

MARKETING Vision



2026

THINK BRAND, BUILD AI

SPONSORSHIP PROPOSAL

DATE: 9TH & 10TH MARCH 2026

VENUE: ALOFT KATHMANDU

SUBJECT: SPONSORSHIP PROPOSAL: MARKETING VISION 2026

Dear Sir/Ma'am,

The Nepalese Marketing Association (NMA) is pleased to present a partnership opportunity for Marketing Vision 2026, a forward-looking national initiative designed to strengthen Nepal's marketing and strategic communication ecosystem in an era increasingly shaped by artificial intelligence, digital transformation, and data-driven engagement. NMA is a non-profit professional association serving as a national platform for marketing and communication professionals across Nepal. Our mission is to foster collaboration, capacity building, and the adoption of global best practices that enhance institutional credibility, public engagement, and sustainable economic development. Marketing Vision 2026 brings together senior marketing leaders, brand strategists, digital communication professionals, agency experts, and emerging talent to examine how marketing and public communication are evolving. A central focus of the program is the integration of AI, data analytics, and strategic marketing frameworks to build trust, strengthen narratives, and enhance audience engagement—priorities that closely align with the objectives of modern public diplomacy and public affairs.

STRATEGIC RELEVANCE FOR COLLABORATION

The initiative is designed to support:

- AI-enabled communication and digital outreach strategies that improve message relevance, reach, and impact
- Branding, reputation management, and trust-building in an increasingly complex information environment
- Data-informed audience engagement and behavioral insights for effective public communication
- Capacity building for future-ready professionals shaping marketing, media, and public discourse
- Ethical, transparent, and responsible use of AI in marketing and communication practices

VALUE OF PARTNERSHIP

The initiative is designed to support:

- Gain strategic visibility among Nepal's marketing, communication, and business decision-makers
- Associate with thought leadership at the intersection of AI, marketing strategy, and public engagement
- Support the development of skills and frameworks relevant to digital diplomacy and strategic communication
- Engage directly with professionals influencing brand narratives, media strategy, and audience trust
- Demonstrate commitment to innovation, knowledge exchange, and institutional capacity building in Nepal

SPONSORSHIP & ENGAGEMENT OPPORTUNITIES

NMA offers flexible partnership formats that may include:

- Visibility across event communications, digital platforms, and official materials
- Knowledge-sharing or thought leadership participation aligned with program objectives
- Opportunities for dialogue with marketing and communication professionals
- Recognition as a supporter of innovation, professional development, and future-ready communication practices

Through this partnership, you would not only gain meaningful engagement with Nepal's marketing and communication community, but also contribute to advancing AI-informed, strategic, and ethical communication practices that support long-term public diplomacy objectives.

We would welcome the opportunity to discuss customized partnership options aligned with your priorities. Thank you for considering this collaboration with the Nepalese Marketing Association.

Yours sincerely,

**MAHESH SWAR, PRESIDENT
NEPALESE MARKETING ASSOCIATION (NMA)**

ABOUT NEPALESE MARKETING ASSOCIATION (NMA):

NMA is a non-profit association of Marketing professionals of Nepal. NMA is a platform to network, communicate and address the marketing related issues and subjects in order to strengthen the Nepalese marketing practices. NMA focuses on goal-oriented approach and provides a platform for all marketing professionals across the country to build and strengthen best practices in the field of Marketing.

INTRODUCTION TO MARKETING VISION 2026

As we approach 2026, marketing is being reshaped by accelerating technology, rising consumer expectations, and a renewed emphasis on trust, authenticity, and meaningful experiences. Traditional strategies alone are no longer enough. Organizations must rethink how they connect, communicate, and create value.

Marketing Vision 2026 is built around five core objectives:

- **Understand how marketing is evolving toward 2026**

Gain clarity on emerging trends, platforms, consumer behaviors, and the impact of AI and data on marketing strategy.

- **Redesign brand strategies for trust, community, and experience**

Shift from transactional marketing to relationship-driven brand building that fosters loyalty, credibility, and long-term engagement.

- **Build AI-powered, data-driven digital marketing systems**

Learn how to leverage AI, automation, and analytics to improve efficiency, personalization, and decision-making across digital channels.

- **Learn what to automate vs. what must stay human**

Identify where technology adds value—and where human creativity, empathy, and judgment remain essential.

- **Create a future-ready marketing roadmap**

Develop a clear, actionable roadmap tailored to your brand or clients, ensuring adaptability and sustainable growth through 2026 and beyond

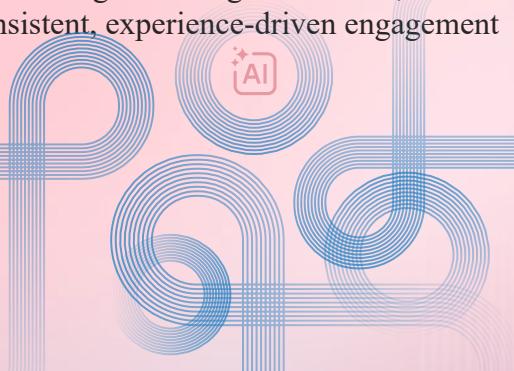
PROGRAM MODULE

DAY 1: SHIFT IN BRAND

Theme: From Campaigns to Connected Brand Experiences

Day 1 explores the fundamental transformation of marketing as brands move away from isolated campaigns toward always-on, connected brand experiences. Participants will examine how changing consumer expectations, digital behavior, and platform ecosystems are reshaping the role of marketing in 2026.

This module focuses on understanding why traditional campaign-centric thinking is no longer sufficient, and how modern brands are building trust, relevance, and loyalty through consistent, experience-driven engagement across touchpoints.



KEY AREAS COVERED INCLUDE:

- The evolution of brand marketing from short-term campaigns to long-term experience design
- How consumer trust, community, and values influence brand choice in the digital era
- The convergence of brand, content, data, and technology into a unified marketing system
- The role of storytelling, consistency, and customer journeys in creating connected experiences
- Case examples of brands successfully shifting to experience-led digital marketing models

By the end of Day 1, participants will gain a strategic mindset shift—seeing marketing not as a series of promotions, but as an interconnected ecosystem designed to deliver value at every interaction. This foundation prepares them for deeper exploration of AI, automation, and future-ready marketing strategies in the days ahead.

DAY 2: AI, AUTOMATION & THE FUTURE MARKETER

Theme: Humans + AI = Marketing Advantage

Day 2 focuses on how artificial intelligence and automation are redefining the practice of marketing—and what this means for the role of the future marketer. Rather than replacing human marketers, AI is emerging as a powerful enabler, amplifying creativity, strategic thinking, and execution at scale.

This module demystifies AI in marketing, moving beyond hype to practical, responsible, and strategic applications that drive measurable impact. Participants will explore how to design AI-powered marketing systems while preserving the human elements that build trust, emotional connection, and brand authenticity.

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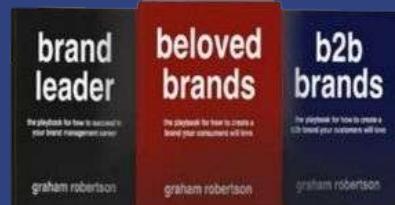
- The current and emerging role of AI in digital marketing, analytics, content, and personalization
- Practical use cases for automation across the marketing funnel
- Distinguishing what should be automated versus what must remain human-led
- How data, AI, and creativity work together to enhance customer experiences
- The evolving skills, mindset, and responsibilities of the future marketer

By the end of Day 2, participants will understand how to collaborate effectively with AI—using it to improve efficiency, insight, and scalability while retaining human judgment, empathy, and strategic control. This module equips marketers to confidently navigate AI-driven transformation and turn technology into a sustainable competitive advantage.



GRAHAM ROBERTSON

FOUNDER, BELOVED BRANDS
BRAND STRATEGY & MARKETING LEADERSHIP EXPERT



Robertson is the founder of Beloved Brands, a global marketing training and advisory firm that helps organizations build stronger brands and higher-performing marketing teams.

With more than 20 years of hands-on experience leading brands at companies such as Johnson & Johnson, General Mills, and Coca-Cola, Graham brings real-world marketing leadership into every training program. His work bridges the gap between strategy and execution—helping marketers move from insight to action with clarity and confidence.

In this workshop, Graham will focus on two critical capabilities for modern marketers:

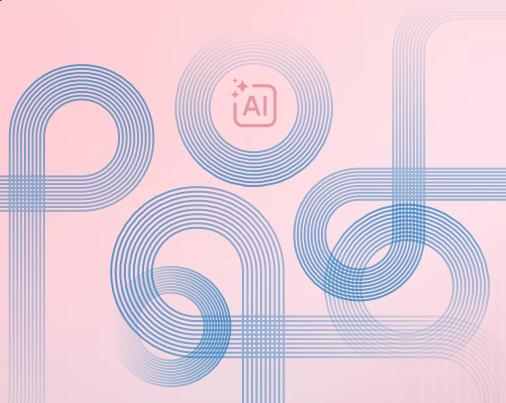
Building brand positioning that actually works. Participants will learn how to create clear, differentiated brand positioning statements that balance functional and emotional value, guide decision-making, and align teams around a single strategic idea.

Taking a practical omnichannel marketing approach. Graham will show how to connect

brand strategy to omnichannel execution—aligning creative, media, digital, in-store, and customer experience so brands show up consistently and meaningfully across every touchpoint.

Graham is the author of the bestselling book Beloved Brands and a four-time Effie Award winner. His work has been recognized by organizations such as Newsweek, Marketing Magazine, and RETHINK Retail. He has trained and advised marketing teams at many of the world's most respected organizations, including Mondelez, Hershey, Dr Pepper, Jack Link's, J&J, the NFL, National Geographic, Mayo Clinic, Pfizer, and many others.

Graham's sessions are known for being practical, challenging, and immediately applicable—giving marketers tools they can use the very next day to think more strategically, align their teams, and drive stronger results.



AI EXPERTS

The Marketing Institute of Singapore (MIS) is the National Body for Sales and Marketing. Since 1973, the Institute has nurtured countless students, sales and marketing practitioners through its training arm, the Marketing Institute of Singapore Training Centre (MIS Training Centre) and provided networking opportunities for thousands of its members. Today, the Institute continues to serve the community to fulfil its vision of "Creating Marketers".

Experts on AI from MIS will be joining the workshop to provide hands-on immersive experience with AI in line with the strategy session conducted by Graham.

PARTNERSHIP OPPORTUNITIES:

Title Sponsor: NPR. 13,00,000 (+VAT)

- **Title Sponsorship:** As the Title Sponsor, your brand will enjoy the highest level of visibility and recognition throughout the event.
- **Co-Branding Opportunity:** Your brand will be co-branded with NMA in the event's main logo across all communication and marketing collaterals.
- **Prime Logo Placement:** Prominent logo placement across all promotional materials and at the event venue to ensure maximum brand recall.
- **On-Site Product Branding:** Dedicated on-site branding opportunities to showcase your product to attendees.
- **Exhibition Booth:** Premium booth placement at the event venue for direct brand engagement and interaction.
- **Thought Leadership:** A brand representative with expertise in AI will have the opportunity to lead a session, positioning your organization as an industry thought leader.
- **Social Media Promotion:** Collaborative posts can be done on social media to ensure brand gets good coverage.
- **Tickets for Participation: 6 Slots**

Powered By Sponsor: NPR. 8,00,000 (+VAT)

- **Logo Placement:** Prominent logo placement as powered by , across all promotional materials and at the event venue to ensure maximum brand recall.
- **Exhibition Booth:** Premium booth placement at the event venue for direct brand engagement and interaction.
- **Social Media Promotion:** Collaborative posts can be done on social media to ensure brand gets good coverage.
- **On-Site Product Branding:** Dedicated on-site branding opportunities to showcase your product to attendees.
- **Tickets for Participation:** 3 Slots

Session Partner: NPR. 5,00,000 (+VAT)

- **Logo Placement:** Logo placement as session Partner , across all promotional materials and at the event venue to ensure maximum brand recall.
- **Exhibition Booth:** Premium booth placement at the event venue for direct brand engagement and interaction.
- **Social Media Promotion:** Collaborative posts can be done on social media to ensure brand gets good coverage.
- **Tickets for Participation:** 2 Slots

EVENT TIMELINE

- **Event Announcement:** February 1st, 2026
- **Registration Open:** February 5th, 2026
- **Event Date:** March 9th & 10th ,2026

MEDIA PARTNERS

- **Onlinekhabar.com-** Ad placement, Story coverages and Exclusive interviews with Speakers.
- **Vyas Media-** Event Coverage, Promotion and exclusive Podcast with Speakers
- **Kantipur Daily-** Promotion and exclusive interview with Speakers
- **Brand guff:** Content Partner

THANK YOU

