

PARTNERSHIP GUIDE

Own your category
where farmers see,
compare and decide.



Sector & zone sponsorships,
headline partnerships and
live demonstration rights.



16-18
Oct 2026



10,000+
Farmers
Expected



120+
Partners &
Exhibitors



6
Sectors



12
Zones



15
Live Demo
Slots



Bypass Road,
Kasur

THE OPPORTUNITY

**Your buyer, in one field,
in the buying week.**

Three days on open farmland in mid-October —
the exact week the Kasur belt commits its
rabi budget to seed, fertilizer, crop protection,
solar and machinery.



10,000+

targeted farmers



120+

partner brands &
exhibitors



12

zones · 6 sectors



15

live demo slots



Every visitor
QR-registered



CRM-ready
lead list within
72 hours



Open-field access. Real buyer context. Measurable lead capture.

HOW PARTNERSHIP WORKS

Three levels.
One clear ladder.

1



ZONE SPONSOR

Rs 450,000

Your name on one zone —
naming, entry marker,
competitor lockout
inside the zone.
Booth included.



2



SECTOR SPONSOR

Rs 950,000

Your name on a full sector —
both zones locked,
avenue arch,
a demo every day,
a stage slot.






3



HEADLINE PARTNER

Rs 1,800,000+

Your name on the event
itself — stage, gate,
event-wide exclusivity,
series options.








Each level includes everything below it —
and adds something the level below **cannot** buy at any price.

THE SIX SECTORS

One partner per sector. One per zone.



1

POWER & MACHINERY

- Machinery & Implements
- Tractors & Harvesters



2

SILAGE & DAIRY

- Silage & Dairy Mech
- Livestock & Dairy Advisory



3

CROP CARE

- Seeds & Crop Varieties
- Pesticides & Crop Protection



4

SOLAR & IRRIGATION

- Irrigation, Solar & Climate-Smart
- Fertilizer & Nutrition



5

FINANCE & ADVISORY

- Banking, Finance & Leasing
- Expert Clinic & Soil Testing



6

DIGITAL & MARKET

- AI, Drones & AgriTech
- Processed Foods & E-commerce



Every avenue runs from Kissan Chowk.
No sector is at the back.

SECTOR SPONSORSHIP

Own the full bazaar.
6 available — one per sector

Rs 950,000

✓ **EARLY OFFER** **Rs 760,000** until 14 August

- ✓ Sector naming — [Sector] Sector, powered by [Brand]
- ✓ Avenue entry arch — the sector's largest structure
- ✓ Category exclusivity across BOTH zones
- ✓ Machinery Demonstration Yard or Premium Booth
- ✓ Live demo every day, with video coverage
- ✓ Main-stage speaking slot
- ✓ 6 staff passes · priority sector lead report
- ✓ First refusal on both zone sponsorships inside



FOR BRANDS WHO MEAN BUSINESS.

For brands whose category spans both zones — a tractor maker with implements, a bank with leasing.

ZONE SPONSORSHIP

One zone. One partner.
No competitor.

 12 available — one per zone



Zone naming rights
and entry marker



Competitor lockout
within the zone



Standard Booth
(10×10 ft) included



One live demo slot
or expert session



4 staff passes •
zone lead report

INVESTMENT

Rs 450,000

EARLY:

Rs 360,000

until 14 August



THE UPGRADE

For Rs 500,000 more,
the Sector: both zones
locked, the avenue arch,
a demo every day and
a stage slot.

HEADLINE PARTNERSHIPS

Closest to the stage. Largest visibility.

1

Founding Series Partner

 SERIES EXCLUSIVE · 1 ONLY



- ✓ Everything in the Title Partnership for Kasur
- ✓ Founding Partner designation on every edition
- ✓ First refusal on the next three editions
- ✓ 2026 rate locked across those editions
- ✓ Category exclusivity across the series
- ✓ Series advisory board seat

Rs 8,500,000

EARLY-BIRD PRICE 

Rs 6,800,000
until 14 August

2

Title Partner — Kasur Edition

EXCLUSIVE · 1 ONLY



- ✓ Event name lockup on every asset
- ✓ Main Gate naming
- ✓ Main Stage naming · opening ceremony address
- ✓ Event-wide category exclusivity included
- ✓ Corporate Pavilion (20×30 ft)
- ✓ Demo Arena Exclusive

Rs 6,000,000

EARLY-BIRD PRICE 

Rs 4,800,000
until 14 August

3

Powered By Partner

1 ONLY



- ✓ Powered by [Brand] on selected assets
- ✓ Primary logo on stage backdrop
- ✓ Zone-level category exclusivity
- ✓ Corporate Pavilion · demo every day · daily stage slot

Rs 3,000,000

EARLY-BIRD PRICE 

Rs 2,400,000
until 14 Aug

4

Co-Presenting Partner

2 ONLY



- ✓ Logo placement across all event assets
- ✓ One stage slot every day
- ✓ Machinery Demonstration Yard (20×20 ft)
- ✓ Live demo slot included

Rs 1,800,000

EARLY-BIRD PRICE 

Rs 1,440,000
until 14 Aug

SPECIALIST PARTNERSHIPS

Pick your moment.



01

NETWORKING DINNER PARTNER

Rs 750,000

1 only

17 October evening —
150 guests: every partner
principal, sponsors and
district officials. Naming,
welcome address, table
branding.



02

FUNCTION PARTNER

Rs 325,000

8 slots · one brand each

Own one farmer moment:
goodie bag (8,000), chai,
main gate, registration,
parking, bus fleet, awards
or cultural night.
Standard Booth included.



03

COMMUNITY OUTREACH PARTNER

Rs 195,000

4 available

Your logo across 400 villages —
posters, banners and
announcement scripts,
weeks before the event.
Community Stall included.



LIVE DEMONSTRATION

A parked machine and a working machine are two different purchases.

	Machinery Demonstration Yard	Rs 345,000
+	Demo Slot (includes Demo Slot Rs 195,000)	Rs 540,000
+	Demo Series (includes Demo Series Rs 450,000)	Rs 795,000
+	Arena Exclusive (includes Arena Exclusive Rs 950,000)	Rs 1,295,000



15 demo slots across 3 days. Two arenas, standing crop.



EXHIBITION SPACE

Presence without the naming rights.



CORPORATE PAVILION

20×30 ft

Rs 575,000

Custom build permitted · 6 passes



MACHINERY DEMO YARD

20×20 ft

Rs 345,000

Machine entry rights · 4 passes



PREMIUM BOOTH

10×20 ft

Rs 185,000

Double frontage, prime row · 4 passes



Standard booths, community stalls and bazaar counters are covered in the separate Participation Guide.

WHAT YOU GET BACK

Every visitor, in a spreadsheet.



QR LEAD CAPTURE

Every scan at your presence logged live — no paper forms, no lost cards.



72-HOUR DELIVERY

Full CRM-ready export: name, mobile, district, crop interest, farm size, scan history.



BRANDING EVIDENCE

A photo set of every placement you paid for.



AUDITED FOOTFALL

A third-party audited attendance report, published whatever the number.



DEMO VIDEO

Your machine working, edited, yours to use.

RESERVE YOUR CATEGORY

30%

at booking —
non-refundable



40%

by 1 Sept —
production



30%

by 25 Sept —
balance



Early partnership rate: 20% until 14 August · 12% until 10 September



Exclusivity add-ons: +30% zone-wide · +45% event-wide (from 25 September).



**RESERVE YOUR
CATEGORY**



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agrifest.com.pk



All amounts PKR, exclusive of taxes.

Allocation on first-confirmed basis.