PAHASARANI

LIVE IN CONCERT 2026



SPONSORSHIP PROSPECTUS

ORGANIZED BY

MANAGEMENT STUDENTS' UNION

UNIVERSITY OF PERADENIYA

01. EXECUTIVE SUMMARY

Pahasaraniya Live in Concert is the flagship annual initiative of the Management Faculty Students' Union at the University of Peradeniya — Sri Lanka's most prestigious university, ranked #1 nationally for four consecutive years.

Since 2015, Pahasaraniya has transformed entertainment into purpose: funding scholarships for undergraduates in financial need and delivering critical infrastructure to under-resourced schools across Sri Lanka.

Following a landmark comeback concert in 2025 — attended by over 5,000 people, featuring acclaimed artists and broadcast through TV Derana — Pahasaraniya 2026 is set to be the biggest edition yet. We invite forward-thinking brands to be part of this story.

5,800+ Expected audience 2026	**5,000+** Attended in 2025	**10+** Years of impact	**14,000+** UOP undergraduates
#1 Ranked university in Sri Lanka	**20** Scholarships awarded yearly	**13+** Schools supported since 2013	**10,100+** Combined social media reach

02 EVENT HISTORY

Pahasaraniya has a proven track record of delivering high-quality, large-scale events that unite entertainment and social purpose.

2024	Stage drama 'Tharawo Igillethi' at Ediriveera Sarachchandra Open Air Theatre — audience of 3,000+
2025	Live concert at Peradeniya Gymnasium featuring Sanuka Wickramasinghe, Amelia Wijesooriya, Pradeep Rangana, Raveen Tharuka & Yaka Craw — 5,000+ attendees — media partner: TV Derana
2026	Expanding further — larger venue, bigger artists, wider reach

03 SOCIAL IMPACT - YOUR BRAND SUPPORTS REAL CHANGE

SCHOLARSHIP FUND

- 20 scholarships annually, each valued at LKR 10,000, awarded to financially disadvantaged Faculty of Management students
- Programme established in 2015 — expanding further in 2026 to reach more students
- Sponsors receive a Certificate of Appreciation and a post-event impact report suitable for CSR disclosure

SCHOOL DEVELOPMENT PROJECTS (2013–2026)

- 13+ schools supported across Sri Lanka with ICT labs, libraries, water systems, and classrooms
- 2024–25: New classroom built at Napana Junior School, Wattegama
- 2026: A/L Commerce seminar delivered for students of Bandarawela Central College

04 SPONSORSHIP PACKAGES

Five structured tiers — each designed to maximise brand impact at a different investment level. All sponsors receive formal recognition, promotional exposure, and post-event CSR documentation

Benefit	PLATINUM	GOLD	SILVER	BRONZE	COMMUNITY
Investment (LKR)	**500,000+**	**300,000**	**150,000**	**75,000**	**25,000**
Title / naming rights to event	✓	—	—	—	—
On stage advertisement	60s	30s	15s	—	—
Stage backdrop branding	✓	✓	—	—	—
Prime banner at venue	2 × large	1 × large	1 × medium	1 × small	—
MC acknowledgement on stage	✓	✓	✓	✓	—
Logo — all printed materials	Prominent	Large	Medium	Small	Small
Logo on tickets	✓	✓	✓	—	—
Social media dedicated features	6+	4	2	1	1
Product sampling opportunity	✓	✓	—	—	—
Activation / booth space	✓	✓	—	—	—
VIP seat allocation	10	6	4	2	—
Certificate of appreciation	✓	✓	✓	✓	✓
CSR impact report	✓	✓	✓	✓	✓

Custom packages available — contact us to design a partnership aligned with your specific brand objectives.

05 AUDIENCE & PROMOTIONAL REACH

Pahasaraniya 2026 is projected to draw 5,800+ attendees across a carefully structured ticketing framework — giving sponsors layered exposure from premium seated guests to the core student bloc.

Ticket Price	Expected No.	Audience Segment	Experience
LKR 5,000	**100**	General public & well-wishers	Premium seating + refreshments
LKR 4,000	**250**	General public & well-wishers	Reserved seating + benefits
LKR 3,000	**400**	General public	Reserved, excellent stage view
LKR 2,000	**750**	General public	Standard seating
LKR 150	**3,500**	University students	Balcony area

Digital & Media Reach

Platform	Reach	Usage
TV	National	TV commercials and event coverage
Pahasaraniya Facebook	4,600+ followers	Event announcements, artist features, countdowns
MSU Facebook Page	5,500+ followers	University-wide engagement and promotion
Instagram	Active & growing	Story campaigns, reels, sponsor features
TikTok	Active & growing	Short-form content targeting 18–25 youth audience
On-ground — campus & city	14,000+ UOP community	Posters, cutouts, wristbands, T-shirts, hoodies

06 TELECOM & MOBILE NETWORKS

Dialog, Mobitel, Hutch — reach 5,800 active mobile users in a single high-energy evening

The Commercial Opportunity

- University students are among Sri Lanka's highest mobile data consumers — streaming, social, and gaming around the clock
- SIM activations and data plan upgrades peak in the 18–25 age bracket when students transition to independent living
- Brand switching happens most frequently at this life stage — a critical customer acquisition window
- Telecom brands that engage students authentically at live events generate word-of-mouth that paid ads cannot replicate

Why Pahasaraniya Delivers It

- 5,800+ live attendees — every one a potential subscriber or plan upgrade
- 10,100+ combined social media followers engaged in the weeks before, during, and after the event
- On-ground SIM activation or data-pack promotional stalls available for Platinum and Gold sponsors
- MC call-outs and stage branding create real-time brand recall in a memorable, high-energy setting
- University community of 14,000 provides a long-tail audience well beyond event day

Recommended package: Gold (LKR 300,000) for stage + social, or Platinum (LKR 500,000+) for full naming rights and national exposure

07 BANKING, FINANCE & INSURANCE

Commercial Bank, HNB, BOC, AIA — build financial relationships with tomorrow's professionals today

The Commercial Opportunity

- Final-year students are 6–18 months from their first salary — the prime moment to acquire lifelong customers for savings, credit, and investment products
- Faculty of Management graduates enter finance, banking, and corporate Sri Lanka — your future clients and employees
- Insurance penetration among Sri Lankan youth is critically low — awareness events are the most effective entry point
- Competitor banks and insurers are actively recruiting on campus; a sponsorship keeps your brand front of mind

Why Pahasaraniya Delivers It

- Direct access to 800 Faculty of Management students — future accountants, financial analysts, and business leaders
- Brand credibility enhanced by association with a scholarship-funding, socially responsible platform — CSR alignment that resonates with regulators and customers alike
- Post-event impact report suitable for annual report CSR sections and regulatory filings
- VIP seating enables networking with faculty leadership, senior treasurers, and university administration

Recommended package: Silver (LKR 150,000) for solid brand presence, or Gold (LKR 300,000) for stage visibility

08 FMCG, FOOD & BEVERAGE

Nestlé, Unilever, Hemas, CIC, beverage brands — put your product directly in 5,800 pairs of hands

The Commercial Opportunity

- Live events are one of the last truly captive brand-experience moments in a digitally distracted world
- Product sampling at events converts at 3–5× the rate of digital advertising for impulse FMCG and F&B categories
- University students influence household purchasing decisions — word-of-mouth radiates well beyond the campus
- Refreshment and food branding in premium ticket tiers gives associative luxury positioning at low cost

Why Pahasaraniya Delivers It

- Platinum and Gold tiers include product sampling rights — distribute directly to 5,800 engaged attendees
- Refreshment branding in the LKR 5,000 and LKR 4,000 premium categories reaches the highest-spending audience segment
- Social media content featuring your product in an energetic, aspirational university setting

Recommended package: Platinum (LKR 500,000+) for sampling rights , or Gold (LKR 300,000) for strong on-ground brand presence

09 FASHION, APPAREL & LIFESTYLE

Avirate, Cotton Collection, Odel, local fashion labels — dress the generation that defines what is cool

The Commercial Opportunity

- University concerts are peak fashion moments — students dress intentionally and photograph extensively for social media
- Instagram and TikTok content generated organically by 5,800 attendees provides reach no paid campaign can match
- Gen Z fashion decisions are driven by peer visibility and social proof — not discounts or billboards
- Sri Lanka's youth fashion market is growing rapidly; early brand associations create lasting, loyal customers

Why Pahasaraniya Delivers It

- Stage banners and photo backdrops appear in thousands of organic social media posts from attendees
- Social media styling features and artist collaborations available for Platinum and Gold tiers
- The audience skews precisely to the 18–26 demographic that fashion brands prioritise globally
- Association with a purpose-driven event strengthens brand values alignment — crucial for Gen Z loyalty

Recommended package: Gold (LKR 300,000) for merchandise + social + stage, or Silver (LKR 150,000) for targeted digital and print presence

10 TECHNOLOGY & E-COMMERCE

PickMe, Daraz, local tech startups, software companies — acquire users who live digitally

The Commercial Opportunity

- University students are early adopters — the demographic that drives app downloads, reviews, and peer referrals
- Tech-savvy Faculty of Management graduates are both users and future employees of technology companies
- E-commerce platforms gain most traction when introduced through trusted social contexts, not cold advertising
- Sri Lanka's digital economy is growing fastest among 18–28 year-olds — this audience is the market

Why Pahasaraniya Delivers It

- QR-code promotional campaigns at the event venue drive app downloads and sign-ups in real time
- Social media features reach TikTok and Instagram audiences who respond best to peer-driven tech recommendations
- Booth and activation space allows live demonstrations and on-the-spot registrations for Platinum and Gold sponsors
- University network effect: one converted student shares the product with dozens of peers organically

Recommended package: Gold (LKR 300,000) for activation space + social + stage, or Silver (LKR 150,000) for digital-first brand presence

11 EDUCATION, PROFESSIONAL TRAINING & EDTECH

British Council, CIMA, ACCA, NIBM, online learning platforms - meet students at their most ambitious

The Commercial Opportunity

- Faculty of Management students are actively pursuing professional qualifications — CIMA, ACCA, CFA — alongside their degrees
- The post-concert period coincides with exam season planning — a high-intent moment for course enrolments
- Word-of-mouth from a respected university peer group is the most effective channel for professional qualification brands
- Study abroad agents and language schools find university events produce higher-quality leads than any digital channel

Why Pahasaraniya Delivers It

- Direct access to 800 Management Faculty students actively considering professional qualifications
- Brand credibility by associating with Sri Lanka's #1 ranked university — institutional halo effect
- Brochure and voucher distribution through event goodie bags for Platinum and Gold tiers
- Social media features reach the full 14,000-strong UOP community beyond the Faculty of Management
- Post-event report provides documented student engagement metrics for marketing ROI calculations

Recommended package: Silver (LKR 150,000) for brochure distribution + social + logo, or Gold (LKR 300,000) for stage visibility

12 HOSPITALITY, TOURISM & TRAVEL

Hotels, airlines, travel platforms — put your brand in front of young explorers at a pivotal moment

The Commercial Opportunity

- University students and recent graduates are entering their highest-travel decade — honeymoons, first holidays, and business trips
- Brand loyalty in hospitality is established early; a positive brand experience at 21 lasts for decades
- Sri Lanka's domestic tourism sector is recovering and actively seeking younger audiences to sustain growth

Why Pahasaraniya Delivers It

- 5,800+ attendees in a celebratory, aspirational atmosphere — primed to engage with experiences and travel brands
- Co-branded giveaways (hotel vouchers, travel credits) create high-recall moments that attendees share on social media
- Event photography and videography provide authentic UGC content for your own digital marketing campaigns

- Travel platforms and booking apps thrive on the social sharing behaviour that dominates the 18–26 demographic
- Association with a purpose-driven social initiative strengthens CSR positioning for tourism boards and airlines

Recommended package: *Silver (LKR 150,000) for on-ground engagement, or Gold (LKR 300,000) for stage presence + giveaway integration*

13. WHY PAHASARANIYA 2026?

Premium captive audience

5,800+ engaged young consumers, 18–26, in one venue, for one evening. Impossible to replicate with digital ads.

Genuine social purpose

Your brand stands alongside a decade of scholarships and school projects purpose-driven association that Gen Z respects.

Multi-channel amplification

TV Derana, Facebook, Instagram, TikTok, posters, wristbands, T-shirts, and stage presence — coordinated brand exposure across every channel

Proven organisational excellence

3,000+ (2024 drama), 5,000+ (2025 concert). A decade of track record. Sri Lanka's #1 university. You are in safe hands.

14. CONTACT & NEXT STEPS

We would welcome the opportunity to present this proposal in person and design a package around your brand's specific objectives.

Organisation

Management Faculty Students' Union
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Event Details

Pahasaraniya Live in Concert 2026
Date: 20th of November 2026
Venue: Peradeniya University Gymnasium
Expected audience: 5,800+

We look forward to welcoming you as a proud partner of Pahasaraniya Live in Concert 2026 — where entertainment meets impact.