



LUMS

Co-Curricular
Activities Office

LUMS MODEL UNITED NATIONS

LUMS XXXI



Model United Nations (MUN) is a global debating program where students represent countries and discuss major issues to better understand world affairs. The LUMS Model United Nations Society (LUMUN) is **Pakistan's largest student-run MUN organization**, hosting the country's biggest conference and offering unique learning opportunities with influential diplomats like Ambassador **Shaharyar M. Khan** and **U.S. Ambassador Cameron Munter**.

About LUMUN



— LUMUN x OXIMUN —

AT **LUMUN 21**, we are joining forces with **Oxford University's MUN Team** to host Pakistan's largest Model United Nations conference. This strategic collaboration will expand our reach to new heights and **enhance global recognition for Pakistan**. We invite you to be part of this landmark event, which promises to elevate our **international profile** and create unparalleled opportunities for engagement and impact.



Representation

The LUMUN team proudly represents Pakistan at prestigious international events such as **Harvard's World MUN**, **Türkiye's IIMUN**, **Scotland's SCOTMUN**, and **Switzerland's GIMUN**, among many other conferences and summits worldwide, consistently securing esteemed awards.

Additionally, the LUMUN team's experienced chairs are sent to the affiliated schools to guide and mentor young delegates.



Legacy@LUMUN

LUMUN has consistently excelled on the **global Model UN stage**, recently winning prestigious awards at top conferences.

2024

LUMUN delegation secured the **Best Small Delegation** award at the **Harvard National Model United Nations** for the second consecutive year.

Win at **Istanbul International Model United Nations Conference (IIMUN)**, surpassing previous achievements.

2023

LUMUN earned both the **Best Small Delegation award** at **HNMUN**. Along with this our team also had an overwhelming **6/6 win**.

Best Delegation award at **IIMUN**, highlighting their ongoing excellence and leadership in international diplomacy.



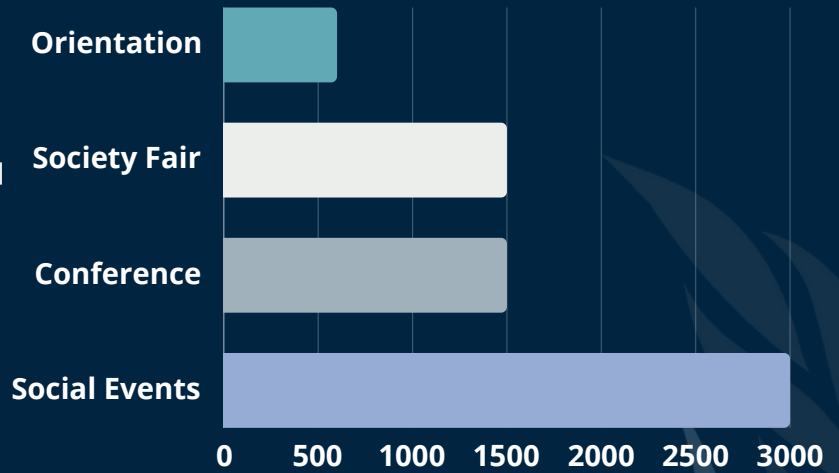
LUMUN x HNMUN 2024

The LUMUN Delegation to the Harvard National MUN were invited by the **President of Pakistan** to congratulate them on securing the Best Small Delegation Award. The delegation's accomplishments were further recognized with invitations from **Syed Babar Ali, Maryam Nawaz**, and multiple leading **news channels**.



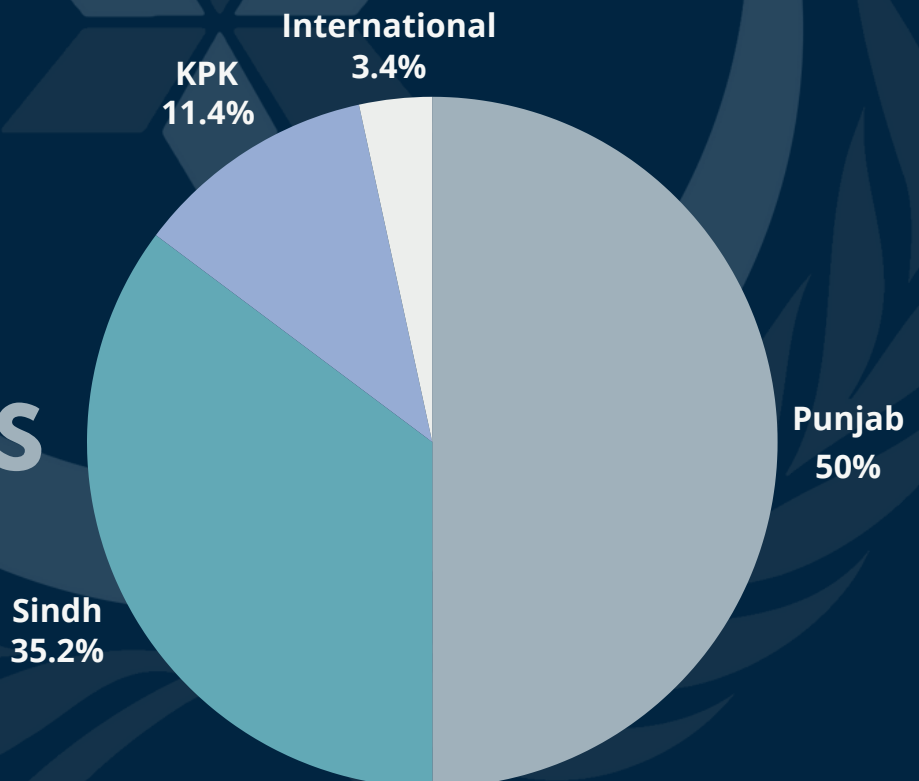
OUR REACH

3000+
STUDENTS



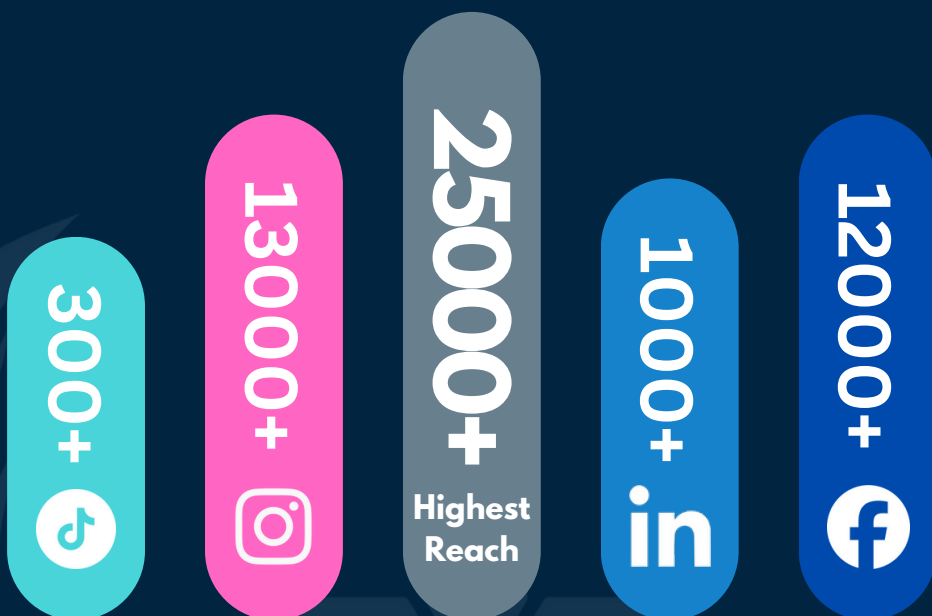
• ON-GROUND •

OUR
DELEGATES



OUR REACH

SOCIAL MEDIA



01

INSTAGRAM



- Community - 6.3k
- Engagement rate - 15.4%
- Estimated reach - 11k
- Highest reach - 25k
- Account growth rate - 51.9%

02

LUMS DISCUSSION FORUM



- 12 years strong exclusive LUMS community:
- 15000+ members.
 - 200+ average posts per day

03

LINKEDIN



- 500+ Followers
- 1500+ Impressions
- 150+ associated employees
- Brand Ambassador recruitment opportunities

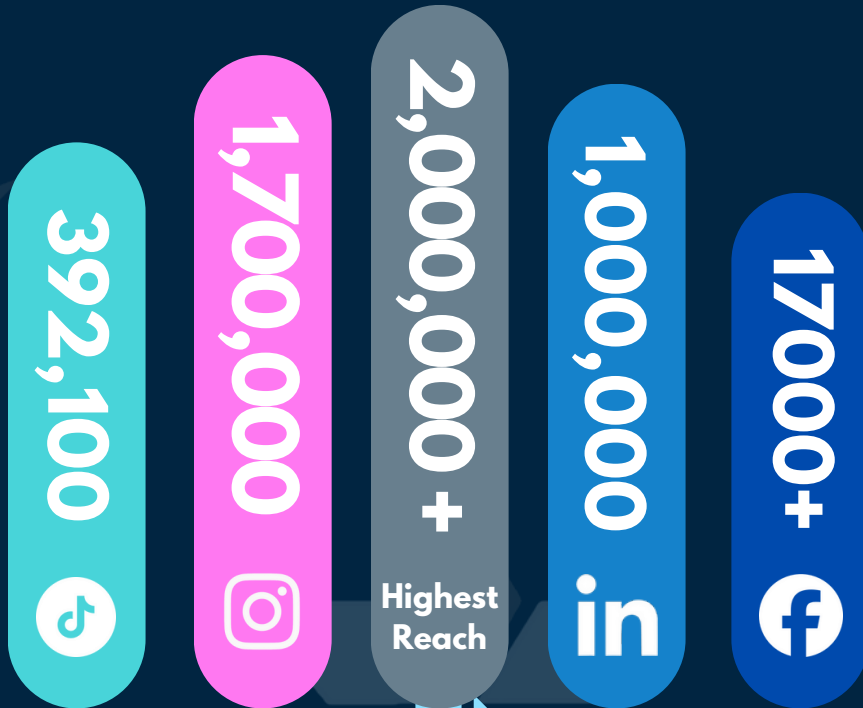
04

TIKTOK



- 300+ average likes
- 1000+ views
- Expected to grow rapidly by the end of 2024

WHAT OXIMUN OFFERS: Oxford's Reach



01

Instagram-focused reel on the day of orientation, representing our sponsors on a platform with Oxford's reach of **1,700,000+**.

02

We offer visibility through OXIMUN's exclusive discussion forum on **Facebook** that has an approximate reach of **17000+**.

03

Our media coverage and social media presence, in collaboration with OXMUN, includes LUMUN's Instagram account with a combined reach of approximately **2,000,000+**, offering extensive exposure opportunities.

WHAT LUMUN OFFERS

BRAND AWARENESS

01



Offer customizable sponsorship packages that align with sponsors' marketing objectives and budgetary considerations.

02



Reach a diverse and engaged student body of over 2000 freshmen annually during orientation events.

03



Include exclusive benefits such as logo placement, sponsor mentions in press releases, and recognition at LUMUN's flagship events, enhancing brand visibility and prestige.

04

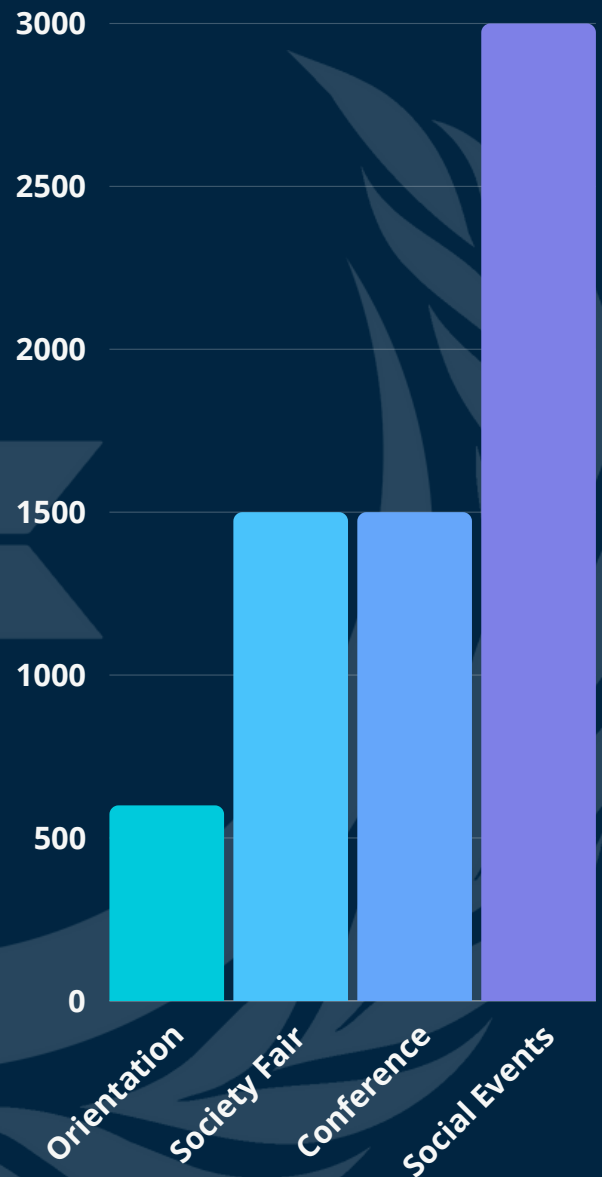


Engage directly with students through branded promotional materials, vouchers, and interactive sessions during orientation events.

05



Showcase sponsor logos prominently on LUMUN's customized shirts worn by core team members, ensuring repeated exposure throughout the academic year.



SPONSORSHIP PACKAGES

BENEFITS	SILVER: 500K	GOLD: 10 Lac	PLATINUM: 20 Lac
Brand Affiliation on LUMS Discussion Forum	✓	✓	✓
Company-specific giveaways: vouchers and coupons	✓	✓	✓
Sponsor promotional material in delegate bags	✓	✓	✓
Company logo on LUMUN official standees and flyers	✓	✓	✓
Sponsor announcement on social events	✓	✓	✓
Kiosk on campus (number of days may vary)	1 day	2 days	all days
Company specific standees on campus (number of standees may vary)	2	5	10
Company-specific social media promotion		✓	✓
Company-specific branding on SMDs and social events		1 day	3 days
Brand logo on delegate books and merchandise		✓	✓
Spokesperson speech at Opening or Closing Ceremony		✓	✓

SPONSORSHIP PACKAGES

BENEFITS	SILVER	GOLD	PLATINUM
Sponsor-themed events and engagement opportunities			✓
Exclusive access to Committee and Panel Talks			✓
Promotional post on LinkedIn			✓
Conference Title Rights			✓
Company logo on LUMUN official tickets for social events			✓
Company logo on International Team's merchandise			✓
Keynote speaker at Formal Dinner			✓
Company watermark on LUMUN's media coverage			✓
Brand Ambassador Recruitment Opportunity			✓
Market Research opportunities through incoming delegates			✓



Past Collaborations

FUROR



NESCAFÉ



Bank Alfalah

sastaticket.pk

Sponsorship Gallery



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LET'S WORK TOGETHER!