE YEARS

INTERLOOP



ORACLE



systems

EXECUTIVE COMMITTEE

PSHRM



Jamal Nasir

Chief Human Resources Officer,
HBL



Tazeen Shahid

Chief People Officer,
Jazz



Hasan Adnan Ahmed

Group HR Integration Leader –
International Market, Coca-Cola CCI



Monis Mirza

Head Of HR,
Faysal Bank



Muhammad Rizwan Dalia

Chief People Officer,
K-Electric



Pouruchishty Sidhwa

Chief Human Resources Officer,
Easypaisa Digital Bank



Mohammad Naukhez Arslan

Chief Customer Officer,
TallyMarks Consulting



Himra Mursil

Chief People Officer,
Lucky Core Industries



Shahrukh Masood

Chief People Officer,
Martin Dow Limited



Amra Mubashir

GM Human Resources,
Tapal Tea

TEAM BPTW 2025

(ENGAGE CONSULTING)



Paul Keijzer
CEO



Sanober Ahmed Keijzer
Director



Daniyal Wali
Head of Marketing



Somaiya Saeed Khan
Manager Engagement Solution



Nauman Azeem
Senior Product Manager



Sajjad Rizvi
Technical Program Manager



Rabab Waseem
HR Executive



Kinzah Arshad
Finance Executive



Emad Minhas
Finance & Admin Manager



Babur Waris
Sr. Social Media Marketer



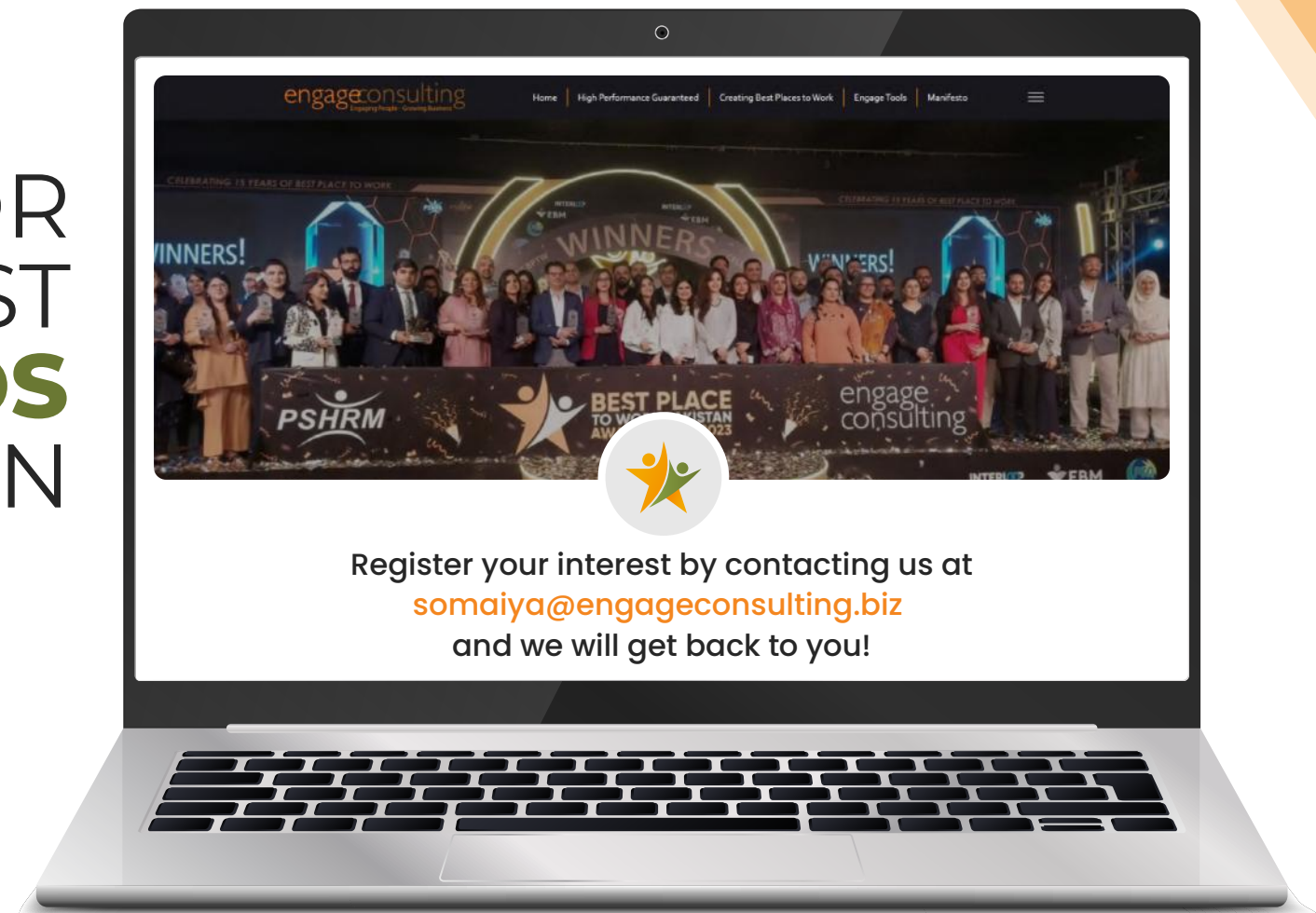
Hassaan Ali
UI/UX Product Designer



Bilal Hafeez
Senior Graphic Designer

HOW TO BECOME A **SPONSOR**

SPONSOR
THE BIGGEST
HR AWARDS
IN PAKISTAN



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